

ACUA ANNUAL REPORT

December 2021



2021 KEY ACCOMPLISHMENTS

Audit Interactive Highlights



There were 287 Registered attendees (from 136 universities and colleges)



Over 29 speakers presented content across 12 sessions



AuditCon Highlights

There were 396 registered attendees (from 202 universities and colleges)



The majority of AuditCon 2021 registrants were virtual (80%)

From the overall survey results:



89% of attendees were highly satisfied with the organization of the event



94% of attendees were satisfied or higher with the registration process



85% of attendees were satisfied or higher with the virtual conference website



97% of attendees were satisfied or higher with the schedule of events



99% of attendees were satisfied or higher with the conference sessions

State of Association Highlights

(as of December 2021)

MEMBERSHIP TOTALS

Universities/ IREP's

407



Total Members 1,977

INVESTMENT HIGHLIGHT



+\$123,815

Investments are up \$123,815 from the same time 2020* (As of October 31, 2021)

WEBINAR STATS



10 webinars were held in 2021.



5000+ REGISTRANTS

COMMUNICATION HIGHLIGHTS



30% open rate for email engagement, 5% above industry average



471 total (83 new) LinkedIn followers
37 posts, 308 unique engagements
703 unique visitors

1,518 Facebook page reach
528 Facebook page likes
34 posts, 5,325 post views

On Twitter ACUA has 213 followers and an average of 20 impressions per day

2022 GOALS & EXCITING INITIATIVES



New Strategic Partners program launch (Q1)



Membership needs survey (Q1)

The Professional Education Committee (PEC) is working to build a robust virtual learning calendar for 2022



March 2022 – ACUA Board strategic plan review and development



March 2022 – Audit Interactive fully in-person only conference, collocated with URMIA



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*full overview to held at ACUA Membership Meeting, Spring 2022

Renew for 2022!



www.acua.org