



The Association of  
Accountants and  
Financial Professionals  
in Business

Robert Morris University

IMA Student Chapter

Clark Johnson Achievement Award

March 1, 2025



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## Project

Our objective for 2024 was to grow our organization and provide the best possible opportunities for our student members. To do this, we collaborated with other campus organizations and surrounding community businesses and professionals to give our students many networking experiences and chances to further their education and future careers. We hope to give our members a head start in launching their careers early.

## Mission Statement

“To connect prospective accountants with industry professionals and the tools to succeed in an evolving, competitive field of business.”

## Accomplishments of 2024

Throughout 2024, Robert Morris University’s IMA student chapter participated in events hosted on and off campus. These events included professional events where we hosted professionals from the accounting industry to give seminars and presentations on topics such as resumes, interviews, and specific accounting fields like tax or auditing, or held events for accounting students to network with multiple businesses and companies. We also hosted organization events where students within the chapter or club presented about similar topics. The student chapter also attended many volunteer events like making cards around holidays, volunteering off campus, and other related events.



## Professional Events

Some memorable professional events the IMA student chapter attended last year were Accounting Day, the IMA Student Leadership Conference, and many others. Accounting Day is a massive networking event for our accounting, finance, and financial planning students. Numerous companies around the area send representatives to talk with students about their careers and promote their businesses. Students can connect with companies in Pittsburgh to secure future internships, professional events, and occupations.

Another significant professional event some of our student members attended was the IMA Student Leadership Conference. Sophie Detwiler (left) and Kaleigh Brenner (right) visited Anaheim, California, in November of 2024 for the conference. The students were there for three days and gained knowledge from professionals within the management accounting field. They also had the chance to network with professionals and other students nationwide.



*Photo taken by other student attendee Audrey Narine.*



Throughout the year, our student members attended many professional events like the campus Career and Internship Fair, Finance Day hosted by our finance department, and other events put on by various organizations on campus. Our IMA student members are involved on campus in more than just our chapter, providing opportunities to attend more events and have a broad networking database.

### Member Hosted Events

The student chapter loves to have members bestow their knowledge on young accounting majors to help create more personal connections within the chapter and share personal stories and experiences on what their accounting career at Robert Morris University has been like and what the younger students should know about their upcoming time here. One significant event hosted by members from the IMA student chapter was an IMA presentation to other students, informing them about the Institute of Management Accountants, the difference from public accounting, and the benefits it provides students.



*Photo taken by student member Cameron Brinker.*



Other topics presented by members have been Excel Worksheets, internship advice, resume building, mock interviews, and panel discussions where underclassmen could ask questions and advice from those with experience. These events have allowed students to make new friendships and connections to other students in their field of study and for the organization to bond over the shared love of knowledge and accounting.

### Community Events

Since Robert Morris University is within a small community outside the city of Pittsburgh, students have many opportunities to attend volunteer events within the community. During the year, students volunteered at memorable community events, including a pumpkin patch fundraiser, card and blanket making for nursing homes, community garden building and updating, and various other events. At the pumpkin patch fundraiser event, students drove to an off-campus church to help move over 3,000 pumpkins off a semi-truck into the lawn for community members to pick pumpkins for the season. This event worked on teamwork, not only with our organization members but with community members.



*Photo taken by one of the volunteers at the event.*



Our organization has held card-making events for surrounding nursing homes for every holiday last year. We also made placemats for their Thanksgiving meals and blankets for the winter season. Our students love to get involved in their community and express their creativity. We also love to be campus representatives and show our community how much they mean to us as a university by giving back.

### Growth and Development

2024 was an eventful year for the student chapter here at Robert Morris University. Our members attend countless events to enhance their professional and personal growth and to create strong networking connections to further their future careers after graduation. Kaleigh Brenner, a freshman who joined IMA shortly after the start of the 2024-2025 school year, states, “[The IMA] ... has truly made a significant impact on my college experience, and I only just started here at Robert Morris. Because of this program, I had the opportunity to fly across the country and visit California for the Student Leadership Conference, where I made new friends from all over the country and met business professionals who shared their success stories.” Another student member, Edward Feidelberg, a senior and former president of Robert Morris University’s IMA student chapter, remarks that, “Joining the IMA allowed me to meet industry professionals who gave me valuable career advice and great perspective for how the CMA can help my career.”

### Assessment of 2024



Overall, 2024 was a successful year for our members. It was filled with events that our members and chapter impacted our community and organization. While we had many benefits with our chapter, we also had many drawbacks that we would like to address this coming year. Below is the final assessment of our strengths and weaknesses for 2024 and the need for improvement this coming year.

### Strengths

Our strengths in 2024 were our connections to the Association of Future Accountants and Beta Alpha Psi and the shared events each organization hosted. Because of these connections, our IMA student members were able to attend numerous professional, community, and networking events. They also supported our organization and gave the IMA student chapter many opportunities to promote our organization to their members (as shown above in the member-hosted events).

Another strength our organization had this year was teamwork with our student members. Specifically, in the 2024 fall semester, student members Edward Feidelberg and Kaleigh Brenner worked together to complete the application for the Award of Excellence and advertising for our student chapter. No one member has needed to complete any application or presentation by themselves. This shows our student chapter's ability to collaborate. This teamwork has also led to learning experiences for our new members to become educated on the chapter. They are also given a chance to experience early leadership opportunities and responsibilities.

One last strength our chapter has shown over the past year is dedication to our members. We want our members to have a positive college experience and many chances to strengthen





their careers. We wanted to provide them with many opportunities to get involved and make connections, and I think we accomplished that goal last year. I only hope we can continue to provide these experiences to our members in the future.

### Weaknesses

Our weaknesses include the fact that we are considered part of the Association of Future Accountants. We are not recognized as an independent club at Robert Morris University, so we are not a well-known organization, leading to a small number of members in our IMA student chapter. We also do not have our bank account, leading to confusion when getting IMA scholarships or spending money for the chapter.

Another weakness we had last year was finding professionals within managerial accounting positions to speak about their careers and how they differ from those in public accounting. This would have also made our organization more acquainted on campus and given our IMA student members more information about the managerial accounting career path. Without IMA representation, most students never have the chance to explore managerial accounting pathways and stick to the favored public accounting route because that is most represented on campus and presented to students.

### Plans for Improvement

We hope to continue to provide members with professional, community, and member-hosted events this year. We also hope to continue to offer more leadership and collaborative opportunities for our students. However, we hope to change this year and advertise more career professionals on campus and more distinct boundaries from the Association of



Future Accountants and Beta Alpha Psi. We hope this year will be a year of growth, teamwork, and success.

