

Institute of Management Accountants, Inc. Operational Committee Functional Charter

Committee on Academic Relations Reporting Board

Committee Work Timeframe: Ongoing

Charter to be reviewed annually.

1. Purpose

The Committee on Academic Relations' (CAR) role is to create new and reinforce existing colleges/universities relationships with the goal of promoting and enhancing the IMA and IMA products and services to increase awareness of IMA among the academic community.

2. Strategic Alignment

The purpose of the committee is consistent with IMA's strategic goal of increasing the number of IMA members and enhancing member value through promotion of the IMA's products and services to academics and students.

Support relationships with academic stakeholders to provide them with solutions and offerings to build successful partnerships with IMA.

3. Activities to be Performed

Review IMA endorsed higher education program applications to ensure they meet the quality educational standards required to earn the CMA designation.

Review academic award applications and scholarships as needed.

Build a community of academic leaders to share best practices and create engagement in the IMA university community.

Engage with Campus Influencers to increase awareness.

Advocate for growing IMA relationships with new colleges/universities.

Other activities as identified by staff liaison.

4. Committee Member Parameters and Characteristics

The committee will consist of up to 25 members in good standing committed to IMA and advancing the importance of accounting and finance in business.

The committee will be chaired by a designated representative, appointed by the Volunteer Leadership Standing Board Committee with staff input.

The committee will meet on a regular basis, at a minimum quarterly, to discuss program on activities being performed.

5. Achievements

Increase awareness of value of endorsement program

Enhance engagement of colleges/universities in IMA endorsed higher education program.

6. Measurements

Improve IMA endorsed colleges/universities offerings.

Increase awareness of IMA product and services to academics and professors

Staff Liaison: Mary Patterson