Engaging
The Next
Generation

Maunda Land
Director, Membership Engagement
Qualities of Rock Stars

- Music You Enjoy
- A Look You Want
- Make A Connection
- Create Awe, Excitement & Anticipation
- Have An Encounter
Academic Relations Needs a Local Presence

Music You Enjoy
What Gen Z Wants in a Career

- Real perks
- Work that has meaning
- Entrepreneurship

Source: CNBC.com

Good Bands Make Good Music
Good Internal Auditor Attributes

Two IIA programs support internal audit education around the world.

- The Internal Auditing Education Partnership (IAEP) program
- The Internal Audit Academic Awareness Program
IAEP Program

- 49 Universities in 12 Countries & Territories
- 7 Center Level Programs
- 24 Comprehensive Level Programs
- 18 Foundation Level Programs

Zach Seay
Zach's Takeaways

Internal audit classes enabled him to improve his skills.

Interaction with the local chapter was important.

Scholarships allowed him to graduate with honors.

He's passionate about an internal audit career.

A Look You Want
Connect With Students
Connect With Students

IIA Chapter and Institute Manual for Academic Relations

You Can Work Anywhere!
If we do not have their permission to use these logos, we are violating numerous copyrights.

Shelli Browning, 4/19/2017
Great Benefits

Great Exposure

With:
- Upper-level Management
- Chief Audit Executives
- Decision Makers

Great Opportunity

Top 10 Accounting and Finance Jobs to Watch for in 2017

- Financial Analysts: $57,700 - $84,200
- Senior Accountants: $54,900 - $80,000
- Internal Auditors: $54,900 - $80,200
- Compliance Officers: $89,000 - $94,000
- Senior Business Analysts: $83,000 - $119,000
- Compliance Officers: $90,500 - $110,000
- Financial Analysts: $57,700 - $84,200
- Senior Accountants: $54,900 - $80,000
- Internal Auditors: $54,900 - $80,200
- Compliance Officers: $89,000 - $94,000
- Senior Business Analysts: $83,000 - $119,000
- Compliance Officers: $90,500 - $110,000


Starting Salary – $58,000-$68,750*

Senior Auditor – $88,250-$115,000

Great Salary!

Chief Audit Executive

– Up to $289,500*


Great Potential Through Certification

Table 36. Median Audit Salary by Certification (U.S.)

<table>
<thead>
<tr>
<th>Certification</th>
<th>n</th>
<th>10%</th>
<th>25%</th>
<th>50%</th>
<th>75%</th>
<th>90%</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Certification</td>
<td>239</td>
<td>$45,490</td>
<td>$53,000</td>
<td>$64,281</td>
<td>$82,000</td>
<td>$102,128</td>
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<tr>
<td>One or more Certifications</td>
<td>380</td>
<td>$69,804</td>
<td>$81,290</td>
<td>$98,290</td>
<td>$128,041</td>
<td>$162,000</td>
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<tr>
<td>CIA</td>
<td>164</td>
<td>$71,731</td>
<td>$83,002</td>
<td>$102,925</td>
<td>$130,012</td>
<td>$174,721</td>
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<tr>
<td>CPA</td>
<td>189</td>
<td>$70,200</td>
<td>$82,000</td>
<td>$100,000</td>
<td>$135,000</td>
<td>$175,000</td>
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<td>CISA</td>
<td>127</td>
<td>$75,000</td>
<td>$85,000</td>
<td>$104,616</td>
<td>$129,250</td>
<td>$160,200</td>
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<tr>
<td>CRMA</td>
<td>42</td>
<td>$81,459</td>
<td>$94,919</td>
<td>$130,366</td>
<td>$160,686</td>
<td>$196,450</td>
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<tr>
<td>CFE</td>
<td>62</td>
<td>$74,050</td>
<td>$82,673</td>
<td>$101,510</td>
<td>$139,000</td>
<td>$196,450</td>
</tr>
<tr>
<td>Other*</td>
<td>37</td>
<td>$59,300</td>
<td>$81,681</td>
<td>$94,000</td>
<td>$129,954</td>
<td>$158,338</td>
</tr>
</tbody>
</table>

* Other certifications include Certification in Control Self-Assessment (CCSA), Chartered Accountant (CA), Certified Financial Services Auditor (CFSOA), Certified Government Auditing Professional (CGAP), and Certified Professional Environmental Auditor (CPEA).

Source: The IIA’s 2017 Internal Audit Compensation Study
SB2 why are only two items sourced to the Robert Half guide? where's the third from?
Shelli Browning, 4/19/2017
Resources for Chapters:

- Academic Relations manual
- “How To” guides
- Best practices for student engagement
- Marketing collateral
- Presentations
- Online resources for connecting with educators and students

[Image: www.ThelIIA.org/Academic]

Make A Connection

[Image: ROCKSTAR]
too small to be legible, useful
Shelli Browning, 4/19/2017
Chapter Academic Relations Activities Maturity Levels

- Basic Academic Relations Chapter Activities
- Intermediate Academic Relations Chapter Activities
- Advanced Academic Relations Chapter Activities
this slide is confusing - what is it conveying - the words are out of order from the blue title bar to within the circles below. I think all it needs is Maturity Levels - Basic, Intermediate, Advanced
Shelli Browning, 4/19/2017
Basic Academic Relations Chapter Activities

• Elect an Academic Relations Committee (ARC) Chair
• Form an Academic Relations Committee comprising interested chapter members
• Identify schools offering Accounting and related program majors
• Identify school contacts to help promote awareness of internal auditing as a career
• Share The IIA’s materials
• Present the value of teaching internal audit and adopting The IIA Global Model Internal Audit Curriculum
• Participate in Beta Alpha Psi/Accounting Society’s Meet the Firms night
• Provide scholarships

Intermediate Academic Relations Chapter Activities

Basic +:
• Assign a liaison to work with each school; guest lecturer at appropriate classes
• Sponsor student memberships ($40 per student)
• Offer free admission to events and chapter meetings
• Invite professor involvement in chapter (i.e., Board position)
• Aid school in achieving IAEP program designation
• Host a Student Night event
• Support an IAEP university by donating restricted funds for that university to the Internal Audit Foundation
• Provide internships
SB5  too much copy - reduced somewhat
Shelli Browning, 4/19/2017

SB6  too much copy; not understanding second-to-last bullet - maybe: Chapter donation to Internal Audit Foundation’s Academic Fund to support IAEP
Shelli Browning, 4/19/2017
Advanced Academic Relations
Chapter Activities

Intermediate +:
- Develop Summer Leadership Programs for schools showing interest
- Select students to participate in research projects, simulations, company visitations, peer outreach, and presentations to board
- Develop a Mentorship Program
- Appoint student representative to chapter board
- Develop case competitions – award prizes, scholarships
- Develop and support an IIA student chapter with school support
- Develop an endowment

Create Awe, Excitement, and Anticipation
not understanding this one
Shelli Browning, 4/19/2017
Defining Success

Paul McClung
Vice President Internal Audit at WestRock
WestRock Company • Louisiana State University
Greater Atlanta Area • 500+ 

Send InMail  Connect

Have An Encounter
Internship in a Box

An educational resource designed to give audit departments a comprehensive plan for internal audit interns.

Internal Auditing Education Partnership (IAEP) Program Leadership & Networking Conference

• Sept. 22-24, 2017, in Orlando
• Students interview for internal audit position or internship
• Educators collaborate to improve internal audit programs
• Training sessions for ARC Chairs.

Company participation opportunities are still available. For more information contact academic@theiia.org.
Educators With Passion and Experience

Seth Hale
Seth’s Takeaways

- Internal audit courses helped him obtain certifications.
- Student chapter provided exposure to practitioners.
- Faculty members are great mentors.
- He’s focused on beginning an internal audit career upon graduation.
Thank You!

The Institute of Internal Auditors

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