



MIDWEST

2015 BOARD OF REGENTS ROSTER

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U.S. CHAMBER OF COMMERCE FOUNDATION
Institute for Organization Management

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Term: 2014-2016



AGENDA

OCTOBER 9, 2015

1:00 P.M. - 3:00 P.M. EDT

U.S. CHAMBER OF COMMERCE
WASHINGTON, DC

- | | | |
|------|--|-------------------------------|
| I. | Welcome and Introductions | Jacqueline Rakers, IOM, PFMM |
| II. | Approval of Minutes | Jacqueline Rakers, IOM, PFMM |
| III. | Nominating Committee Report | Teresa Eyet, IOM |
| IV. | Analysis of 2015 Midwest Institute
A. Final Enrollment Report
B. Survey Results and Discussion of Institute Week | Board Members/Institute Staff |
| V. | 2016 Midwest Institute
A. Create 2-3 Strategic Goals
B. Discussion of Week/Assign Regent Responsibilities | Teresa Eyet, IOM |
| VI. | Institute Staff Update
A. Program Updates | Institute Staff |
| VII. | Other Business/Adjournment | Jacqueline Rakers, IOM, PFMM |

*****Remember, our Institute attendees represent associations, chambers, and other nonprofit organizations.*****



MIDWEST

BOARD OF REGENTS MINUTES

JUNE 7, 2015
12 NOON CDT
UNIVERSITY OF WISCONSIN-MADISON
MADISON, WI

In attendance: Jacqueline Rakers, IOM, PFMM; Teresa Eyet, IOM; Robert Burns, IOM, MPA; Ali Crain, IOM, CCE, ACE; Joseph B. Henning, IOM, CAE, ACE; Lisa Hoyt, IOM; Dawn Johnson, IOM; Claudia J. Meenan, IOM; Michael J. Paone, IOM; Jodie Perry, IOM; Gayle Potter, IOM; Angela Whitcomb, IOM; Chris Adelman, IOM; Jeffrey Griffin, IOM; Tracey Halliday, IOM; Justin Sewell, IOM; Heidi Zich, IOM; Karyn K. MacRae, IOM, CAE, CMP; Shelby A. Parish, IOM, CMP; Meghan Morgan, IOM

- I. Board of Regents and Class Advisor Working Lunch
The group reconnected over lunch.
- II. Welcome and Introductions
Jacqueline Rakers, IOM, PFMM welcomed everyone to the meeting and introductions were made.
- III. Overview of Week
The group reviewed the schedule of activities for the week, which included a detailed review of evening events. Regents signed up for various on-site responsibilities and classes to audit throughout the week. Final enrollment and scholarship numbers were given, as well as updates on social media, fundraising, and incentives.
- IV. Responsibilities of Class Advisors
Specific Class Advisor responsibilities were discussed in detail. The first Class Advisor Broadcast was reviewed with the group and questions were answered. The role of the Regent Partner was also reviewed.
- V. Board of Regents Other Business
 - Approval of minutes
 - The minutes from the May 12, 2015 conference call were approved with no changes.
 - On-site regent responsibilities
 - Regent roles and expectations during the Institute week were explained. This included, but was not limited to: information on when to arrive at Grainger Hall every day; how they should network with attendees during meals and social functions; after-hours interaction with attendees; what to do while attendees are in class, etc.
 - Regent meetings
 - It was reiterated that two meetings would take place during the Institute week.
 - Visiting Homeroom
 - Regents decided not to visit individual Homerooms.



MIDWEST

BOARD OF REGENTS MINUTES

JUNE 7, 2015
12 NOON CDT
UNIVERSITY OF WISCONSIN-MADISON
MADISON, WI

- Importance of fundraising
 - The group was reminded that all funds raised on-site go directly into the Midwest Regent Scholarship Fund.
- Additional business and adjournment
 - The decision was made to let lunch roundtable discussions take place organically.
 - Any remaining business was discussed prior to adjourning the meeting.

*****Remember, our Institute attendees represent associations, chambers, and other nonprofit organizations. *****



MIDWEST

2016 SCHEDULE OF ACTIVITIES *PLEASE NOTE THIS SCHEDULE IS SUBJECT TO CHANGE*

Sunday, June 12th

12:00 noon–12:30 p.m. Board of Regents & Class Advisor Lunch: Fluno Center, Room 219
12:15 p.m.–1:30 p.m. Board of Regents & Class Advisor Briefing: Fluno Center, Room 219
1:30 p.m.–1:45 p.m. Board of Regents Meeting – Additional Business: Fluno Center, Room 219
2:00 p.m.–4:00 p.m. Registration: Grainger Hall Atrium
2:30 p.m.–3:00 p.m. Bonus Session: Enhance Your Institute Experience Through Technology:
Grainger Hall
3:00 p.m.–3:30 p.m. Pre-Homeroom: Grainger Hall
3:30 p.m.–4:00 p.m. Graduation Rehearsal (*4th year participants*): Grainger Hall
4:00 p.m.–4:45 p.m. Homeroom: Individual Classrooms, Grainger Hall
5:00 p.m.–7:30 p.m. Institute Kickoff: TBD

Monday, June 13th

7:30 a.m.–8:00 a.m. Registration: Institute Office, Grainger Hall, Room 1080
8:00 a.m.–11:30 a.m. Core Classes: Individual Classrooms, Grainger Hall (*Break: 9:30–10:00 a.m.*)
11:30 a.m.–12:30 p.m. Lunch: Gordon Avenue Market
12:30 p.m.–4:00 p.m. Core Classes: Individual Classrooms, Grainger Hall (*Break: 2:00–2:30 p.m.*)
1:30 p.m.–2:00 p.m. Class Advisor Meeting: Grainger Hall
7:00 p.m. Class Dinners

Tuesday, June 14th

8:00 a.m.–11:30 a.m. Core Classes: Individual Classrooms, Grainger Hall (*Break: 9:30–10:00 a.m.*)
9:00 a.m.–9:30 a.m. Class Advisor Meeting: Grainger Hall
10:00 a.m.–10:30 a.m. Board of Regents Meeting: Grainger Hall
11:30 a.m.–12:30 p.m. Lunch: Gordon Avenue Market
12:30 p.m.–2:30 p.m. Elective Classes: Individual Classrooms, Grainger Hall
3:00 p.m.–4:00 p.m. Sweatin' for Scholarships Zumba Class: DoubleTree Ballroom
5:00 p.m. Team Scavenger Hunt: Meet in the DoubleTree Lobby

Wednesday, June 15th

8:00 a.m.–10:00 a.m. Elective Classes: Individual Classrooms, Grainger Hall
10:00 a.m.–10:30 a.m. Morning Break: Grainger Hall Lobby
10:30 a.m.–12:30 p.m. Elective Classes: Individual Classrooms, Grainger Hall
12:30 p.m.–1:00 p.m. Box Lunch: Box lunches available in Grainger Hall Atrium
1:00 p.m.–4:30 p.m. Core Classes: Individual Classrooms, Grainger Hall (*Break: 2:30–3:00 p.m.*)
2:00 p.m.–2:30 p.m. Class Advisor Meeting: Grainger Hall
6:30 p.m.–7:30 p.m. Graduation Ceremony: TBD
7:30 p.m.–9:30 p.m. Big Bash: TBD

Thursday, June 16th

8:00 a.m.–11:30 a.m. Core Classes: Individual Classrooms, Grainger Hall (*Break: 9:30–10:00 a.m.*)
9:00 a.m.–9:30 a.m. Class Advisor Meeting: Grainger Hall
10:00 a.m.–10:30 a.m. Board of Regents Meeting: Grainger Hall
11:30 a.m.–12:30 p.m. Lunch: Gordon Avenue Market
12:30 p.m.–4:00 p.m. Core Classes: Individual Classrooms, Grainger Hall (*Break: 2:00–2:30 p.m.*)
4:00 p.m. 2016 Midwest Institute Concludes



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2016 BOARD OF REGENTS RESPONSIBILITIES CHECKLIST

Class Advisors

Jodie Perry

Silent Auction

1. _____

2. _____

3. _____

Professional Consultations

1. _____

2. _____

Scholarships

1. _____

2. _____

3. _____

Institute Kickoff

1. _____

2. _____

3. _____

Big Bash

1. _____

2. _____

3. _____

Volunteer/Faculty/Staff Dinner

1. _____

Lunch Roundtable Discussions (Optional)

1. _____

2. _____

Zumba (Optional)

1. _____

2. _____

Scavenger Hunt (Optional)

1. _____

2. _____



MIDWEST INSTITUTE

GEOGRAPHIC BREAKDOWN

138* Attendees from 22 states and the District of Columbia

State, Number of Attendees, %

Arkansas,	1,	0.72%	Nebraska,	1,	0.72%
Colorado,	2,	1.45%	North Carolina,	3,	2.17%
District of Columbia,	16,	11.59%	North Dakota,	2,	1.45%
Illinois,	26,	18.84%	Ohio,	3,	2.17%
Indiana,	7,	5.07%	Oklahoma,	2,	1.45%
Iowa,	10,	7.25%	South Dakota,	2,	1.45%
Kansas,	5,	3.62%	Texas,	10,	7.25%
Kentucky,	3,	2.17%	Virginia,	2,	1.45%
Maryland,	1,	0.72%	Washington,	1,	0.72%
Michigan,	14,	10.14%	Wisconsin,	13,	9.42%
Minnesota,	6,	4.35%	Wyoming,	2,	1.45%
Missouri,	6,	4.35%			

Top 5 increases since 2014:

Missouri	+5
District of Columbia	+3
Kentucky	+3
North Carolina	+3
Texas	+3

Most Attendees in 2014, Illinois with 24

Most Attendees in 2015, Illinois with 26

*Numbers do not include one GEP participant from Arkansas.

2015 Midwest Institute



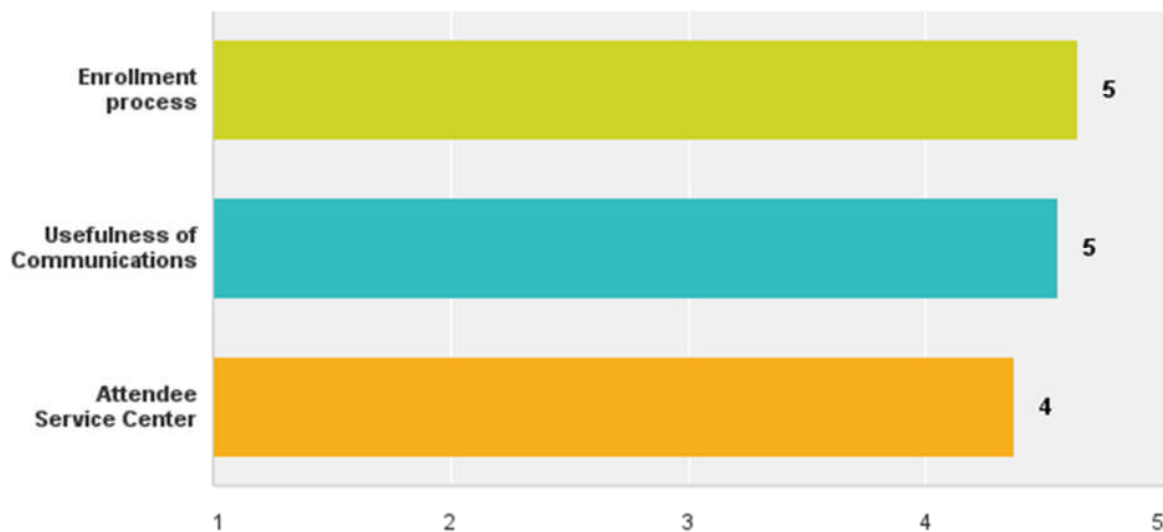


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ATTENDEE SURVEY RESULTS AND FEEDBACK

Q3 Please rate the following pre-site details on a scale of 1-5

Answered: 101 Skipped: 0



Additional comments about registration and communication*:

- The emails that came in advance of the event were a bit too lengthy.
- Could have been reminded about hotel and registration earlier.
- Very helpful in getting me back in the fold.
- Having your transcript in the attendee service center or available prior to registration would be really helpful in selecting electives. I know you can request it, but having it readily available would be helpful.
- It would really help to have professor presentations prior to the week. The service center works great if they use it.
- I love the Guidebook App!
- Several of our instructors didn't get handouts turned in to be included in the Attendee service center. Also, for some reason, I was unable to pull them up on my Ipad.
- Handouts were late especially for people traveling. Would have liked ahead of time to prep.
- Might be nice to have a list of the electives that have already been done when registering. Also not all instructors put up materials ahead of time.

**ATTENDEE COMMENTS ARE LISTED AS WRITTEN BY THE ATTENDEE AND NOT EDITED FOR GRAMMAR.*



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ATTENDEE SURVEY RESULTS AND FEEDBACK

- Many of the items in the Service Center were "coming soon," even up until the day Institute started. Many presenters didn't have their info uploaded until after their sessions.
- The class advisers did a great job communicating what we needed and expectations for the week.
- The staff helped me unsnarl my mistake in registering for the wrong Institute -they made it easy and painless to correct!
- Maybe I just missed it, but encourage earlier hotel reservations or increase the room block. I thought I was reserving in a timely manner but had to pay the higher rate at the Doubletree and the Fluno was already booked.
- Easy and uneventful!
- Registration was relatively simple and easy to navigate. The communications before class about proper dress code and other need to know items were great additions. As far as the Attendee Service Center, I could not remember what electives I had chosen and when I logged back on to retrieve that information, It was encouraging me to re-register. Perhaps I just needed more time to "play" around inside the center though and this is easily accessible information.
- Too many instructor didn't post their presentation for downloading and said they would do if after we got home. Some did, some didn't.
- Not crazy that you have to go through the enrollment process to change electives but understand system limitations.
- Grainger Hall needs to be mentioned more prominently for first time attendees. The website makes it seem like Fluno Center is where everything happens.
- I really appreciate the extra effort the staff puts in to accommodate special needs and requests.
- Any way to have all handout information available prior to IOM week? I found that some of my class materials were available but not others.
- Communications could have become available just a few days earlier.
- I did not know that I had a scholarship available until a few weeks before the early registration deadline so it made a Board Decision to spend the money outside of the budget harder to pass. It would have been great to know of the scholarship before that point.

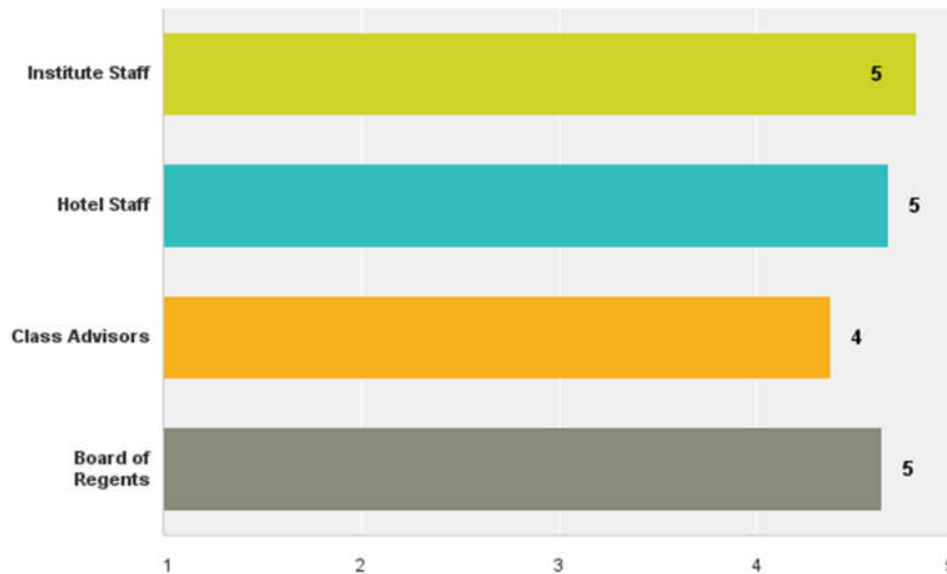
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ATTENDEE SURVEY RESULTS AND FEEDBACK

Q5 Customer Service

Answered: 100 Skipped: 1



Additional comments about customer service*:

- Everyone was great to work with and extremely helpful. It was easy to navigate once I found the School of Business.
- Amazing all around.
- Had the answers before I asked the questions.
- Low interaction with Board of Regents. That doesn't mean they're bad, just that I probably don't make a good judge.
- What a fabulous group!
- Hotel was super nice.
- Double Tree staff are the best! Our class advisor was really not helpful. She provided limited information, spent no time with our class, and really provided no value to the class as a whole. She never welcomed a speaker, made announcements or even joined us for evening activities. She also never even addressed the class from the front of the room, therefore never really gathering the classes attention.

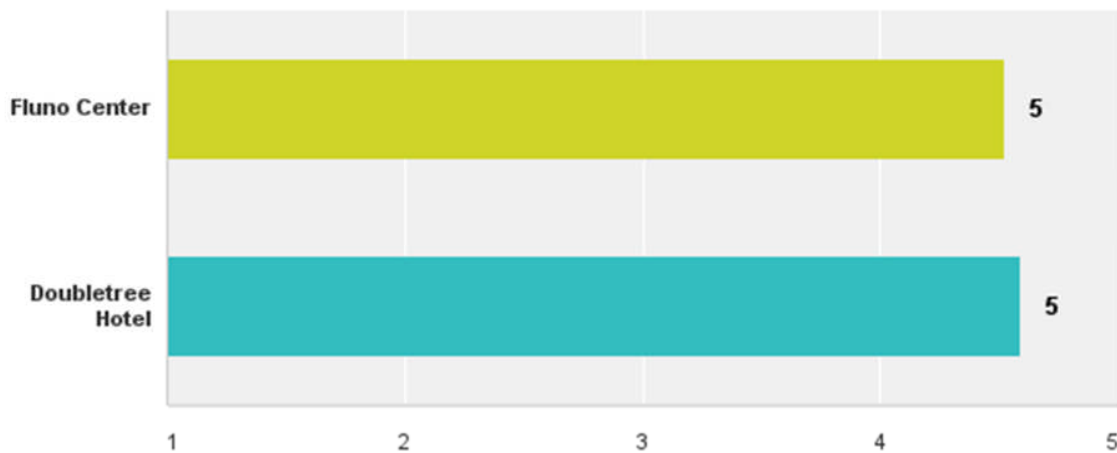
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ATTENDEE SURVEY RESULTS AND FEEDBACK

Q8 How would you rate your accommodations?

Answered: 84 Skipped: 17



Additional comments about accommodations*:

- Even staying at the Hyatt Place was easy. It was a 15 minute walk to the School of Business and there were several classmates that stayed there as well.
- Very nice staff with good recommendstions on what to do
- I would really like it if the Fluno Center would update their gym and would validate the parking but other than that it is very nice.
- Best internet ever!
- They fill up fast.
- Took a length of time to check in and didn't really answer my questions when asking about places to eat. Found my way. It appeared that they were either overbooked and understaffed or had new people.
- I was unaware of how quickly the hotels would fill, but the Hyatt was just fine (free breakfast!) and everything was still within walking distance.
- Double Tree rooms and public areas are spotless and the staff are so friendly and helpful
- Hyatt was a good location as well...a bit further of a walk but still easy to walk to class
- Convenient; nothing fancy for sure, but acceptable
- Since the room bloc always fills, could it be increased so more people could stay at the hotels?

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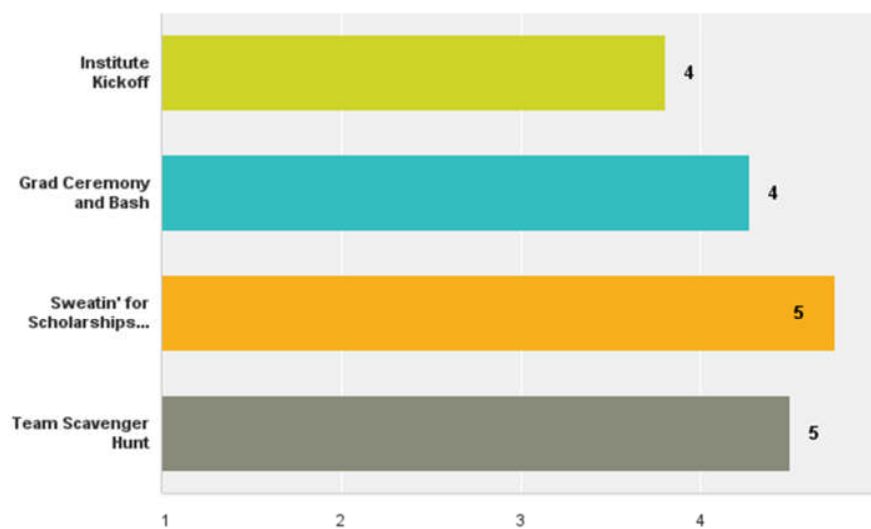
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ATTENDEE SURVEY RESULTS AND FEEDBACK

- Fluno is deliciously quiet!
- Lovely room plus free breakfast buffet daily!
- The walk to campus each day was not bad.
- The rooms were not ready upon check in which really put a wrench into plans since there really isn't much time in between registration, homeroom, and the mixer.
- Great for parking and it is very business friendly
- I loved Hyatt Place and didn't mind the extra walking distance.
- Price was high for the quality of the room.

Q10 Please rate your experience at the following Institute events.

Answered: 101 Skipped: 0



Additional comments about Institute events*:

- Harder to mingle at the kickoff.
- Would've liked something more unique than Buffalo Wild Wings, plus it was really hard to hold conversations in that location.
- Buffalo Wild Wings was too noisy and crowded.
- Graduation ceremony was nice, but there was no "big bash" after. Everyone pretty much left after dinner.

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ATTENDEE SURVEY RESULTS AND FEEDBACK

- I had heard that the Big Bash was a huge deal but it seemed like everyone left immediately after dinner.
- I was disappointed in the big bash as it wasn't a bash. As soon as graduation was over everyone left. After attending another sight, I was shocked that the bash wasn't the same.
- I was at the middle events and classes and had a good time.
- Bdubs was really noisy and didn't really allow the opportunity to move around and talk to various people. Also, the kick-off itself is really the same every year and provides little value. The graduation ceremony is okay. Photo booth was fun. Closing the bar for so long is not ideal, especially without warning. Although it's a nice way to gather everyone together and have everyone dress up.
- I enjoyed the kick off at Buffalo Wild Wings, the graduation ceremony was great and Zumba was awesome! I will do Zumba again every year it's offered! I wish zumba was available more than one day!
- I liked the reception at the Fluno Center for the kickoff better than Buffalo Wild Wings. I liked where the Big Bash was last year where people could go out on the patio better than where it was this year.
- Understand need to find larger venue for kickoff event, which is always a challenge. Wild Wings was ok, but very difficult to socialize with people who were not at your table.
- If was very loud at Buffalo Wild Wings, hard to talk to anyone. Food was all fried.
- I think we need a keynote motivational, leadership speaker to kick off the week. The last few years not much value in the Sunday night event.
- The staff at BWW was great and the food was great. It was just really hard to talk to my classmates. As a first year, we were all trying to learn about each other and it wasn't ideal for communicating to more than the person next to you.
- I think it would help to have the Institute Kickoff start a bit earlier since it is scheduled on the same day of arrival...just a thought.
- BW's was so loud I could not hear the person talking next to me. Hope you can go back to the first and second year mixer.
- Liked the location for the big bash. Photo booth was great idea. BWW was still too crowded. I heard you are thinking of high tables and that would help with the networking.
- I think the kickoff can provide a better venue than Buffalo Wild Wings. It was extremely loud in the restaurant and made it hard to network with people.
- The Big Bash was okay, but there were microphone/speaker issues and the lighting on stage was very dim. I enjoyed the venue last year where we could be outside on the deck and watch the sunset over the lake much better. Also the buffet was much preferred over the meal we received, which was not very substantial.
- I liked BWW but it was difficult to hear people talking. It would also be nice if the first half we sat with our class to catch up but then had to change seats to mingle with other classes since there isn't a huge opportunity to do that other than breaks.

**ATTENDEE COMMENTS ARE LISTED AS WRITTEN BY THE ATTENDEE AND NOT EDITED FOR GRAMMAR.*



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ATTENDEE SURVEY RESULTS AND FEEDBACK

- It's too bad more people didn't do the scavenger hunt - it was fun! Maybe next year explain that it will only take 45 minutes or so and more people might be willing to participate.
- The kickoff was OK, but it was sooo loud in BWW that you could only talk with the person next to you at most.
- Kickoff was very loud and hard to talk and catch up with your class mates. I think having it at Fluno is better for it allows us to mingle.
- Meal at BW's did not lend to moving around, but food was great. Graduation ceremony was smooth and speedy! Food was okay, but service was awesome. Would have liked the photo booth to be more centrally located and publicized more. Do not feel enough used it.
- Group events like Zumba and Scavenger took time away from our class time together after class, which is why we didn't attend any. That bonding is very important.
- The format of the opening mixer last year provided for meeting more people. I wished I had done the Scavenger hunt but didn't get there in time.
- I unfortunately was not able to participate in the scavenger hunt, although it sounded fun. I had no interest in the Zumba, as I took the time to exercise on my own.
- Kickoff was okay. I think the program has been exactly the same for all four years. The room was fine with all of us in there. I wish there was a beginning session though with a motivational inspiring speaker encouraging all students to maximize the opportunity, to make connections, to take advantage of professional consultations etc. To not take the opportunity for granted. How many chambers would love to have the resources to send their exec or have an exec that wanted to grow in leadership and influence? So I think a 20-30 presentation on that would be great in the beginning. So run registration from 2-3:30, start the program at 4:30 and be done and to supper by 5:15 supper started too late.
- BWW was good, little cramped. Loud, good food but not really hosted well. For example, I didn't see the dessert or the app sections and that would have helped the lines move better. I understand the fluno wasn't available. I thought the Team Scavenger hunt was an excellent idea but I totally forgot about it!! Sign ups could have been by the break table or the water dispensers to remind people?
- Institute Kick-off was good, perhaps an Icebreaker or a planned networking activity and more time with our own class before dinner might make dinner a little more comfortable. I didn't know anyone I was sitting with or any of the other classes and the atmosphere was a very loud place to do initial networking. Our class dinner the next night was just as loud but very much more enjoyable because we had a little time prior, in a quiet atmosphere, to do the whole meet and greet. Maybe a class dinner before all the classes meet? Give the new people a short time to get acquainted, instead of separating them from the other classes on the first night?
- The kickoff event was great but I was not a fan of the location. It was very loud and I couldn't hear the people across the table from me.
- Loved having the institute kickoff at buffalo wild wings - there was a chair for everyone.
- Also, the big bash space perfectly accommodates everyone!

**ATTENDEE COMMENTS ARE LISTED AS WRITTEN BY THE ATTENDEE AND NOT EDITED FOR GRAMMAR.*



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ATTENDEE SURVEY RESULTS AND FEEDBACK

- While the Institute Kickoff was good, the venue for the get together afterwards was not the best for talking and networking with other students. As a suggestion for the Kickoff Meeting, you might look at doing things to get students more excited such as, give out tickets as they enter the meeting and then give away Institute items, i.e., shirt; hat; pad folio or anything that has the Midwest Institute name on it. Another suggestion for a giveaway is a book from one of the instructors.
- Not crazy about BWWs as a location, although liked having meeting in Granger. I understood Fluno was booked though and know other options had to be considered. I loved having the local food sources for the kickoff meal though - not a fan of BWWs food/loudness but well staffed which was very nice.
- I thought there could have been more involved other than a couple speeches and pictures at the Ceremony. Do something out of the box fun, do a networking activity for people to meet and greet, add some flare and more excitement.
- The food for the dinner was awful.
- Better food, please. This is my time away without my kids -- I eat at BWW enough with them. Music was too loud at both places for dinner conversation. Wow, now I really sound old and grumpy!
- Kick off was fun, but I highly recommend using some high top tables instead of the table seating that was used this year. It was way too tight to network among the classes.
- Kickoff was too loud and cramped to get to know anyone.
- Buffalo Wild Wings was fun but hard to navigate around with all the tables & chairs. If held there again, maybe just have standing room only with tall, bistro tables. The food was great! The graduation ceremony is kind of boring, the food was terrible and the bar closed before I could get a drink and set down for the ceremony - I thought the photo booth addition this year was great! The service is always good.
- Should post the pictures of the Scavenger hunt online or on the screen that is in the main conference area. This would draw more attention. Photo booth was a popular item too.
- Because of the noise level in BWW from their sound system, it made it very difficult to communicate with anyone around you without having to almost shout.
- Kickoff location had too much background noise to be able to easily communicate with others unless they were right next to you.
- Really liked changing the kick off to BW3s and the photo booth was great at the big bash.
- Would like to see socials grouped by state or size of Chamber, etc. There is very little interaction between the classes, though we have a lot to learn from each other.

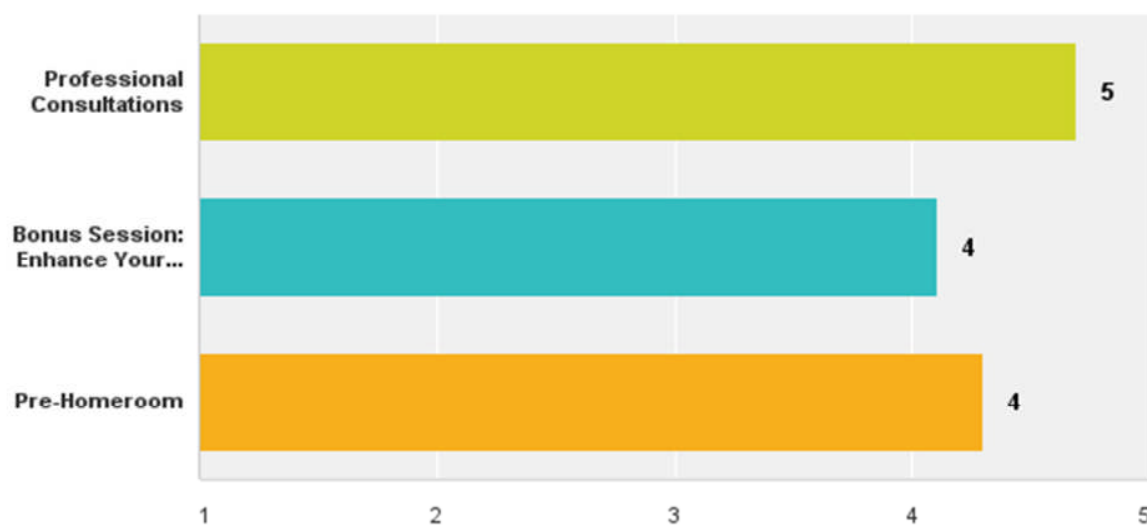
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ATTENDEE SURVEY RESULTS AND FEEDBACK

Q12 Please rate your experience participating in additional learning opportunities.

Answered: 101 Skipped: 0



Additional comments about learning opportunities*:

- It was good to meet new contacts and renew old ones
- I have done professional consultations every year except this and think they are really valuable! Not sure the other two sessions are that great except in your first year.
- I feel there is so much more you can do with Keynote speakers throughout the program.
- It might be an interesting opportunity to take an hour for all non-chambers and non-associations to meet each other regardless of class. We had people from a foundation, university, state department, etc. Some exercises didn't specifically apply to us so being able to network and discuss some issues and build that network regardless of class would be great!
- Pre-homeroom was informational, but perhaps we should use this time to get to know our classmates better and break the ice.
- I was very appreciative to have the opportunity to speak with one of the Consultants and my meeting went extremely well.
- The exact same information that was covered in pre-homeroom was covered at the opening home room session an hour later for those that didn't attend pre-homeroom.

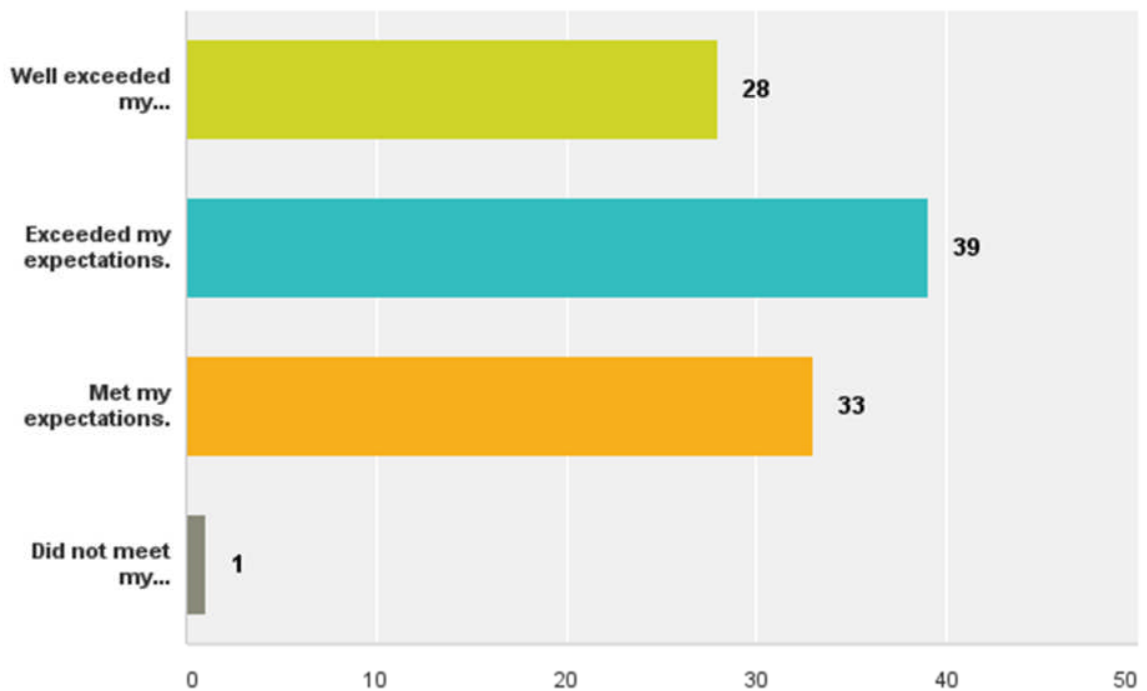
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ATTENDEE SURVEY RESULTS AND FEEDBACK

Q18 Overall, to what extent did Institute meet your expectations?

Answered: 101 Skipped: 0



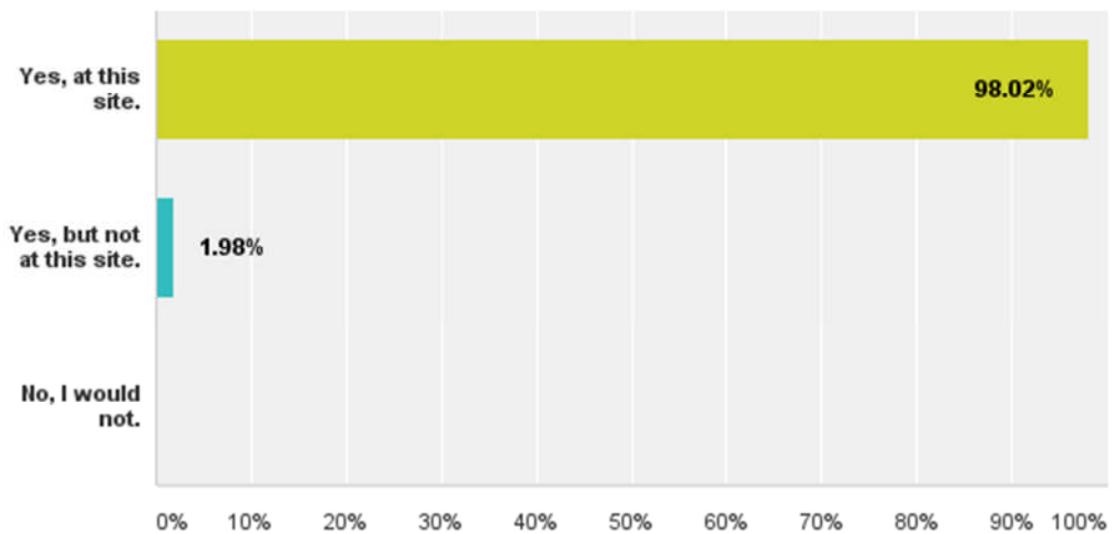
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ATTENDEE SURVEY RESULTS AND FEEDBACK

Q19 Would you recommend Institute to other nonprofit professionals?

Answered: 101 Skipped: 0



Additional comments about Institute*:

- I look forward to my next IOM!
- It was so great to be with so many other professionals in the Chamber and Visitors Bureau world. I enjoyed bouncing ideas off each other. I really like all the information we come home with. I liked how the instructors were all there for us to help us and gave us email to follow up. I really liked the one on one consultation. I also like the networking. We don't get a lot of down time but I realize you have to pack it all in. I am looking forward to next year. Thank you for the opportunity.
- Being the first year it took a bit for everyone to warm up to each other. It was difficult to meet people from the other classes. Maybe offer more formal (not just late night bar time) opportunities for the classes to meet and network.
- My favorite year at institute yet. please give fourth years a good class advisor next year.
- Thanks to the dedicated team who works so hard to make Institute awesome!
- Always a great amount of information gathered.

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MIDWEST

ATTENDEE SURVEY RESULTS AND FEEDBACK

- I believe the Institute would have overly exceeded my expectations had the Faculty teaching the courses followed their hand-outs when provided and focused on both the Chamber of Commerce and Association Management. Some of the Faculty did not have hand-outs and it was a little challenging to follow especially when it was more geared toward the Chamber of Commerce.
- Already implementing many strategies and best practices. Excited to graduate with my classmates in 2016!
- Seemed like some of the classes were stretched out due to content of the curriculum topic and others didn't get down to the details that I would have liked.
- You guys rock!
- Some of the instructors tend to have some repetition in their classes. Would be good to see who is teaching the classes when signing up so if I have them for a core class I might not pick their elective class.
- Many people had been through or facilitated a strategic planning so that whole class was more of a review than building of new skills. Might be a better option for an elective for those that are new to the nonprofit world. Also Bob Harris's class on building organizational excellence seemed all about getting everyone in our office individually certified and the Chamber accredited. If you were not a Chamber and/or did not gain from having individual certifications the class provided little to no good professional development/insight on how to build organizational development. I would highly suggest reviewing the materials provided through that class as it should have been a class that participants came out of reeling with great ideas and inspiration about how to better and grow their offices.
- For the kickoff, maybe have it in a location where you're able to get up and mingle more - it was called a mixer, but you were pretty much constrained to your seat and couldn't easily get around to network with others. Also, while I understand the importance of the class groupings, I felt as a first year I was always obligated to stay within my section at the large events and it would have been nice to be allowed more time to get to know the other section as well as other 2-4 year participants. But, overall, it was a wonderful experience! Madison was a great city as well!
- Tracey Halliday was an excellent class adviser. She was helpful and did a great job of leadership.
- Would like some stop-gap to make sure I do not accidentally sign up for the same elective. I assumed that the system would stop me and I didn't even look up what I took last year. Thanks for all you do!
- Fantastic program - I am so glad that I attended and can't wait to go again next year. The amount of learning that directly applies to my career is incredible. I learned just as much from my peers as I did from the instructors.
- Thank you for an incredible 4 years. The knowledge, bench-marking and relationships are priceless.
- I love the location (Madison) and the accommodations at U of W and the casual atmosphere. The Doubletree was just far enough to have a nice walk each morning to class and the entire event was well-planned and executed. Can't wait to come back next year!
- Overall a terrific experience. In a couple cases, instructors didn't cover all the promised topics.

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MIDWEST

ATTENDEE SURVEY RESULTS AND FEEDBACK

- It was very well organized. Some of the speakers were not as engaging as others but overall the quality was excellent.
- I would gladly stay an extra day for Friday morning seminars, in exchange for a little bit of additional personal time to address work issues, explore Madison, etc.
- Thank you!
- I didn't really know what to expect from Institute and wasn't sure if it would be beneficial for me. I now strongly believe that it is a wonderful tool that can help me both personally and professionally. The classes are well thought out, the consultations are great and the relationships are priceless. Overall I had a great experience.
- I would love to see more courses offered regarding technology, more so in the sense of big data/segmentation/metrics as that is something that is on the verge of making/breaking companies these days.
- I was a little surprised that some of the fourth year core classes were not good, did not meet their objectives at all.
- Phenomenal Job Overall by the IOM Staff, Class Advisers, and Faculty. I was very impressed with the overall experience.
- It would be nice if Tuesday went an hour longer so Thursday morning could start at 9 instead of 8 to give us more time to pack and check out, etc. And for those who over celebrated during/after the graduation festivities!
- I think the breaks could be 15 minutes each and either get out earlier or start later.
- For the integrity of IOM, I believe the courses need to be more challenging.
- The staff was absolutely fantastic, and I can't say anything bad about any of them. That being said, faculty did lack diversity. I'd love to see more women and minorities on staff in the future.
- I think there should be some modifications to how the instructors are evaluated, the quick survey at the end was a bit disruptive and I don't feel it accurately could evaluate their performance.
- I loved the graduation ceremony (needed lights on the speakers).
- Thank you once again to the staff. They always do an outstanding job, and are very approachable. I had one regent who was wonderful, and made me feel like I could ask questions. The rest just seemed to want to hang with other Regents; I felt uncomfortable asking a question. Our class advisor was sub-par and not up to the standard of Institute.
- I attended the "PAC's & Political Endorsements" elective course. I thought the speaker was extremely knowledgeable on the topic, however, he talked at a federal level vs. local level which was very difficult to relate to being from a small Chamber. He also jumped around a lot and had almost too much engagement from the attendees. A few folks who had successful GA programs with their Chambers piped in frequently and almost bragged about their successes - wasn't very helpful! The speaker had a power point but didn't really go thru his slides, just skipped around between 4 of them. It was confusing. He needs to start small, build a foundation for his topic being presented and bring it down to the local, even state level so it's easier to relate to. I think the topic is very interesting and could be useful to organizations forming PAC's to get their local lodging tax passed!

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MIDWEST

ATTENDEE SURVEY RESULTS AND FEEDBACK

- Very good group and is a great way for us, to network, develop relationships, to help us grow our Chambers and Associations. Was able to come away with some new ideas and some understanding what has worked or not worked in some communities.
- Wonderful week at institute!!!! I would say that the installation of Big Insiders (third and fourth year Institute Insiders, like big brothers/big sisters) would give first year students someone to go to for information on what to do where to go and much more. this person could be with them through the kickoff and the first day and be there for any help or questions. Yes, the class adviser could be this person, but the social aspects of Institute do not allow 1 person to go out with the entire group or be there all the time in the evenings. Having a dedicated person the first couple nights allows a person whether an introvert or extrovert have someone to do things with until they get comfortable with classmates and develop those relationships.
- Russel S. presentation was very dated material. Way too much time spent on Meyers Briggs!
- I would love to have the electives be more deep dive classes. Some classes are suitability challenging, but many are not or I wish they would be more in depth, but due to time, they cannot.
- This was the most useful training I think I have ever attended. Location was great, lots of extra things to do and see, plus being on the UW campus was very nice. I found almost all of the instructors information to be useful and directly applicable to my job. I left with a ton of ideas to better my association and made some great connections. I look forward to attending Midwest IOM in 2016!
- There was overlap in the content of the "Is It Legal" class and "Executive Finance" class. I was hoping for more of a financial management review.
- Some faculty were great and totally nailed. Some not so much. Institute needs to thoroughly evaluate the faculty. Some should not be asked back.
- It was a great experience that I would recommend to other professionals in the nonprofit industry.

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