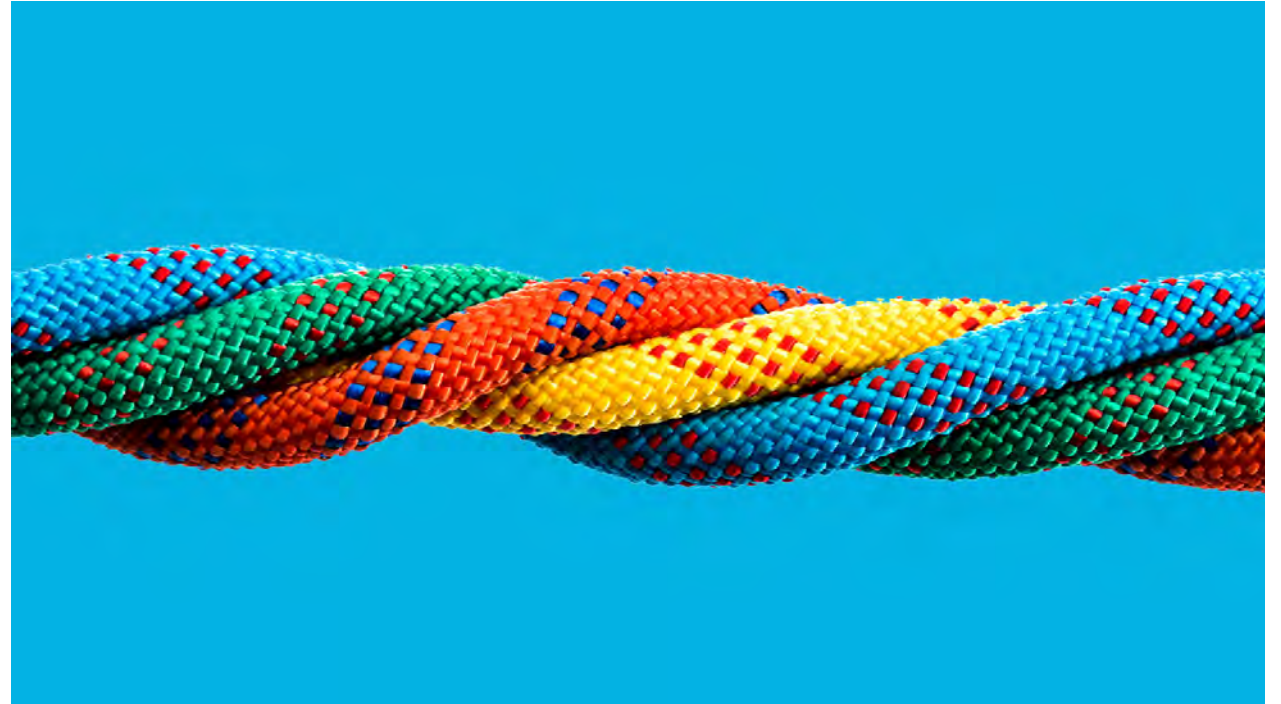


IMA Fiscal Year 2020 in Review: Stronger Together

A recap of events and milestones during
the year ended June 30, 2020



ima®

The Association of
Accountants and
Financial Professionals
in Business



A Story of Growth

Message from the IMA Chair



“IMA endures because its values bring out the best in all of us. In the face of a global pandemic, the IMA community supported one another and sought ways to help. The organization worked together to achieve and advance our mission of serving members. I am so proud of the way IMA responded to crisis. It has been my honor to serve this organization as Chair during this time.”

Christian Cuzick, CMA

Chair, 2019-2020

Respect for the Individual

Teaming to
Achieve

Passion for Serving
Members

In a Time of Crisis, IMA Values Endure

Highest Standards of
Integrity and Trust

Innovation and
Continuous
Improvement

ima[®]

The Association of
Accountants and
Financial Professionals
in Business

Our Strategic Goals

Win

Win additional market share by growing the CMA program in the U.S. and globally

Drive

Drive member retention and loyalty in all regions by delivering tangible value through relevant programs, products, and services

Raise

Raise awareness in the Student/Academic market to expand the membership pipeline and reach CMA certified professionals of tomorrow

Master

Master technology that directly impacts IMA members and our value proposition



The Association of
Accountants and
Financial Professionals
in Business

Highlights from Fiscal Year 2020

Solid growth in key metrics with resources to further invest in member benefits = In the face of a global health pandemic, membership grew (3%), resulting in a new all-time record of 144,217 members and new CMAs grew by 17% year-over-year, another all-time record. At the end of the year, we had more than 43,000 active CMAs.

Strong balance sheet and financial safety margin to offer products at no cost to members = During the pandemic, we offered members free limited time offers on products and we continue to be one of the few associations that continuously offer over 100 free Continuing Professional Education (CPE) credits (an 18% increase from last year) as part of our member benefit package.

Innovative learning products to upskill members in critical competencies to navigate the post COVID-19 world = This year, we offered members the IMA Data Analytics & Visualization Fundamentals Certificate™, Blockchain 101 by IMA, podcasts, webinars, articles, and blogs. All year we aimed to provide members with tools to succeed in a rapidly changing digital workplace.

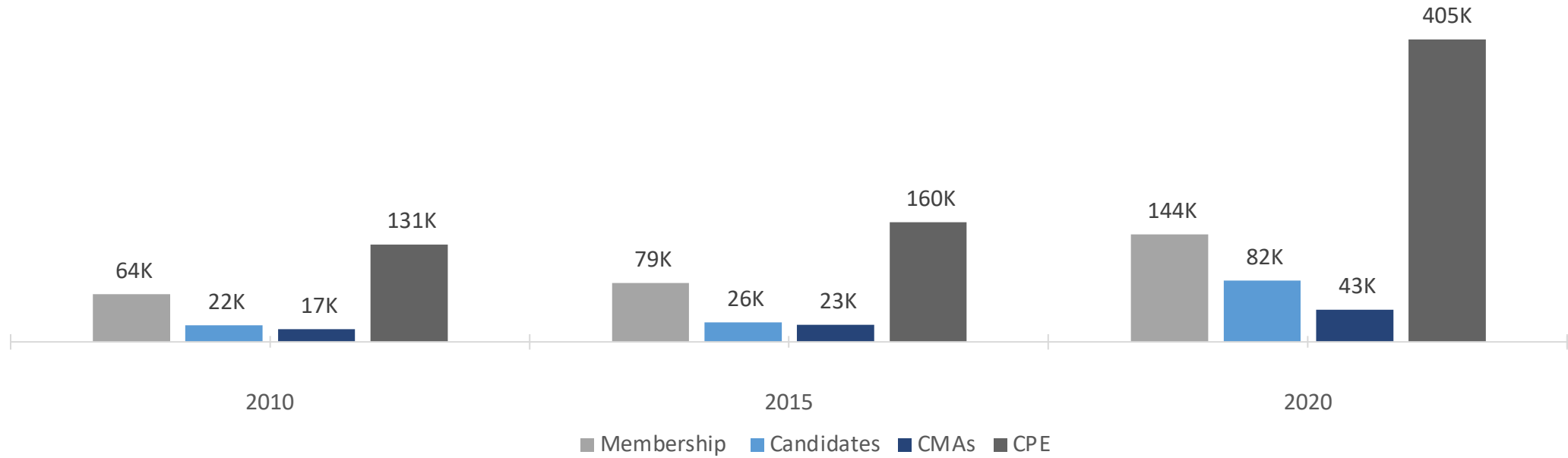
Continued focus on the CMA as the most relevant and useful certification for accounting and finance professionals = CMA candidates held steady at more than 38,872, and new CMA candidates in the U.S. grew 12%.

Compassion over commercialism and service to community = During the pandemic IMA's 300+ chapters (both student and professional) and councils, dedicated employees, and engaged members supported one another in a variety of ways, from charitable giving to hosting online networking events, demonstrating IMA's "soul of service."



The Association of
Accountants and
Financial Professionals
in Business

IMA's Journey of Growth

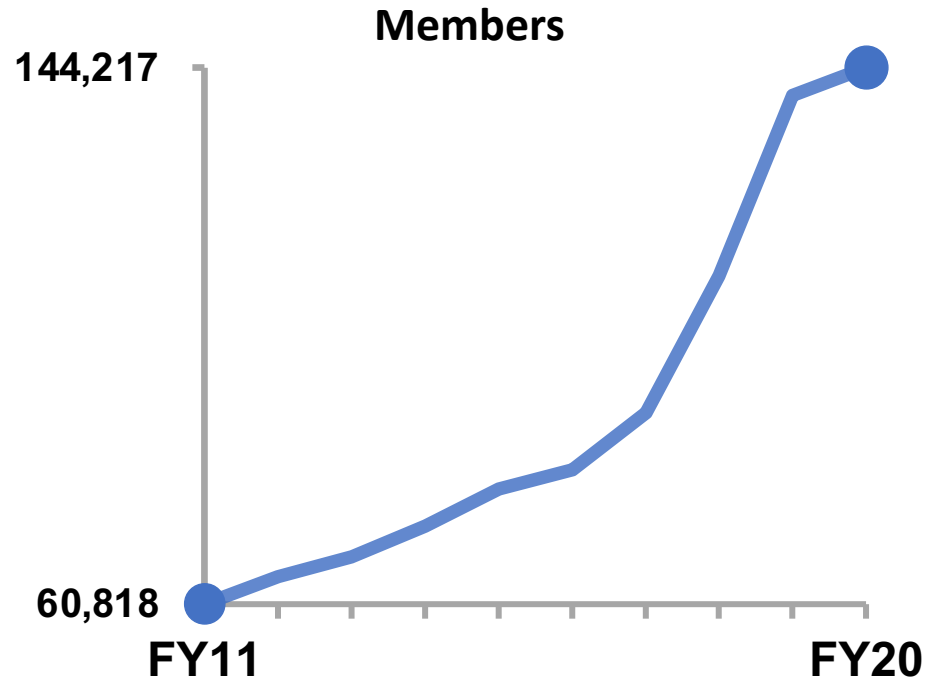


Category	2010	2015	2020	5 Year Compound Annual Growth Rate	10 Year Compound Annual Growth Rate
Membership	63,893	78,695	144,217	12.9%	8.5%
Candidates	22,436	26,430	82,314	25.5%	13.9%
CMAs	17,201	22,884	43,190	13.5%	9.6%
Continuing Professional Education (CPE) Hours	130,571	160,336	405,144	20.4%	12.0%

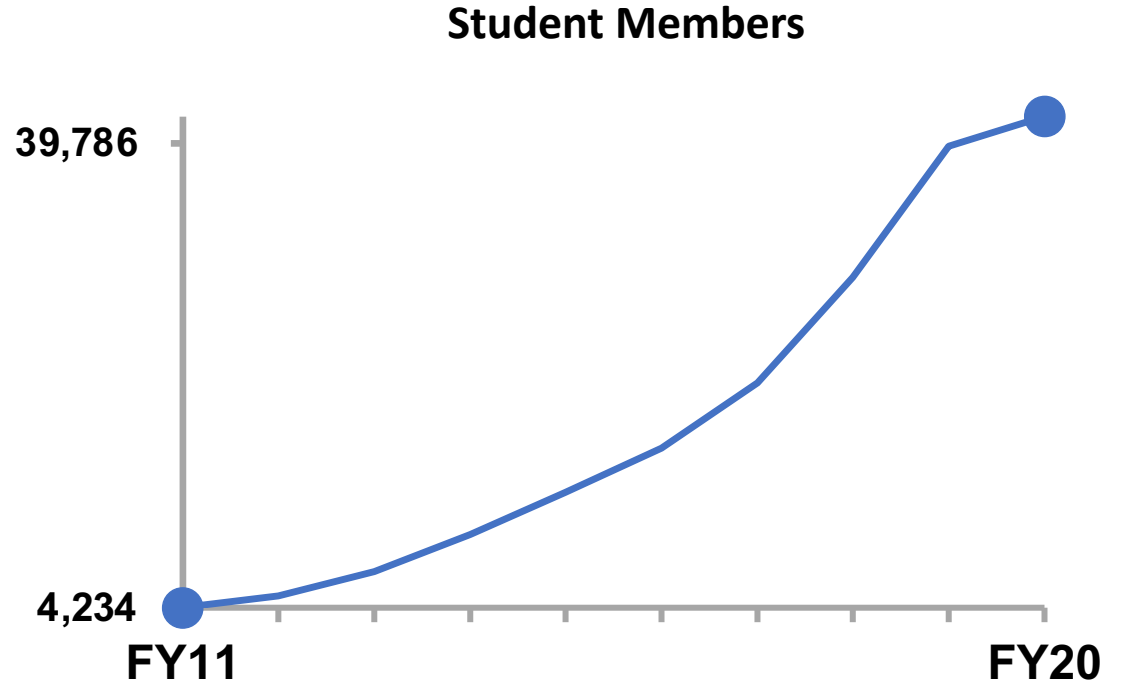


The Association of
Accountants and
Financial Professionals
in Business

IMA 2020 – A Story of Growth



IMA Total Membership at fiscal year ending June 30, 2020



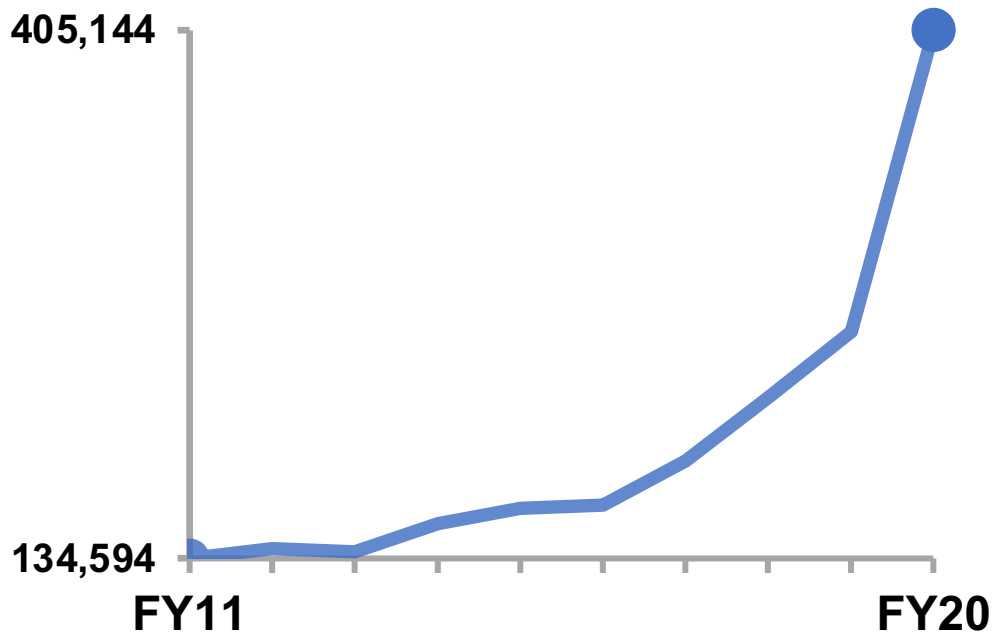
IMA Student Membership at fiscal year ending June 30, 2020



The Association of
Accountants and
Financial Professionals
in Business

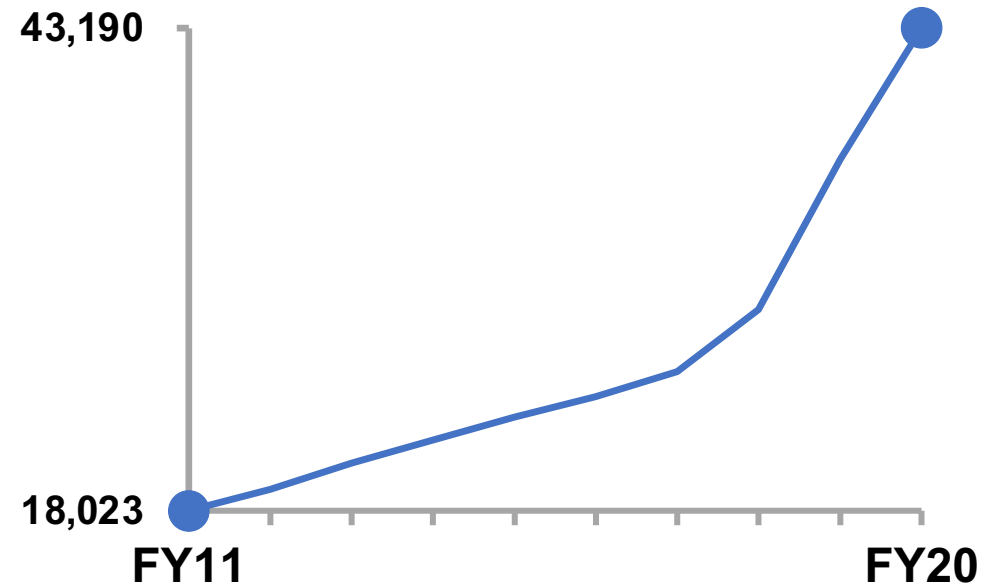
IMA 2020 – A Story of Growth

Continuing Professional Education (CPE) Hours



IMA CPE hour growth from fiscal year ending June 30, 2011 to fiscal year ending June 30, 2020

Active CMAs



Active CMAs at fiscal year ending June 30, 2020



The Association of
Accountants and
Financial Professionals
in Business

Offered free access to fee-based products through August 31, 2020



IMA Data Analytics & Visualization Fundamentals Certificate™



IMA Strategy and Competitive Analysis Learning Series®



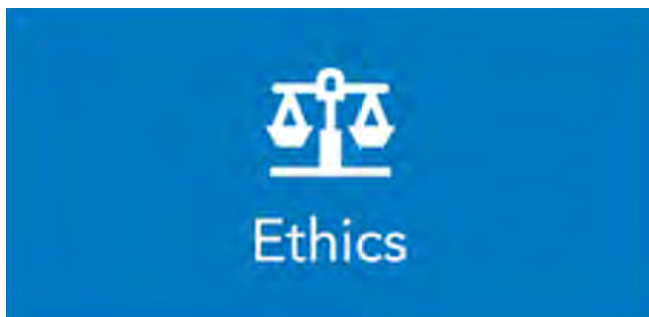
Blockchain 101 by IMA



The Association of
Accountants and
Financial Professionals
in Business

Expanded Free Member Benefits: Educational Products

100+ Free CPE Credits!



IMA Ethics Series Online
Courses/Workshops



Count Me In Podcasts
(non-CPE credit offerings)



IMA Online Self Study
Products



The Association of
Accountants and
Financial Professionals
in Business



INSIDE TALK
WEBINAR SERIES

IMA Webinars

“ Thank you for giving us this free training, which otherwise would have gone for hundreds of dollars! ”

“ Amazed with all the new information I got from this training! ”

“ Thank you, IMA, for helping me grow when the world isn't! ”

First-Ever Virtual Annual Meeting of Members

Due to the COVID-19 crisis, IMA's Annual Meeting of Members moved to a virtual format.

This well-attended event offered a way for the entire IMA global community to hear from senior volunteer leaders and executive leadership about the past, present, and future of IMA.



The Association of
Accountants and
Financial Professionals
in Business



In Memory of James (Jimmie) Smith and His Many Contributions to IMA



IMA's 2020 Lifetime Achievement Award Winner



Performance

A Relentless Focus on Continued Investment in Members During COVID-19



- A global pandemic shut down entire economies, but it couldn't shut down IMA
- Throughout the pandemic, we delivered engagement, education, and certification, AND invested in the future of our members
- We will continue to deliver new products and services, new markets, new partners, and a new ad campaign as part of our commitment to investing in your future



The Association of
Accountants and
Financial Professionals
in Business

IMA Around the World: Most Diverse Membership in IMA's History



- Over 144,00 members in more than 150 countries
- 10 global offices established or in formation
- 300+ IMA chapters, both student and professional
- 150 CMA review course providers globally

Bangalore, India office set up and staff hired
Legal entity registration completed



The Association of
Accountants and
Financial Professionals
in Business

Annual Board Meeting and Young Professionals Leadership Experience in Amsterdam

Historic first for IMA in holding this meeting outside the U.S.

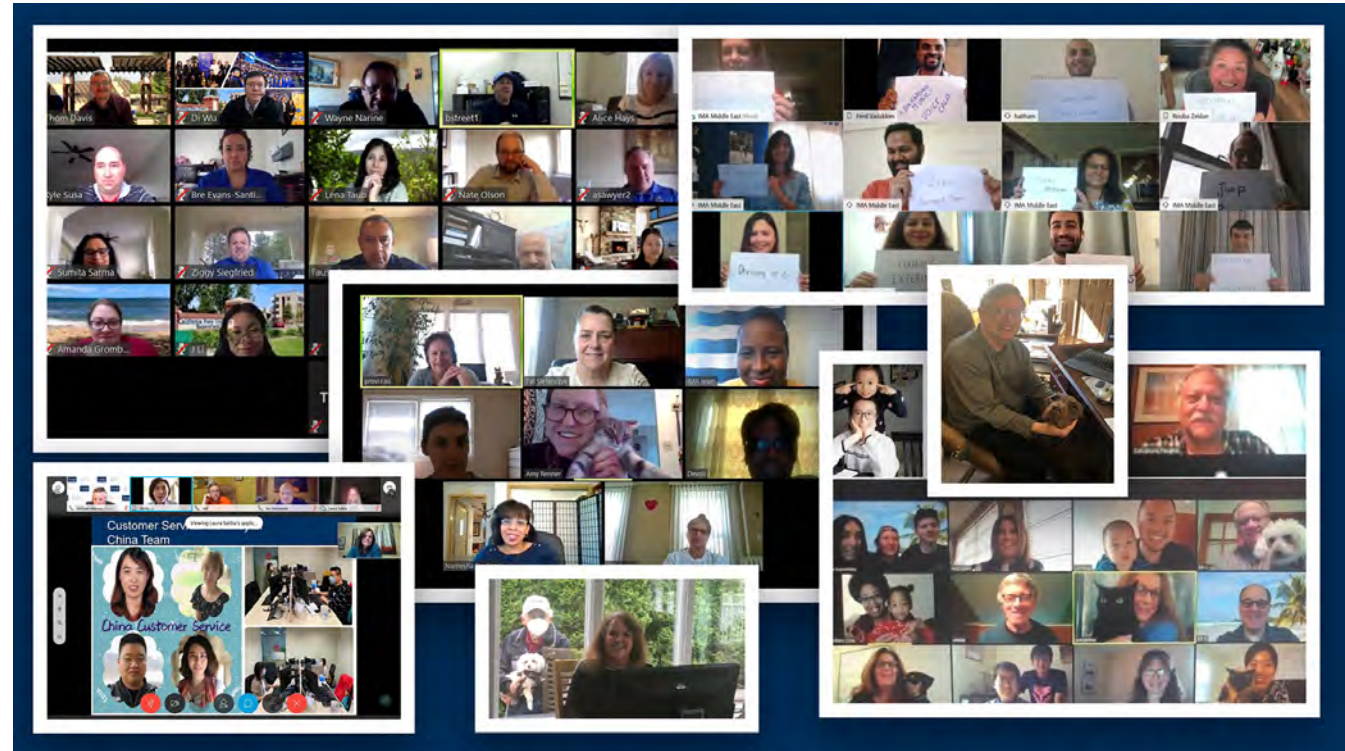


The Association of
Accountants and
Financial Professionals
in Business

Business Continuity during COVID-19 Crisis

IMA ensured business continuity during COVID-19 in the following ways:

- Our Member Services team served all our global members with empathy and compassion, exemplifying the soul of service
- Our IT team had already enabled remote working arrangements for all staff
- Our HR team had employee well-being and engagement plans in place
- Our Brand, communications, and marketing teams had stakeholder messaging ready for members, and our Community Relations team was in constant contact with volunteer leaders.



The Association of
Accountants and
Financial Professionals
in Business

Enhanced IT Infrastructure and Cybersecurity

IMA has a robust cybersecurity plan in place, facilitated by our IT department.

Most IMA staff members had the ability to work remotely for many years and IT has been constantly improving overall enterprise security for the last decade.

We hold yearly staff cyber-education training for all regions and there is active ongoing messaging regarding overall cybersecurity as well as new examples and warnings of what exploits are currently trending.

We push constant reminders to “stay vigilant” in the physical office, in the virtual office, and personally at home.



ima[®]

The Association of
Accountants and
Financial Professionals
in Business

Talent Management

Nearly 100% employee retention during the COVID-19 crisis

Ongoing professional development opportunities were offered through LinkedIn Learning free to employees

Online aerobics classes were offered to employees through The Active Workplace

Educational webinars on retirement planning, health and wellness, and diversity and inclusion were provided

Employee mental health assistance offered through Better Help

STAT (Synergy Towards Achievement Team) employee committee coordinated charitable drives, ongoing morale booster events, and Lunch and Learn sessions



The Association of
Accountants and
Financial Professionals
in Business



Members of IMA's STAT committee participate in American Cancer Society's "Making Strides Against Breast Cancer" walk at MetLife Stadium in October 2019



Impact on Members

Certifications Help in a Time of Crisis

- More people are viewing professional certifications as a way to prepare for a shifting business environment
- Professionals value certifications for helping them quickly develop skills in strategy, ethical decision making, and financial planning and analysis
- Certifications help them achieve greater skill versatility, resourcefulness, adaptability, and technological competence



The Association of
Accountants and
Financial Professionals
in Business

Certified to Work

IN AN INCREASINGLY UNCERTAIN JOB MARKET, ADULT LEARNERS WILL NEED ALTERNATIVE EDUCATIONAL AVENUES TO CULTIVATE SKILLS OF MOST VALUE TO EMPLOYERS—INCLUDING THOSE THAT LEAD TO PROFESSIONAL CERTIFICATION.

BY DENNIS WHITNEY • AUGUST 28, 2020

ILLUSTRATION BY ISTOCK



CMA Out-Earn Their Non-Certified Peers

- Globally recognized certification
- CMAs earn a median salary that is 60% greater than non-CMAs*
- CMAs earn median total compensation that is 63% higher*
- Certification gives CMAs more confidence to perform their jobs at a high level



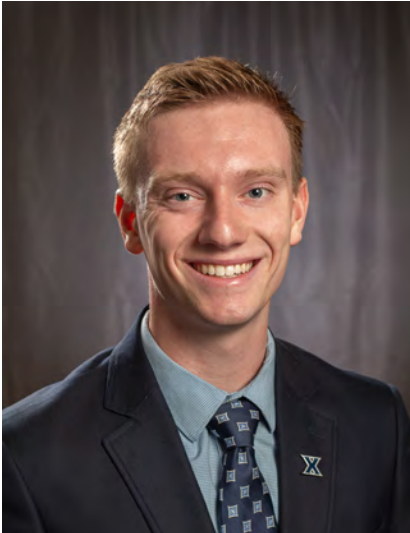
The Association of
Accountants and
Financial Professionals
in Business



*Source: IMA 2020 Global Salary Survey

CMA Scholarship Winners

Since the program's inception in 2012, IMA has awarded CMA scholarships worth a value of over \$14 million to students worldwide. The 14,550 scholarships have been awarded by 1,500+ universities from across the globe.



“The CMA Scholarship gives you so many great resources to help you prepare for the CMA exam. It seemed like such an easy ‘yes’ to me, to have that opportunity to earn a credential that could really help my future career.”

Adam Coyne, Audit and Assurance Assistant at Deloitte, Graduate of Xavier University, CMA Scholarship Recipient



“In 2019, I earned my CMA, thanks to a CMA scholarship that allowed me to prepare for and take the CMA exam at no cost. I knew that I wanted to pursue this certification because of its global recognition—especially because my ‘home base’ will likely continue to transition throughout my career.”

Katherine Clark, Finance Coordinator at Casas por Cristo in Nicaragua, Graduate of Indiana University Southeast, CMA Scholarship Recipient



The Association of
Accountants and
Financial Professionals
in Business

Century Student Scholarship Winner



Ryan Miggin, Dixie State University, was named the inaugural Century Student Scholarship winner.

“The Century Student Scholarship allowed me to complete my undergraduate education without any student debt,” he said.

He already plans to pursue his master's in accounting at the University of Utah after earning his bachelor's degree in spring 2021.



The Association of
Accountants and
Financial Professionals
in Business

Certified in Strategy and Competitive Analysis (CSCA) Program Complements CMA

IMA's 600+ CSCAs apply strategic and competitive analysis to their roles and have the strategic perspective necessary to drive critical decision making and organization-wide transformation.



The Association of
Accountants and
Financial Professionals
in Business

CMA Ad Campaign and PR Program Garner Industry Awards



The Association of
Accountants and
Financial Professionals
in Business

Collaborations Help IMA Reach More Professionals



NABA, INC.
NATIONAL ASSOCIATION OF
BLACK ACCOUNTANTS, INC.



Koninklijke Nederlandse
Beroepsorganisatie
van Accountants



I ILLINOIS
Gies College of Business



The Association of
Accountants and
Financial Professionals
in Business

Advancing the Profession Through Collaboration and Thought Leadership

We represent the voice of our members through participation in the leading global finance and accounting thought leadership organizations. Our participation in these organizations gives us an opportunity to make a greater impact in the profession and in society, ensuring we safeguard the integrity of management accounting for the present and future.



The Association of
Accountants and
Financial Professionals
in Business

Institute of Certified Management Accountants (ICMA) Board of Regents Enhances CMA Exam

Working with Institute of Certified Management Accountants (ICMA) staff, the ICMA Board of Regents implemented an enhanced CMA exam that includes the new content domain, Technology and Analytics. CMAs have the competencies required to use technology and advanced analytics to help senior leaders make data-based decisions about the future of their organizations.



Competencies include:

- Information systems
- Data governance
- Data analytics
- Data visualization

ima®

The Association of
Accountants and
Financial Professionals
in Business

IMA Committee Accomplishments

Ethics	Technology Solutions & Practices	Financial Reporting	Small Business
<ul style="list-style-type: none"> Executed a comprehensive conflicts of interest review process, resulting in 100% accountability of compliance statements by volunteer members Developed a Chapter Leadership Effectiveness Workshop ethics course for chapter and council leaders Worked cross-functionally with Diversity, Equity, & Inclusion and Technology Solutions & Practices Committees to develop sessions addressing these topics as they relate to ethics 	<ul style="list-style-type: none"> Hosted “Monday Tech Talk” webinars featuring topics on upskilling and applying technology in management accounting Committee members authored monthly technology-related articles for <i>Strategic Finance</i> to keep members up-to-date on the latest trends Collaborated on tech advocacy via Committee of Sponsoring Organizations of the Treadway Commission (COSO) and International Federation of Accountants (IFAC) 	<ul style="list-style-type: none"> Conducted multiple interactive outreach sessions with the Securities and Exchange Commission (SEC) Division of Corporation Finance, the Public Company Accounting Oversight Board (PCAOB), the Financial Accounting Standards Board (FASB) and the International Accounting Standards Board (IASB) Represented IMA through service on the FASB Financial Accounting Standards Advisory Council (FASAC) Delivered eight comment letters on proposed regulations and standards issued by FASB, IASB, SEC, and PCAOB on a range of issues including goodwill and intangibles, auditing standards, and disclosure 	<ul style="list-style-type: none"> Heather Bain quoted extensively in external media on Payroll Protection Program and related small business issues in the pandemic Met with FASB members and staff on private company interim reporting Represented IMA through service on the FASB Small Business Advisory Council Initiated relationship/presentation by Martha Miller, SEC Advocate for Small Business Capital Formation

The Small Business Committee provided practical guidance in this whitepaper to help members during COVID-19. The paper can be accessed [here](#).



The Association of
Accountants and
Financial Professionals
in Business





**Creating
Value**

Supporting the Global Profession with Educational Offerings Around the World



Continuing Education

- 750+ eLearning courses (English)
- 140 eLearning courses (Chinese)
- 110+ IMA webinars globally
- 75+ partner webinars (China)
- 90+ Podcasts (120+ countries)
- 40+ WeChat courses (China)



Career Resources

- IMA Management Accounting Competency Framework
- CareerDriver® career assessment and management tool
- Job Board
- Career Articles



Global Conferences

- Student Leadership Conference
- China Annual Conference
- Middle East Annual Conference
- Women's Leadership Summit
- Virtual events globally



Live Events

- Over 600+ chapter events and 30+ Elite Club events
- 60 IMA events



Soft Skills Development

- Leadership Academy webinars, workshops, and eLearning courses



Ethics Series

- Courses
- Workshops



Education for the Future

- Technology & Analytics Center
- Technology Education
 - IMA Data Analytics & Visualization Fundamentals Certificate™
 - Blockchain 101 by IMA
 - IMA Excel Series
 - TechTalk webinars
- Strategy Management
 - IMA Strategy and Competitive Analysis Learning Series®
 - Strategic Management webinars



The Association of
Accountants and
Financial Professionals
in Business

Educational Offerings Around The World: Europe



- Strong engagement with members and prospects via social media
- Quick response to COVID-19 and hosted 9 virtual events on continuing education and thought leadership



The Association of Accountants and Financial Professionals in Business



Educational Offerings Around The World: China



- New CPE courses added every month
- English courses being translated and localized
- Different learning modalities: Learning Management System (LMS) and WeChat courses; exploring TikTok and LIVE leadership courses



The Association of Accountants and Financial Professionals in Business

IMA | 财务人员内部顾问技巧

今天将由富兰克林柯维的Maggie毕美琪老师来带领我们探讨如何建立自己在公司内部的顾问角色，从帮助...

2020.07.15 19:00 开始
548 次观看

Educational Offerings Around The World: Southeast Asia, Australia and New Zealand

IMA Southeast Asia
23 May · 🌐

IMA members can now receive 2 free CPE credits per year (based on membership year) to be used toward IMA Ethics Series products. Login to myIMA and select "myTokens" to see the available Annual Ethics Benefit and view all eligible products. <https://bit.ly/2WnIFER>
#IMASEA #IMA

Annual Ethics Benefit
2 Free Ethics NASBA
CPE Credits

ima

IMA Southeast Asia
13 June · 🌐

Take advantage of this limited time offer today: The IMA Strategy and Competitive Analysis Learning Series is now free for members extended through Jun 30. This series of five engaging online courses and practice questions is a unique study resource, developed specially for the CSCSA certification. <https://bit.ly/3cbtjZF>

IMA Member Benefits

IMA SEA Webinar:
Enterprise Risk Management: Essential to Organizational Success
Friday, May 29, 2020

Presented by: **Jeff Thomson, CMA, CSCA, CAE**
President and CEO
IMA

Hosted by: **Josh Heniro, Ph.D.**
Senior Director of Southeast Asia & Australasia
IMA

ima



LIVE

Top Five Reasons To Be An IMA Member

Ryan Ang Regional Business Development Director
IMA Southeast Asia & Australasia

Friday, June 19, 2020 | 12 p.m. (SGT)

ima

IMA Southeast Asia
20 June · 🌐

Extended through August 31: Explore IMA's gamified e-learning experience - Blockchain 101 by IMA. Choose your avatar and start progressing through our blockchain complex to learn the foundational concepts of blockchain technology. Track your progress with your own "knowledge blockchain" and earn 1 NASBA CPE credit upon successful completion. <https://bit.ly/2M35kKE>
#IMASEA #IMA

NEW!

Blockchain 101
by IMA

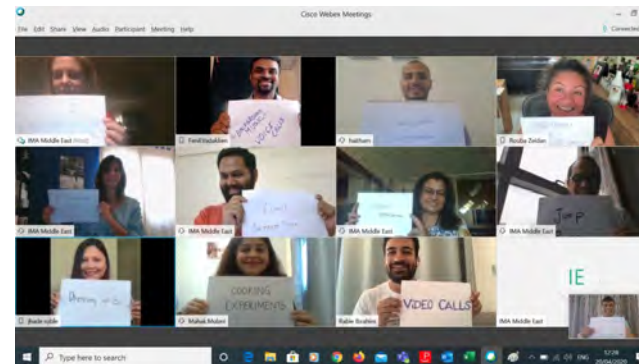
ima

- Continuous engagement with members and prospects via social media platforms such as Facebook and LinkedIn
- Sharing of education and thought leadership resources with members and prospects
- Chapter events in region offering continuing education opportunities
- IMA and speaking opportunities at external CPE events offered to members (virtually)



The Association of
Accountants and
Financial Professionals
in Business

Educational Offerings Around The World: ME/India



- First Virtual Regional Conference
- First Virtual Women's Leadership Summit
- Chapter Conferences
- Student Case Competition
- Train the Trainer
- 100 Year Anniversary event
- Accounting and Finance Shows, Expos and Roundtables



The Association of
Accountants and
Financial Professionals
in Business

IMA Technology & Analytics Learning Opportunities



**IMA Data Analytics &
Visualization Fundamentals
Certificate™**



**Beyond the Basics: Data
Analytics and Visualization for
Accounting Professionals**



**Courses on Blockchain,
Cybersecurity, and many
webinars on technology topics**

Access these courses and other resources at www.imanet.org/technology

IMA's Research and Publications offer thought leadership on crisis management



The Association of Accountants and Financial Professionals in Business



Earned Media Mentions

IMA

CFOs steering companies through coronavirus crisis, IMA finds

By Michael Cohn April 03, 2020, 4:52 p.m. EDT 5 Min Read

Accounting Today

STRATEGIC PLANNING

Accountants can help companies set strategy to deal with coronavirus

By Michael Cohn May 18, 2020, 3:01 p.m. EDT 5 Min Read

Accounting Today

FINANCE • SMALL BUSINESS

Eleventh-hour SBA guidance provides leniency for businesses deciding whether or not to return PPP loans

BY ANNE SRADERS
May 14, 2020 9:14 AM EDT

Fortune

CRISIS MANAGEMENT

Now is the Time for CFOs to Prove They Have the Right Stuff

FEI Daily | 04/16/2020

Financial Executives International



The Association of
Accountants and
Financial Professionals
in Business

IMA Research

IMA Research and Publications produce thought leadership on the most pressing issues affecting management accountants, from technology to sustainability reporting



Achieving Competitive Advantage in the Digital Age – The Value of Training and Certification (September 2019)



Increasing Your Value in the Digital Age – The Impact of Professional Certification (September 2019)



The Impact of Big Data – Now and in the Future (December 2019)



Strategic Analysis – Methods for Achieving Superior and Sustainable Performance (April 2020)



Finance Function Partnering for the Integration of Sustainability in Business (June 2020)



The Association of Accountants and Financial Professionals in Business

Strategic Finance

IMA's flagship publication is available in print and online every month in English and six times a year in Chinese. The winner of the 2020 APEX Award for Publication Excellence, *Strategic Finance* covers topics vital to the profession, ranging from technology and ethics to strategy and financial reporting.



The Association of
Accountants and
Financial Professionals
in Business



Building Community

Women's Leadership Summit at IMA Headquarters



The Association of
Accountants and
Financial Professionals
in Business

IMA Student Leadership Conference

Celebrating its 20th year, the IMA Student Leadership Conference continues to immerse students in the world of management accounting. From touring local companies in Charlotte to hearing from C-suite executives to the bowling networking event and more, it was an unforgettable experience the student and faculty attendees will remember throughout their careers.



The Association of
Accountants and
Financial Professionals
in Business

IMA's Commitment to Diversity, Equity, and Inclusion (DE&I)



DE&I Accomplishments

IMA MOMENTS

BEING A BLACK WOMAN IN BUSINESS

BY WORÉ GIOTTA

July 22, 2020

f in + 6 5 COMMENTS



July *Strategic Finance* article, authored by IMA's Director of Community Relations, Wore Giotta

- IMA Global Board of Directors now comprised of over 50% female members
- Membership is the most diverse it has ever been in IMA's history
- Employees representative of the communities they serve
- On-the-ground Directors and Vice Presidents in the Middle East, India, China, Southeast Asia, Europe, and The Americas in touch with local needs
- Morgan State University, a HBCU (Historically Black College and University), became an IMA Endorsed School

ima®

The Association of
Accountants and
Financial Professionals
in Business

Ongoing Dialogue and Learning about DE&I at IMA



- Ongoing IMA staff training on DE&I as well as Bias and Cultural Awareness
- IMA chapter and council training on DE&I
- Diversity spotlight sessions for staff highlight the backgrounds and challenges of IMA's staff



The Association of
Accountants and
Financial Professionals
in Business

IMA's Diversity and Inclusion Committee

A source of leadership in DE&I, this year the committee produced a D&I Jump-Start Kit for members and other professionals and their organizations who are interested in learning more about how to implement a D&I initiative in their own organization. Committee members are also featured in a “Real Life” stories section of the Diversity and Inclusion website.

Real Life Stories



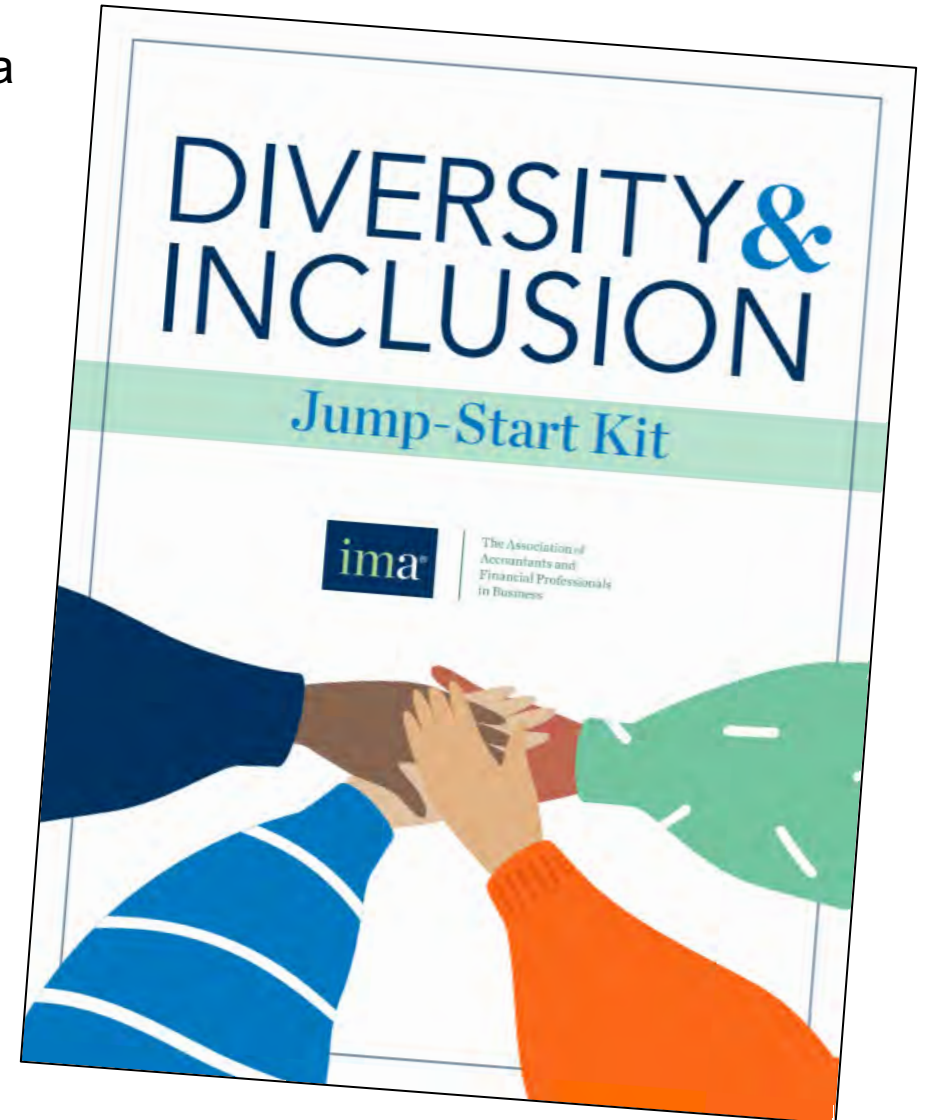
“ While I was born in the United States and largely grew up in Arkansas, I was born to a family with strong cultural ties to both the Republic of Ireland and the Ulster Scot community of Northern Ireland. ”

Derek Fuzzell, CMA, CSCA, CPA
Chief Financial Officer at PAHO/WHO Federal Credit Union
and Head of IMA's Diversity and Inclusion Committee

[READ MORE ABOUT DEREK](#)



The Association of
Accountants and
Financial Professionals
in Business



IMA Gives Back During COVID-19



Mayor Mike Ghassali (Mayor, Montvale, NJ) ...

1 hr · 🌐

How can you say thank you enough to these great and amazing residents and businesses helping us. 🙌

[Institute of Management Accountants \(IMA®\) Official Site](#)

Hand sanitizers for first responders



Senior IMA Leaders Say

Thank You

to Chapters and Councils in a [Special Video](#)



Message from the President and CEO



“This has been an unprecedented year, filled with disruptive events on a global scale. I am really proud of IMA’s response to these events. We acted with compassion, extending free product offers to members so they could stay engaged with learning during the crisis. COVID-19 has accelerated the pace of digital transformation within organizations and so IMA’s mission to upskill members has never been more critical. Additionally, we fostered a sense of community at a time when people felt dislocated and disconnected. Whether it was a webinar, online course, or a simple Zoom meeting, IMA connected people when they needed it most. While this year we faced many challenges, we found we are truly ‘Stronger Together.’”

Jeff Thomson, CMA, CSCA, CAE
IMA President and CEO



The Association of
Accountants and
Financial Professionals
in Business

10 Paragon Drive, Suite 1

Montvale, New Jersey

07645-1760

U.S.A.

(800) 638-4427

(201) 573-9000

