

# Association of College & University Auditors

## 2025 - 2028 Strategic Plan



**ACUA**  
Association of College  
& University Auditors

# About ACUA

## WHO WE ARE

Association of College and University Auditors (ACUA shapes the future of internal auditing in higher education, providing members with the tools, knowledge, and connections they need to succeed.

ACUA is a professional organization comprised of audit, risk, and compliance professionals from all over the globe. We strive to assist each other in continually improving the internal operations and processes of the individual institutions we serve through continued professional development and the sharing of experiences with friends and colleagues.

## CORE VALUES

- **Integrity:** We uphold the highest ethical standards to maintain trust and credibility with colleagues, members, and the institutions we serve.
- **Open Sharing of Knowledge:** We openly collaborate and share experiences to be an indispensable resource for higher education knowledge exchange, best practices, and networking.
- **Mutual Trust and Friendship:** We create a strong support network built on mutual trust and friendships that last a lifetime.
- **Respect:** We foster a culture of respect where everyone feels welcomed, included, and valued.
- **Commitment to Excellence:** We are committed to being the ultimate resource for higher education internal audit training and resources.
- **Innovation:** We embrace new ideas and creative approaches that drive positive change.

# ACUA's Strategic Plan 2025 - 2028

## GOAL 1

### ***Strengthen long-term sustainability to foster a more resilient and successful organization***

Objective 1: Maintain or exceed 85% membership retention.

Objective 2: Create a biannual cost analysis process to review key functions, including conferences, membership, partnerships, and investments, to evaluate profitability, risk, and financial resiliency.

Objective 3: Annually evaluate committee structure and succession plans in support of committee focus on ACUA's strategic goals.

Objective 4: Strategically align volunteers with their skills and passions to support the volunteer journey.

Objective 5: Identify necessary ACUA policies and make recommendations for committees and the board to develop within an established timeline.

Objective 6: Sustain the quality of ACUA conferences as measured through 80% satisfaction ratings or higher, while strategizing efficiencies in conference planning.



# ACUA's Strategic Plan 2025 - 2028

## GOAL 2

***Nurture a welcoming community in alignment with our core values that foster a long-term commitment to ACUA.***



Objective 1: Develop a communication plan to increase stakeholder awareness of ACUA's values and strategic vision and measure the effectiveness and outcomes of the strategic plan.

Objective 2: Use the member needs assessment survey responses to identify areas where ACUA could provide additional educational tools and resources

to build a culture that focuses on values and supports diverse stakeholder perspectives.

Objective 3: Evaluate and improve the effectiveness of in-person networking and build upon our strengths.

Objective 4: Evaluate the effectiveness of virtual networking and explore opportunities to provide virtual networking for members and strategic partners.

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## GOAL 2 *cont.*

***Nurture a welcoming community in alignment with our core values that foster a long-term commitment to ACUA.***

Objective 5: Develop a strategy to recognize volunteers through various stages of their careers. Examples: promotions, years of service, impact on internal audit, retirement, new members, and volunteers.

Objective 6: Build a volunteer database to track skills, history, years of service, and interest in volunteering, recognition, education, and strategic relationships.

Objective 7: Restructure the DEI committee and embed the core values into each committee.



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## GOAL 3

***Maximize learning through personalized development opportunities and provide educational resources on emerging risks.***



Objective 1: Create a process devoted to informing members of emerging risks.

Objective 2: The AI Conference Planning Committee will develop a plan to replace in-person Audit Interactive with virtual options that provide at least 15 CPE.

Objective 3: Create an Innovative Digital Learning Task Force to implement a learning management system (LMS).

Objective 4: Charge the Innovative Digital Learning task force to work with the Executive Director to explore other online learning possibilities (forum, gamification, and search tools).

Objective 5: Develop an Introduction to Higher Education for New Auditors course for the Learning Management System.

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## GOAL 4

***Enhance the member experience by collaborating with industry SMEs across partnerships and peer organizations.***



Objective 1: Revisit ACUA's affiliation strategy to prioritize which peer organizations are most valuable to members to expand the reach and influence of ACUA through joint initiatives and co-branded activities.

Objective 2: Build a strategic partnership strategy to prioritize and strengthen the relationship with ACUA that provides mutual value to members and partners.