

**Institute of Management Accountants, Inc.
Operational Committee Charter**

Committee Name: Emerging Issues and Innovation

Committee Work Timeframe: Start Date July 1,

2024 Charter to be reviewed on an annual basis.

Purpose:

The Emerging Issues and Innovation Committee was established to identify and explore emerging issues and trends facing business professionals.

2. Strategic Alignment

The committee will provide insights and support to assist staff in developing new products and services for emerging issues that align with real-life career challenges facing our customers. This committee will work directly with the IMA staff who are responsible for designing, implementing, and creating new educational products and services.

3. Activities to be performed

- Review member and non-member experiences with IMA products and provide insights and feedback to help guide product iterations.

- Engage with industry experts, regulators, and other stakeholders to gather information and perspectives on emerging issues by participating in roundtable discussions, authoring articles, delivering webinars, participating in research, and sharing best practices.

- Identify emerging issues and trends impacting business professionals and assess the potential implications and risks both within and adjacent to accounting & finance.
- Foster collaboration and knowledge sharing among committee members to enhance understanding and awareness of emerging issues.
- Provide thought leadership on emerging issues through articles; webinars; develop recommendations and strategies to address emerging issues and promote innovative ways business professionals can tackle the issues.
- Provide guidance to stakeholders on best practices and approaches for managing emerging issues and leveraging innovation.
- Monitor industry developments and regulatory changes related to emerging issues and innovations.
- Conduct and/or synthesize existing research on the evolving training and skill needs of professionals in the accounting, finance, and related industries.
- Other activities as identified by the staff liaison

4. Committee Member Parameters and Characteristics

Parameters:

- IMA members in good standing
- The committee will consist of up to 20 subject matter experts from different professional segments of the business professional audiences IMA serves, including but not limited to accounting, manufacturing, technology, engineering, regulatory bodies, other as needed.

- The committee will be chaired by a designated representative, appointed by the Volunteer Leadership Standing Board Committee with input from staff.
- The committee will meet on a regular basis, at a minimum quarterly, to discuss emerging issues, innovations, and progress towards objectives.
- A Task Force may be formed to focus on specific areas of interest or expertise.

5. Achievements

- Validating experiments conducted to provide value for IMA members with existing or new product development.
- IMA receives actionable insights to inform the creation of new products and/or services.
- Enhanced engagement with IMA members and non-members on the emerging issues identified.

6. Measurements

Identifying actionable market and industry insights delivered to IMA to create valued content.

Staff Liaison: Senior Vice President Product and Innovation