**Internal Audit**

**Awareness Month Tool-Kit**

An internal audit awareness campaign is important to create advocacy for the value of internal audit and building relationships on our campuses. As auditors, we can increase internal audit awareness by inserting our presence around our various campuses. Be it at campus events, consulting for implementation of new processes or systems, attending meetings at academic levels –i.e., faculty or student councils, giving class presentations, speaking at conferences, issuing newsletters, providing useful tips on our websites, etc., participation in these areas will show that IA is approachable, reasonable and works to help add value and minimize risks to the organization.

**Creative ways to market IA:**

* IA Newsletter including quarterly tips or audit alerts
* Prepare and distribute brochures
* Host a town hall meeting and give a brief presentation
* Lunch & Learns/training for the campus community
* Prepare and distribute posters
* Add this awareness link to your e-mail signature: [www.acua.org/movie](http://www.acua.org/movie) --Understand the Value of Internal Audit in just 3 minutes!
* Add the awareness logo to your e-mail signature and other communications
* Promote IA via your university and local media –newsletter, radio station, idea corners, campus monitors, etc.
* New employee orientation presentation
* Organization newsletter or communications that provide IA tips and references the IA website
* Promote IA during the risk assessment process, audit entrance and exit meetings
* Provide training to audit committee members
* Website –including operational and IT best practices, authority of IA, organization chart
* Email signatures
* Provide *IIA Tone at the Top* to the board, include information on various topics.
* Participate with campus activities
* Orientation session with new board members
* Presentations to students in various accounting courses taught at our universities
* Biannual meetings with CEOs/Presidents and their executive teams to discuss IA
* Attend, at least once a year, the periodic system-wide meetings for CFOs, CIOs, and Compliance Officers
* Training presentations during our members’ staff continuing education conferences
* Include an organization chart in your presentations –showing the IA reporting lines
* Generate an Annual report documenting IA accomplishments and accountability
* Committee involvement
* Remind clients and other stakeholders, that IA:
  + Works with them as a team and in the best interest of the college/university
  + Understands the culture of the college/university
  + Promotes best practices to other business units/departments
* Provide management with trends on risks, deficiencies, & underlying root causes
* Offer to assist management with problem solving or interpreting policies in a consultative manner
* Collaborate
* Provide management with tools to assist them with continuous monitoring

**Frequently Asked Questions:**

Consider addressing these common questions for your organization:

* What does Internal Audit do?
* What is the authority of Internal Audit?
* How does internal audit differ from external audit?
* For the IA Hotline: How many reports to you receive per year? What types of reports to you receive?
* How does IA decide who/what to audit?
* How can business units be ‘audit ready’?
* Who receives audit reports?

Other questions can be found at the Institute of Internal Auditors website:

Internal Audit FAQs: <https://na.theiia.org/about-us/about-ia/Pages/frequently-asked-questions.aspx>

**Useful Resources:**

* ACUA:
  + Promoting Internal Audit: <http://www.acua.org/ACUA_Resources/Promoting_Internal_Audit.asp>
  + Understand the Value of Internal Audit in just 3 minutes! -- [www.acua.org/movie](http://www.acua.org/movie)
* The Institute of Internal Auditors:
* Internal Audit: Adding Value Across the Board –

<https://na.theiia.org/about-ia/PublicDocuments/Internal_Auditing-Adding_Value_Across_the_Board.pdf>

* + Three-Lines of Defense in Effective Risk Management and Control: <https://na.theiia.org/standards-guidance/Public%20Documents/PP%20The%20Three%20Lines%20of%20Defense%20in%20Effective%20Risk%20Management%20and%20Control.pdf>
  + Five classic Myths About Internal Auditing: <https://iaonline.theiia.org/five-classic-myths-about-internal-auditing>
  + International Audit Awareness Month Building Awareness Toolkit -- <https://na.theiia.org/about-us/about-ia/Pages/International-Internal-Audit-Awareness-Month.aspx>
  + Building Awareness Toolkit: <https://na.theiia.org/about-ia/PublicDocuments/Building%20Awareness%20Toolkit%20NA.pdf>

**Other Resources/Articles:**

* Internal Auditor Magazine:
  + Gauging the Value of Internal Audit (February 2015) <https://iaonline.theiia.org/2015/Pages/Gauging-the-Value-of-Internal-Audit.aspx>
  + 5 Resolutions for Every Internal Auditor’s list in 2015 (January 2015) <https://iaonline.theiia.org/5-resolutions-for-every-internal-auditors-list-in-2015>
* Tone at the Top:
  + Organizational Culture:

<https://na.theiia.org/periodicals/Public%20Documents/TaT-February-2016.pdf>

* + Cyber Security: <https://na.theiia.org/periodicals/Public%20Documents/TAT_November_December_2014.pdf>
  + The Tactful Skeptic:

<https://na.theiia.org/periodicals/Public%20Documents/TAT-Jan-Feb-2015.pdf>

* Tips:
  + Remind business units to check out your Internal Audit website, visit or call your institutions’ Chief Audit Executive for consultation/advice when facing a unique situation.
  + Share best practices
  + Serve as a liaison between external auditors and campus departments for regulatory compliance/site visits and summarize the visit/results for the board. This will ensure that the board is aware of any pending concerns and internal audit can ensure that responses are properly managed in the best interest of the university.
  + Remember to include quality assurance, risk assessment/enterprise risk management, and information technology in your discussions/presentations.