Institute

Prospective Student Toolkit

for

Chambers of Commerce

Institute for Organization Management

U.S. CHAMBER OF COMMERCE FOUNDATION

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GENERAL OVERVIEW AND FAQS

WHAT IS INSTITUTE?

Institute for Organization Management (Institute) is the premier continuing education experience for chamber of commerce professionals. Since 1921, the Institute program has educated and empowered chamber executives with the knowledge and skills they need to be leaders in their organizations and communities.

The Institute curriculum is comprised of four week-long sessions. Each session is five days and is offered at five locations across the country annually. With courses on topics such as advocacy, media training, membership, finance, legal issues, human resources, economic development, and much more, Institute ultimately educates participants on all facets of running a chamber. To view a full listing of the course offerings, click here.

WHAT IS THE BENEFIT OF ATTENDING INSTITUTE?

Chamber professionals who attend Institute receive an increased capacity to better lead their chambers and influence their communities. After participating in four Institute sessions, attendees earn the IOM recognition, which signifies 96 hours of nonprofit management training.

Institute's curriculum is directly tied to the body of knowledge for the CCE (Certified Chamber Executive) exam. Furthermore, Institute courses can be applied to the credit hours needed for certification. Chamber professionals who graduate from the program receive 28 points toward the CCE certification.

HOW LONG DOES IT TAKE TO GRADUATE FROM THE INSTITUTE PROGRAM?

Typically, participants attend Institute once a year for four years. However, chamber professionals looking to fast-track their growth may attend multiple sites in a year. It's up to the participants to decide what pace is best for them and their organizations. For a general schedule of the week, click here. To view upcoming Institute sessions, click here.

WHO ATTENDS INSTITUTE?

Institute is attended by association, chamber of commerce, and other nonprofit professionals. Class members represent a mix of nonprofit professionals in an effort to enhance networking and learning opportunities.

WHO TEACHES AT INSTITUTE?

Institute faculty is comprised of industry experts, leading practitioners in the association and chamber industries, consultants, and university professors. Click here to view a listing of this year's Institute faculty.

REASONS TO ATTEND

WHAT'S IN IT FOR YOU?

You will benefit from attending Institute in the following ways:

- You will receive instruction from and engage in discussion with leading industry experts who understand how to help you be successful in your career.
- You will develop a network of peers throughout the country you can turn to for advice and guidance in your pursuit for excellence.
- You will earn 28 points toward the CCE.
- You will become a more valuable employee as a result of the knowledge and skill set gained.
- You will graduate with the IOM recognition, demonstrating to your community your commitment to and understanding how to lead a chamber.

"Every year I go to Institute I come back re-energized and full of ideas of how to take my chamber, as well as myself, to the next level. I appreciate Institute for giving me the tools and knowledge that I need to be best in class in my profession." - ***Tiffany King,*** *Executive Director, Freeport Area (IL) Chamber of Commerce*

WHAT'S IN IT FOR YOUR BOSS?

Your boss will benefit from sending staff to Institute in the following ways:

- Staff members will learn best practices in the chamber community to help increase membership, generate non-dues revenue, cut expenses, create more value for members, and improve existing programs.
- Staff members will gain a greater knowledge of chamber governance and finances, thus helping to ensure the chamber is legally protected.
- Staff members will be mentored by industry experts.
- Staff members can earn 28 points toward their CCE.

"Institute is a must for all Chamber professionals who are looking to further their education and networking with others in their field. My Chamber has not only benefited but grown due to all that I have learned and implemented from Institute." - ***Margaret Titterington, IOM,*** *President, Schertz (TX) Chamber of Commerce*

WHAT'S IN IT FOR YOUR BOARD?

Board members will benefit from sending chamber staff to Institute in the following ways:

- Chamber staff will gain a greater knowledge of chamber governance and finances, thus helping to ensure the chamber is legally protected.
- Chamber staff will learn about non-dues revenue programs that have been successful at other chambers across the country.
- Chamber staff will learn how to better lead and manage their teams.
- Chamber staff will learn how to increase membership recruitment and retention.
- Chamber staff will learn how to effectively advocate for pro-business policies in local and state politics.

"After one year of using the resources from Institute our revenues were up by $75,000 and expenses were down by 25%. Without Institute we may have lost our now awesome chamber. This learning experience inspired me to be the best I can be and that inspiration is contagious." - ***Becky Brooks, IOM,*** *Executive Director, Ruidoso Valley (NM) Chamber of Commerce*

WHAT'S IN IT FOR YOUR MEMBERS?

Your members will benefit from chamber staff attending Institute in the following ways:

- Chamber staff will be kept abreast of industry trends and how to effectively translate those trends into success for the community.
- Chamber staff will learn how to effectively advocate for pro-business policies in local and state politics.
- Chamber staff will gain a better understanding of how to increase the return on investment members receive from paying dues.
- Chamber staff will learn how to more effectively develop value-based events.
- Chamber staff will learn about programs that have benefited members of other chambers throughout the country, and will be able to adopt those practices to meet the chamber's needs.

"Institute is a wonderful opportunity to interact with fellow chamber of commerce presidents who share the same issues, concerns, problems, and daily challenges in promoting business in today's economy. Every year I leave with new ideas, information, and contacts that I look forward to implementing with my members and that I refer back to throughout the year. I highly recommend Institute to any executive working for a chamber of commerce." -***Caryn Luberto, IOM,*** *President, Tri-County (NJ) Chamber of Commerce*

CURRICULUM

Institute's curriculum is aligned with the knowledge requirements for the CAE and CCE nonprofit industry certifications. Each year attendees take six core courses and select three electives courses, one from each group. Electives allow participants to further their professional development by focusing on particular areas of interest. Upon graduation a student will have earned a total of 96 credit hours.

First-Year Core Courses
C110 Financial Fitness
C125 Hiring, Firing, and Everything In Between
C130 Unleash the Leader Within
C150 Communicating with Confidence
C180 Guide to Governance
C185 Recruit, Engage, and Retain Your Members

Second-Year Core Courses
C220 Is That Legal?
C230 Managers Who Motivate
C250 Customer Service Inside and Out
C260 Marketing Strategies
C261 Events: Strategy and Operations
C270 Effective Government Affairs Programs

Third-Year Core Courses
C310 Budgeting and the Bottom Line
C330 Everyday Ethics
C340 Strategic Planning
C341 Win-Win Partnerships
C360 Innovate or Die
C380 Volunteer Development

Fourth-Year Core Courses
C420 Current Legal Issues Facing Your Org.
C430 Becoming a Strategic Leader
C441 Industry Forecast
C460 Integrating Strategic Technology Solutions
C470 Advocacy and Alliances
C490 Organization Leadership for the Future

Group One Elective Courses
E110 Revving Your Revenue Stream
E120 Executive Law
E126 Dealing with Challenging Employees
E140 Building Organizational Excellence
E142 Fundamentals of Community and Economic Development
E161 Business Communication Technology Trends
E163 Communicating Through the Media
E180 Building Better Boards and Committees

Group Two Elective Courses
E210 Executive Finance
E211 Sponsorship Solicitation
E230 Managing Upward
E240 Strong Associations for the Future
E241 Strong Chambers for the Future
E243 Developing a Competitive Workforce
E244 Using Data to Grow and Sustain Your Org.
E250 PACs and Political Endorsements

Group Three Elective Courses
E310 Dues and Don'ts
E330 Learning to Let Go
E331 CEO Lessons Learned
E342 Advanced Strategies of Community and Economic Development
E350 The Art of Persuasion and Negotiation
E360 Strategic Communications
E362 Policy Development and Implementation
E380 Delivering Value

DATES AND DEADLINES

Midwest Institute
University of Wisconsin
Madison, WI
June 4-8, 2017
Scholarship Deadline: March 24, 2017
Early Enrollment Deadline: April 21, 2017

Southeast Institute
University of Georgia
Athens, GA
June 25-29, 2017
Scholarship Deadline: March 24, 2017
Early Enrollment Deadline: April 21, 2017

West Institute
Loyola Marymount University
Los Angeles, CA
July 9-13, 2017
Scholarship Deadline: April 28, 2017
Early Enrollment Deadline: May 26, 2017

Northeast Institute
Villanova University
Villanova, PA
July 30-Aug. 3, 2017
Scholarship Deadline: April 28, 2017
Early Enrollment Deadline: May 26, 2017

Winter Institute
University of Arizona
Tucson, AZ
January 3-7, 2018
Scholarship Deadline: October 20, 2017
Early Enrollment Deadline: November 17, 2017

COST

The cost to attend is $1,295.00 for U.S. Chamber members and $1,745.00 for nonmembers. Tuition increases by $200.00 after the early enrollment deadline.

The enrollment fee includes tuition, materials, scheduled meals, breaks, and receptions. Attendees are responsible for transportation to and from site, housing, non-program meals, and incidental expenses.

Below is a breakdown of what is included in the enrollment fee.

WHAT'S INCLUDED

- Nine classes with experienced and knowledgeable faculty members
- Seven continuing education points toward the CCE (28 total)
- Opening networking reception
- Four breakfasts (West and Northeast only)
- Four morning snack breaks
- Three lunches
- Three afternoon snack breaks
- Graduation and Big Bash celebration reception and dinner
- Transportation between campus and host hotel(s) when not within walking distance

ADDITIONAL COSTS

- Travel to and from site
- Lodging
- Two dinners (class dinner and free night)
- Additional activities
- Incidentals