



MEETING MINUTES

2013 FALL CURRICULUM COMMITTEE MEETING

OCTOBER 3, 2013
9:00 A.M. - 12:00 P.M. EDT
U. S. CHAMBER OF COMMERCE
WASHINGTON, DC

In attendance: Kimberly Nastasi, IOM; Robert E. Thomas, IOM, CAE, CMP; Jackie Arrison, IOM; Peter L. Aust, IOM; Christin W. Berry, CAE; John C. Carlson, MM/HRM, PHR; Karen M. DeVecchio, IOM; Robert J. Foulks, IOM, CAE, CPA; Reggie Henry, CAE; Kellie K. Lowery, IOM, CAE, CPA; Megan A. Lucas, IOM, CEcD; Matt G. Pivarnik, IOM, CCE

Observers: Marianne Virgili, IOM, CCE

Staff in attendance: Raymond P. Towle, IOM, CAE; Karyn K. MacRae, IOM, CMP; Amanda J. Griffin, IOM, CMP; Shelby Parish, IOM; Meghan Morgan

Not in attendance: Marla C. Akridge, IOM; Gregory J. Fine, CAE; Chris E. Wallace, IOM, CCE

I. Welcome and Introductions

Kimberly Nastasi, IOM welcomed everyone to the meeting and thanked them for attending.

II. Approval of Minutes

The minutes from October 4, 2012 were unanimously approved.

III. Curriculum Overview

- Benchmarking Documents
 - The committee reviewed the contents of the tabs in the curriculum binder.

- 2013 Updates

- Faculty Composition Analysis

A document was created to show the analysis of the faculty composition from this past summer and 2012. The document shows how many of each type of faculty member (practitioner, consultant, expert, and professor) we had on-site, as well as the course evaluation average for each. Of the 49 total faculty members this past summer, we had 22 consultants, 21 practitioners, 4 experts, and 2 professors. The highest rated group was the professor, followed by the expert, consultant, and then the practitioner.



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- New Faculty

It is our goal to attract and engage in the program new faculty members to keep our curriculum current with fresh perspectives. For the 2013 academic year, we identified and contracted with 18 new faculty members, which is 32% of our total faculty.
- Course Audit Forms

The course audit process over the past three years has been instrumental in gathering both course and faculty feedback. The audit feedback plays a key role in the curriculum review process for this meeting. Kimberly thanked those who have helped by participating in the process as it is our responsibility as Curriculum Committee members to play an active role. This past summer 62 audits were conducted.
- Institute Webinar

Institute offered two webinars since the last Curriculum Committee meeting, one in the fall of 2012 and one in spring of 2013. The fall webinar was facilitated by Sarah Sheila Birnbach and focused on leadership. 31 people participated. When webinar participants were asked if the webinar met their expectations, 95% of those responded “yes.”

The spring webinar was facilitated by Jay Handler and focused on membership. 65 people participated. When webinar participants were asked if the webinar met their expectations, 80% of those responded “yes.”

The next webinar will be held on November 19 at 2 p.m. EST. The topic will be government affairs and faculty member Ben Taylor will be presenting.
- Institute Blogs

Institute staff member Meghan Morgan has increased our blog presence over the past year. Bloggers consist of faculty members, volunteers, and Institute and Chamber staff. In 2012 we had 38 blogs and already in 2013 we have had 57 blogs as of September 1. Institute staff is working with both ASAE and ACCE to include CAE and CCE content driven blogs.
- New Class Updates
 - E250 Creating a Government Affairs Program

After being approved for the curriculum during the 2012 meeting, this course was offered at all four summer sites. There were 42 attendees and the course evaluation average was 4.68.



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- E342 Advanced Strategies of Community and Economic Development
After being approved for the curriculum during the 2012 meeting, this course was offered at Midwest and Southeast this past summer. There were 38 attendees and the course evaluation average was 4.70.
- Absence Response Plan
 - The committee discussed having a common absence response plan among all sites and agreed upon the following plan. The plan will be implemented in 2014.
 - If missed class time is less than a full class:
Attendee will write a potential blog for Institute. Institute staff will provide blog guidelines and a template.
 - If missed class time is one full class and beyond:
Attendee will attend a webinar or in person course to make up for a missed class. The webinar/course must be presented by ASAE, ACCE, IEDC, or an Institute faculty member at another conference. The subject matter must match the course missed. After attending the webinar/course the attendee must provide proof of attendance and then write a potential blog on the educational experience.
- Curriculum Changes for 2014
 - Course Changes
The following changes were approved for the current curriculum and will go into effect in 2014.
 - C110 Financial Fitness
 - Old Objective 3: How audits have changed in recent years and how to be better prepared to meet the new standards.
 - New Objective 3: Advanced compliance issues related to the Form 990 and governance.
 - C185 Recruit, Retain, and Reward Your Members
 - Old Title: C185 Recruit, Retain, and Reward Your Members
 - New Titles: C185 Recruit, Engage, and Retain Your Members
 - C430 Becoming a Strategic Manager
 - Old Objective 1: Solving problems with creativity.
 - New Objective 1: Leadership trends for strategic managers.



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- C460 Integrating Strategic Technology Solutions
Old Objective 2: Weighing the costs, benefits, and return on investment of technology solutions.
New Objective 2: Developing technology strategies for your organization.
- E161 Technology Trends and Tools
Old Objective 1: Using technology and social media.
New Objective 1: Understanding current trends in technology.
Old Objective 2: Using social networking.
New Objective 2: Preparing your staff for future technology.
Old Objective 3: Reaching your audience with the latest web tools.
New Objective 3: Reaching your audience with the latest technology tools.
- E210 Executive Finance
Old Objective 3: Advanced compliance issues related to the Form 990 and governance.
New Objective 3: How audits have changed in recent years and how to be better prepared to meet the new standards.
- 2014 Curriculum Theme
The theme of diversity and inclusion (generations, race, gender, etc.) will be woven throughout the curriculum in 2014. Institute staff will work with faculty members to ensure the theme is present.
- 2014 Possible Bonus Session or Roundtable Session
The topic of women in business will be presented to each Board of Regents as a potential bonus session or roundtable discussion. This will be determined on a site-to-site basis.

IV. Chairman's Report

Kimberly Nastasi, IOM thanked everyone for a great year and their participation. Kimberly turned the meeting over to the committee's new chair Robert E. Thomas, IOM, CAE, CMP. Bob thanked Kimberly and presented her with a plaque honoring her service as chair of the committee.

V. Additional Business

The committee had no additional business.

VI. Adjourn

The next meeting will take place on October 9, 2014 in Washington, DC.