

Chapter Advocacy Committee

OBJECTIVES: To promote the internal audit profession by being recognized by regulators and legislators as a credible, objective voice for the internal audit profession, and increasing awareness and perceived value to management and boards.

STRUCTURE: The Chapter Board shall appoint this committee of a chairperson and one or more members. Ideally the chairperson term would be a minimum of two years to promote continuity. Members of this committee could be an officer or member of the Board.

RESPONSIBILITIES:

1. Act as liaison between the chapter and the district representative for all advocacy communication from HQ and the North American Advocacy Committee. Report progress/activities to the Board.
2. Refer to the Building Awareness Toolkit as your guide to prepare a strategic plan for promoting the profession to the public and private stakeholders.
3. Refer to the Service to the Profession section of the CAP spreadsheet and Promoting the Profession section of the Chapter Maturity Model for additional details.
4. Survey members to identify local U.S. regulators, legislators, chief audit executives (CAEs), and board audit committees.
5. Identify and develop relationships with U.S. regulators, legislators, CAEs, and board audit committees. Get them involved in member events.
6. Invite public and private stakeholders to chapter events, CAE roundtables, etc.
7. Obtain proclamations from public stakeholders. Notify the media of proclamations and related presentations. Film presentations for The IIA's Audit Channel and send recordings to pr@theiia.org.
8. Speak at public and private stakeholder events promoting the internal audit profession.
9. Network with local chapters in close proximity to participate in meetings and presentations with private and public stakeholders. Ensure no duplicate communications with the same public or private stakeholders.
10. Ensure communication with public and private stakeholders is consistent with IIA branding as provided by HQ. (Refer to the Building Awareness Toolkit for tips and samples.)
11. Participate in the Annual Building Awareness Champion Program (February timeframe).
12. Organize an event for Celebrating Internal Audit Awareness month (May annually).