

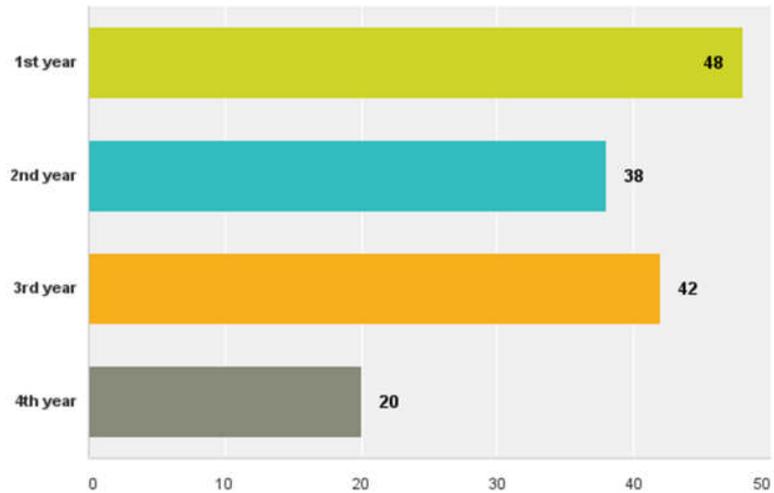


WINTER

ATTENDEE SURVEY RESULTS AND FEEDBACK

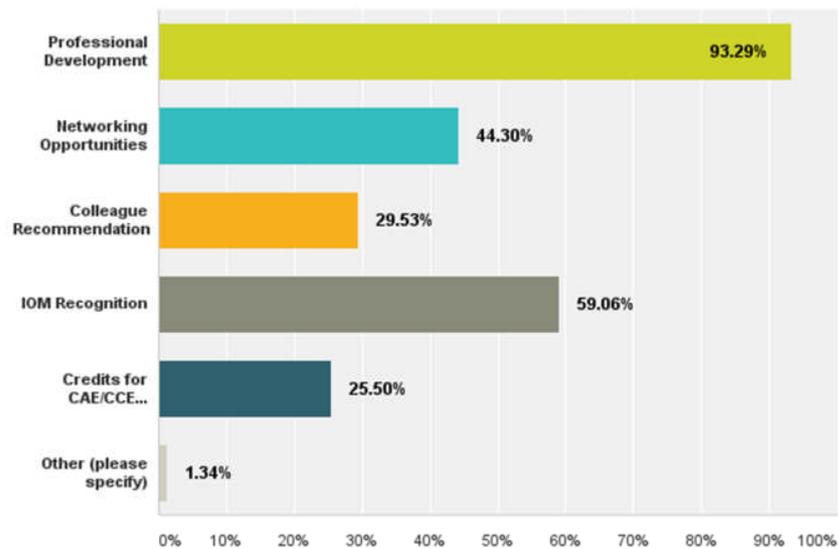
Q1 Your class level:

Answered: 148 Skipped: 1



Q2 What was the key factor(s) in your decision to attend Institute? Check all that apply:

Answered: 149 Skipped: 0

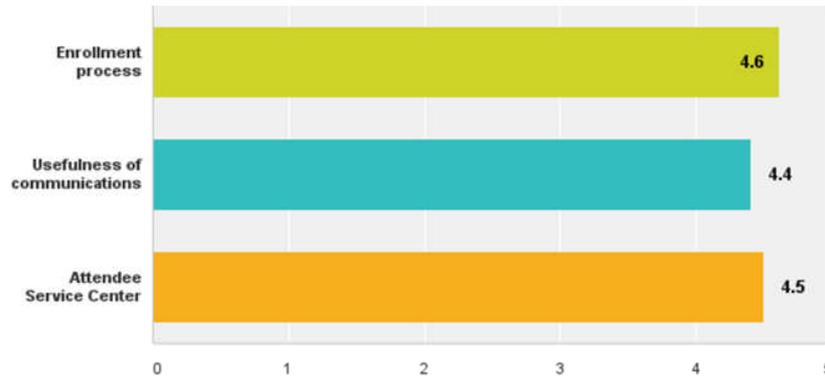




ATTENDEE SURVEY RESULTS AND FEEDBACK

Q3 Registration and Communication (with 1 being poor and 5 being excellent)

Answered: 150 Skipped: 2



Q4: Additional comments about registration and communication*:

- Love the online resources and materials to download.
- Registration was down when I registered and had to do it again, but that's a fluke and only reason I rated it low. I don't think attendee service center ever uploaded the class list which I was looking for, which is why I ranked that low. (It said coming soon.)
- It didn't seem like we got as much information prior to attending this year. Several of my class commented that we didn't get additional communication about the silent auction and talent show.
- I was a member of the US Chamber but my enrollment form wouldn't allow me to select it for the discounted tuition option. I understand that I could have called in to have that physically changed, but did not and paid the full amount. It would be nice if that were easier to change and verify online in the future.
- In the holiday season, it is a challenge to keep up with e-mail. Some of the Institute's emails were quite long. It might be better to break them up into shorter emails with clear calls to action when necessary.
- Communications could have contained more detail. Also, it would be helpful if you could easily access your class schedule and look at past classes taken on the website.
- There were a lot of emails over the holiday and just prior to Institute from multiple people. It was a little hard to sort through what I needed to do and who I needed to communicate with.
- At enrollment, I received a confirmation, but then nothing until just before the class started.
- The welcome center had good information related to your schedule and handouts. There was no attendee list/directory this year. Last year, a spreadsheet was provided. This year, it was only on the app, so I could not sort and search by org name.



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ATTENDEE SURVEY RESULTS AND FEEDBACK

- I could never find a way to change my password to something I'd remember on the Attendee Service Center, so each time I signed in on a difference device, I would have to choose "forgot password," which resets it to something random and un-remember-able. So, it should be easier to reset your own password. But other than that, it was good to have.
- Not a fan of apps.
- Prior notification of class outline and items to review before class was outstanding and a terrific advantage.
- Several of the professors didn't have notes in the online portal prior to the event, which wasn't helpful in preparing. But most of them did email them later, which is nice!
- It would be helpful when signing up for electives to know which electives I have taken in previous years.
- Attendee service center navigation can be challenging, information may be better organized for better customer service.
- It would be helpful if we were able to see which classes we have taken in the past without having to research our notes from last year.
- When signing up for elective classes, it would be helpful to know who is teaching each class. I ended up taking two classes that covered many of the same points taught by the same instructor.
- Way too many e-mails. Was getting multiple e-mails from IOM, class adviser (which would start responses from classmates). Wore me out before I even got to Institute. Please stop sending so many e-mails.
- I barely heard from my class adviser prior to the first homeroom. The only time she contacted our class was to tell us that she was planning the class dinner and told us where we were eating. No other communication from her at all. The emails from IOM itself were informative.
- Keep emails short and sweet.
- Everything from prep to end have been excellent. Keep it up.
- Consider removing already taken electives from the options when registering for classes, would eliminate the need to request transcripts.
- There probably is a place where you can see your class list, but I could not locate it.
- It would have been nice to have some sort of communication on if classes would not have handouts ahead of time. I kept going in and checking while on Christmas vacation to see if I needed to go into my office to print of documents before flying down.
- Class advisors need to make communications shorter and more to the point.
- A string bag would be nice to carry materials, water bottle.
- I am not sure if I overlooked it but it would be nice to have a history of past courses available at the click of a button so it is easier to pick electives.
- Love the IOM app! So helpful!
- Schedules could be clearer about who attends what. Any chance for a unified schedule that matches classes with other required activities?

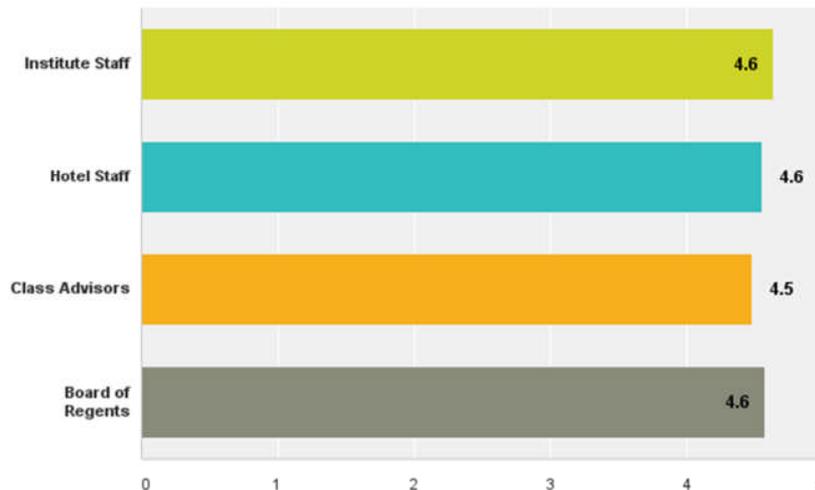


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ATTENDEE SURVEY RESULTS AND FEEDBACK

Q5 Customer Service

Answered: 149 Skipped: 3



Q6: Additional comments about customer service*:

- I felt that the Institute Staff and the Board of Regents were much more standoffish with their approach to interacting with the classes this year than in previous years.
- Our class adviser for 2-2 was not really engaged or seemed to want to connect with the 2-2 students.
- *Name removed* was so energetic as our advisor. Made all the difference.
- My class advisor was at times over the top. I believe a more professional attitude would be more appropriate for Institute.
- I have had three great class advisors at Institute! Thank you!
- Though I am loathe to admit it, we received a rather cold reception from *name removed*, our class advisor. At no time could I understand the animosity she seemed to harbor for our class. Sadly, it set a rather grim tone for Institute this year. To think of all the money our organizations spend on Institute, and on travel, and on hotel rooms...to then have our own class advisor treat us shabbily...is rather difficult to stomach.
- We had a fabulous class advisor. I know the process is to rotate class advisors, but given our evident chemistry, I'd prefer to keep him with our class for the next two years.
- The hotel staff were absolutely amazing. They went above and beyond to make sure I had what I needed.
- The energy and passion from everyone involved, including 2nd-4th yr people, was great. Very welcoming, encouraging, informative, etc.



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ATTENDEE SURVEY RESULTS AND FEEDBACK

- Everyone seemed very willing to help out. Everyone was also welcoming and always had a smile on their face!
- Our Class Adviser was great and always got us answers right away for any questions we had that he did not know the response to.
- Our class advisor was not engaged. This person came across rough, closed off, and aggressive, causing the class to not want to interact with our class advisor.
- Our class advisor seemed to not want to be there. Didn't take the time to bond with us and left early without saying good bye.
- The availability to change courses was a great asset.
- *Name removed* was a GREAT advisor!
- While we normally have an informative Class Advisor this year we did not receive a class list to review who would be joining us. I also felt like she was a bit preoccupied in class on her phone for the majority of our classes.
- Thank you for all you do! Also, can't say enough about the hotel staff - they rock!
- Staff should have communicated request for only 4th years on 1st bus for big bash. Kicking other attendees off and the manner in which it was done was unnecessary. Class advisors should treat attendees professionally and courteously, not as children in a classroom.
- Instructors were excellent, however I didn't find the institute staff to be friendly at all (no interactions with the students and when there were they were not friendly). Staff should be the ones setting the example.
- Our class advisor was great. He interacted with our group a lot outside of the classroom which made the entire experience more comfortable.
- The rating I have is for Class 2-1 class advisor *name removed*. He was excellent!
- *Name removed* was awesome!
- I was not happy with our Class Advisor. Every time you would ask her a question she would be offended and would not have the answer. She acted like she didn't want to be there or get to know us. When asked by a board of regent how she was doing I tried to share how I felt and was told to share is with a member of my class and this was not the place to talk about. If it was not the place to talk about it why did they ask how it was going.
- I only score Institute staff and Board of Regents low because I don't know what service they were supposed to be providing. If they provided a service, I wasn't aware.
- Class advisor didn't really keep us informed. And if we asked a question, she would tell us to check our app. We only met our class regent for about 2 minutes total and I don't think she even told us her name. All of the other regents were great. Institute staff was very friendly as well as the hotel staff.
- The first year we were greeted in the morning by a large group of people in the morning. Each year it has declined. Are we not valued?
- Excellent.
- Our class advisor would have benefited from a refresher course on Customer Service from David K. Aaker. I think she was well-intentioned, but not polished. We were treated like children, not like professional adults.



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ATTENDEE SURVEY RESULTS AND FEEDBACK

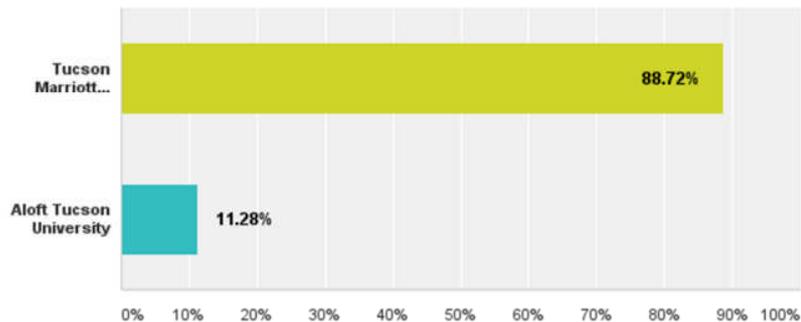
- The Regent assigned to my class was only seen for about thirty seconds (on day two) and didn't even know the class advisor's name. The majority of the Regents were very student focused, helpful and knowledgeable.
- Having *name removed* in my class was extremely helpful for all of us. We always had the correct information.
- I still have no idea what the members of the Board of Regents do other than stand in the hallway and laugh with each other.
- Lots of friendly faces and eager to help.
- I had a great class advisor. All of mine have been great.
- There is a total disconnect with the board and the students.
- My class had limited interaction; I don't think saying good morning as a group/Board of Regents, each morning, really counts as interaction.
- The Board of Regents needs to review within themselves why they are serving, on the board. Are their ego's in the way of the program?
- Maybe, they need to interact with the classes and institute members vs. only come into class to reprimand, scold and lecture a class.
- I had no conversations with any of the Institute staff.
- Our class advisor was very disengaged from our class. She did provide the obligatory information each day, but wasn't much of a mentor or motivator for the class.
- Our class advisor wasn't tip-top.
- No complaints!
- Everyone was very helpful.
- *Name removed* rocked!
- Thank you *name removed* for being such a great Class Advisor!
- My advisor was very nice; however, I think she needed coaching and was not motivating or never addressed our class about anything else, no group picture, nothing about the bonding that can take place, which we handled on our own, but it was almost like we did not have an advisor at all.
- Everyone was nice, welcoming, and helpful. My biggest dissatisfaction was actually in being made to feel bad on several occasions for driving myself to graduation instead of riding the bus. I was staying with family and am also pregnant. The bus ride would have doubled the time it took me to get to the resort and back home. I wasn't able to drink so driving under the influence wasn't an issue. But one person refused to tell me what ballroom we were in because I should just ride the bus. Even my classmates were commenting how ridiculous the responses I was getting were.
- The Board of Regents seem very disconnected from the group. Because of that, I feel like there was lots of talk among attendees about their purpose and qualifications. Overall, they seemed very unfriendly. Our class raised over \$500 for the scholarship fund and the regents came by our class and didn't even mention it. They only wanted to introduce themselves and tell us about their background. It seems as if the regents, as a whole, do this as a status thing, and not as a service to the attendees of Institute.



ATTENDEE SURVEY RESULTS AND FEEDBACK

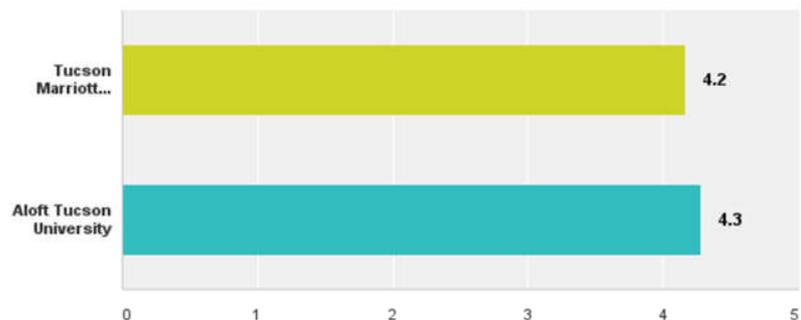
Q7 Which hotel did you choose to stay at?

Answered: 133 Skipped: 18



Q8 How would you rate your accommodations?

Answered: 141 Skipped: 11



Q9: Additional comments about accommodations*:

- Wish there was a fridge in the room to keep cold food.
- Only complaints were that there was nowhere to put away my clothes other than a few hangers, so I had to lay them all out on one side of the bed, chairs, desk, etc.
- Elevator was very slow. And with the open concept for the lobby, it can be very loud in your room.
- Fair but security improvement required.
- I appreciate that they had wifi for our group!
- While I should have checked in advance, there was no refrigerator in the room, which has become a basic expectation for my business travel.
- Challenges address with hotel with reservations and facility.



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ATTENDEE SURVEY RESULTS AND FEEDBACK

- Love Aloft!
- It was a good hotel with helpful staff. However, it was very loud at night when you were trying to sleep.
- Great job with the elevators!
- Hotel seems to be getting a little worn out. Staff was exceptional in my experience.
- I enjoyed the central location, but the showers in the bathrooms were unpleasant (too much or too little pressure). At times when there was too much pressure water would go all over the bathroom. Also the price keeps increasing each year and there have not been any improvements to the hotel.
- Worst Marriott on the planet. So loud with noise from the bar/restaurant/foyer that it's almost laughable (I was on the 8th floor!). Room service is inconsistent and I asked them to tend to my room when I was going to be out, they said no problem then never touched it. In my third year, this Marriott has been consistently terrible and uncomfortable. Does not help make for a good week.
- Everything was great at the hotel. Staff was friendly. Room was clean. Great service.
- I enjoyed it.
- The Marriott is in desperate need of a renovation. The stains on the carpet and furniture, the cracked tiles in the bathroom, the uncomfortable and well-worn bed makes it an undesirable hotel. I don't expect to stay there again.
- I wasn't affected but I heard some did not have hot water on Saturday.
- The Marriott staff is fantastic and I've always taken advantage of the concierge breakfast, which was great. Only thing that has happened every year is that the water isn't always hot while taking a shower. And I got skipped twice on getting my room cleaned.
- Elevator is a little of a hassle.
- I think it's really nice of them to offer a refreshment when we get back from class, this is great customer service.
- There was some confusion on the bus service. This could have been made a lot clearer with communications to the hotel staff about where the bus was picking up and dropping off and its schedule. The bus driver was very accommodating; hotel staff did not know anything.
- For the last 2 years when I check in they assign me to a room that is already occupied. Often did not have hot water.
- Hotel staff was very welcoming to the Institute crew; it was nice of them to offer treats and snacks in the lobby as we came and went.
- It's noisy, but very accommodating. Breakfast too expensive to take advantage of every day.
- Friendly staff. Very convenient to campus and after hour activities.
- Great location.
- I'd rate the hotel higher but the elevator situation at that hotel is sub-par at best.
- Food was expensive, but probably would be everywhere I suppose.
- Felt the food and beverage pricing was a little too high.



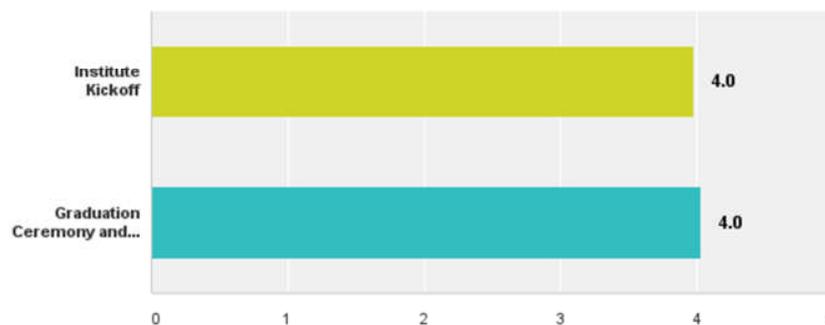
WINTER

ATTENDEE SURVEY RESULTS AND FEEDBACK

- I say this every year, but I don't see it changing. That hotel, although the staff is nice, is a very rundown Marriott. It needs to be renovated **DESPERATELY**. As a Marriott rewards member and loyal customer, visually, it's the worst I've ever stayed in.
- No hot water at hotel one morning.

Q10 Please rate your experience at the following Institute events.

Answered: 150 Skipped: 2



Q11: Additional comments about events*:

- I liked previous years when Institute Kickoff had a theme and people dressed for the theme. I did like the networking game this year and the gift cards.
- The graduation ceremony/picture part seemed to take much longer than last year's graduation. Our class wanted the photographer to take a class pic, but by the time there was some room on stage, the photographer was packing up her equipment and left.
- Food at Big Bash was not that great.
- The venue was great but the food service could have been a little more organized (steak knives coming out 20 minutes after food). The steak was definitely not tender.
- Graduation: I wish they would have started serving dinner sooner. I think the length of graduation is what caused people to bail as soon as it was over instead of staying for dancing, which was too bad.
- The events are great but it seems like the same old thing with the kick off. The food at the Bash was hit or miss - several at my table didn't eat because the meat was under or overcooked. It was also really hard to see the podium during the Bash - seemed like extra lighting had been forgotten or not included in this year's budget.
- There were several comments about the stage being set near the service entrance.
- Salads should have been served during speeches and graduate ceremony.
- The kickoff was fun. I thought all of the introductions were tedious, but I am not sure how else to accomplish the same task more quickly.



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ATTENDEE SURVEY RESULTS AND FEEDBACK

- I had a BLAST dancing at the big bash, but I think it took too long to get the dancing. Preset salads on the tables would help expedite dinner service. Also, for the graduation ceremony, the names should be called more quickly, with photos taking place after they've crossed the stage so it can move along at a nice clip. A good event is like a good rodeo -- no downtime.
- Food was bad.
- It would be nice if the room didn't empty out right after graduation. I'm not sure how to combat that, though.
- Dinner seemed really late at graduation. Might have pre-set salads.
- I appreciate all of the work it took from staff and volunteers to pull off both Institute and the special events around Institute. Great job!
- Food was terrible and it was terrible last year!
- First year in Tucson- I liked that the speaking and the meal/networking happened at one location. I prefer this than the setup at Madison I think. The ceremony and location was wonderful for the graduation. The food was poor for what I'm assuming IOM paid and lower quality than expected at such a nice location.
- The food has been the same at the big bash for the last three years and is not very good. A little change up in the event or presentation would be nice, a little boring after three years of the same.
- Long days so those events make them longer especially if having to travel.
- I really enjoyed combining the welcome introductions to the Kick Off event. Really gave us a reason to attend and be engaged.
- The steak was over cooked.
- I like the brevity of the kickoff. Gave me a chance to grab a bite, chat a little with peers and get to bed since traveling is exhausting.
- There was not enough time given to get to know new people. I like the idea of getting signatures from different classes but there were few people that took the time to get to know each other during this activity.
- Since this is my third year I have been able to experience two other kickoffs. There were no activities or events to encourage interactions (besides from getting signatures). I would highly encourage going back to a themed party with the food to match party theme. Regarding the graduation do not hold off food service until after the ceremony. We were not eating until 8:30 and with the first bus departing at 8:45pm this left no time to enjoy dinner.
- The Big Bash - I would recommend that you hand out drink tickets at the event, not at registration. Many people in my group forgot them at the hotel and ended up paying for drinks on their own.
- The food was not very good at the Graduation Ceremony.
- The backdrop of the stage along with the location of the stage could have been better. The Institute logo would have been a nice background and the stage could have been placed differently.
- Need to move the stage under the Institute Lighted wall sign---think that would be better to not get distracted by wait staff serving behind stage currently. Otherwise fabulous event.



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ATTENDEE SURVEY RESULTS AND FEEDBACK

- The kickoff was a little disappointing. In years past, it was a big deal with the recognition of the graduating classes and, when starting, Class 1 was always in the back. I couldn't wait until I was 4 and then, nothing. The mixer idea was great but feel that prizes should have been awarded to each individual classes to "spread the love." The big bash was great and the only comment was the meal was not good. My steak was hard to cut, chew and tough. All at our table thought so. Other than that, it was exciting!
- I must continue to protest this ridiculous food service. Supper time is 6 p.m., not 8 p.m. or 8:15 p.m. At least this year, I heard many people complain about this so I know I'm not crazy. It's been a long, long day. We're hungry. If we need to have a cocktail hour, it should be at 5 p.m. Serve supper at 6 p.m. and graduation can take place while we're eating. I also heard many ask that same question, "Why can't we eat while they are graduating?" That way those who want to go home early can.
- This year food was served at 8 p.m. and the first bus ran at 8:30 p.m. I had people at my table just take a couple of bites and leave.
- I won't even go into how amazingly awful the food was because I'm sure that will be a consistent complaint from others. However, I would suggest that maybe the waiting and the food setting that long contributes to it's problems, although what they called a "steak" was simply a steak-based cut. I don't know what animal it came from or what part of the body but it was odd, to say the least. I had a person next to me get served what they called "chicken." Everyone at my table, including the person who got served this white chunk of rubber, stared at it quietly until she just pushed it away and left to go to the bus.
- Regarding the bus service, an hour between? If I miss the 8:30 p.m. bus, I'm stuck for an hour with two buses sitting at the door? I was very confused by this. 30 minutes in between, I can see. But an hour?
- Finally, is it really a Bash? For 3 years, I've watched handfuls of people awkwardly dancing and listened in groups to most people there staying to use of their drink tickets and making plans for where to go after the "Bash." This year, I noticed more people asking why not just have a nice meal and grad ceremony at the college and turn people loose. I don't think this minimizes the pomp and circumstance of graduation. It can still be nice and ceremonial. But it should be edited down a bunch.
- One last thing. Each class should have 1 speaker. 1. Not 2. Not "we had a tie." 1 speaker each. Hold them to the 10 minutes. Every year, we've been subjected to the long-winded one and nobody facilitates the speech-making and gives them the signal to wrap it up.
- Steaks at Big Bash were terrible. Program was excellent as well as all of the other food provided.
- The events seemed to end very quickly. Maybe do the change in class times.
- Quite interesting and memorable.
- Food at Big Bash was terrible. I think you could save the \$ of transportation and upgrade an event at the Marriott near university. Since it was dark, we couldn't appreciate the views etc at the JW.
- The food at the graduation ceremony was really really poor. I do events, so understand that keeping everyone happy with food is a challenge. But I saw many people with only 1-2 bites out of their meal.



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ATTENDEE SURVEY RESULTS AND FEEDBACK

- Kickoff was good but last year's was stronger in my opinion. The dinner was not cooked well for the Grad ceremony and I would recommend a setup that is not as "long" where the stage makes it hard for the back row to experience the speakers. I would also recommend using the stars wall as the main wall since the servers were coming from what was the "front" of the room. The US Chamber "wall" on the stage is not seen in most class pics bc they are covered and I would recommend putting that at the door for people to take fun social media and professional photos in front of for more marketing value.
- The meal was awesome in 2016 - not sure if they have new chefs/staff this year but our table's food was over cooked and not edible. We went out for food later as a result.
- Graduation Ceremony was great but the food was dismal and that everyone left shortly after dinner made it feel like a bad wedding reception at the end.
- I liked the kick-off event with the need to gather signatures from other classes and the "need to be present to win" kept everyone there. Good idea.
- Kickoff was fun this year and the food was phenomenal. The networking was a great addition.
- Graduation was great too. Our class was a little disappointed in the fact that we had initially wanted to create a video for our 5 minute speech and was repeatedly shut down. The food was not good at the graduation.
- The only reason I gave the Big Bash a 3 was because of the food. I still am not entirely sure what kind of meat that was or why it was cooked way too much.
- The "bingo" card was a great idea but people didn't really spend time networking - just getting signatures, so it was ineffective.
- Big Bash: I always hate the wait. It might be nice if the salads and bread were preset so we could eat them when we are seated. The entree has been horrible for 3 years. I can't believe that food is up to Marriott standards.
- The dinner at the JW Marriott was very disappointing.
- Big Bash: for the second year in a row I would say the food was not good, primarily this year the steak was overdone (last year it was so rare I didn't eat it). A suggestion for the stage would be to move it so the lights are behind it, not the entrance to the kitchen.
- Nice selection of food at the Kickoff, food at Big Bash was tasteless and lukewarm at best, too long between entering the dinner and dinner being served. Thought should be given to having the "other thanks/remarks" as guests enjoy soup/salads that are on the table-- since the bar has been open for at least an hour by this time. Food sooner than later would be good. The grads could be fed dinner quicker than the rest of the room (since there's only two groups) so they would be finished once they walked across the stage. Why isn't IOM using the Marriott Starr Pass for the entire event? Learning & networking could co-exist in half-round room set-ups as opposed to classroom set-up.
- The kickoff needs to be refreshed.
- As some of us came in from far away it would have been nice to go out to the JW just an hour earlier to see some of the area.
- The food was very disappointing, a program would be helpful.



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ATTENDEE SURVEY RESULTS AND FEEDBACK

- Kickoff left a lot to be desired this year. Our first year, it was really fun and we were able to get to know our classmates because we all had assigned tables as to where to sit, and, there were fun sports themed things on the tables which I remember helped us get to know each other well. This year with no assigned seating for classes, it was harder for the groups to sit together getting there later. Graduation was great, but, the food served for dinner left a lot to be desired. The steak was horrible and the veggies with it were not edible. The passed appetizers was a great touch, and, I love being able to go out on the patio for a while before being seated. We also missed the normal announcements of when busses were leaving. Typically you are warned that a bus was leaving in 10 minutes. This year we didn't get that, and, our group ended up missing a bus by a few minutes. We ended up having to take an uber back to the hotel so that we could get back when we wanted.
- The food at the Big Bash was not good. I'm not sure what the meat was, but it was overcooked and dry.
- Would like to arrive to Big Bash before sunset - to see what that view looks like!
- Big Bash food was AWFUL and I am not a picky eater at all.
- From the stand point of Event Planning, the rule is to fulfill your participants basic needs before you demand their attention. Food should have been served before the graduation ceremony. You start dinner and around "desert time" is were you start your graduation ceremony.
- The skirt steak dinner at Starr Pass was absolutely horrible. Everyone at our table had one bite and had their plates taken away. Otherwise all good!
- Dinner at bash was not good.
- With the exception of the salad and rolls, the dinner at the Big Bash was nearly inedible (and I'm not really that picky). I was surprised and disappointed in the JW Marriott as they had a room of potential customers (folks from national associations who might bring an event to their property).
- The ceremony was wonderful but the food was horrible. The meat was overcooked and the vegetables were such a bland, strange combination.
- Programming fine - not sure you could do anything differently at either. Both necessary. Liked the shorter program at kickoff. Would like time to network with my class prior to kickoff - happy hour/catch up.
- Put the stage under the Institute logo of lights. The steak was like shoe leather - better to have Chamber Chicken.
- Kickoff was boring this year with no theme. Why bus people all the way to the graduation ceremony? The beauty of the location is lost because we get there at night. It's a big expense with very little reward/return. Find somewhere closer to town and save the money for better food.
- Make it more interactive like West.
- I liked the kickoff when it had a theme, like the tailgating kickoff where we wore our team shirts.
- Both events were fun and a good way to socialize. The food at the Kickoff was good. The same cannot be said about the food at graduation.
- The Institute Kickoff is a fun event and proves to be beneficial for a way for people to meet with other classes. The Graduation and Big Bash is a great event as well however I do feel the money wasted on choice of food is unnecessary. I also suggest rethinking the meal because it wasn't edible. Money was completely wasted and this is tragic.



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- The ceremony is very nice and clearly much effort is put into the event. My only suggestions would be to start earlier if possible so that dinner can be served before 8 p.m. Also, steak is a really hard dish to serve to a large group and everyone commented that their's wasn't cooked they way they like, it was difficult to cut, etc. I understand how difficult it is to choose a menu, but just some comments I overheard.
- Institute Kickoff is always a little bit of a downer. The food looks great but tastes awful and there is no entertainment. You might consider a band. Graduation is beautiful but the food has been awful 2 years in a row. I understand we are on a budget, but flank steak as a main entree is never a good idea. Next year, consider thinking outside the box on food. A deconstructed chicken pot pie or a pasta dish. If you can't do beef right, you shouldn't do it at all. And they cannot do it right with our limited budget.
- Dinner wasn't served at our table until 8:30pm, that is extremely late. Would be nice to find a way to have the dinner placed earlier than that.
- The program needs to be adjusted to allow everyone to eat a bit earlier. I would encourage the program to start during dessert.
- Both events were very nice.

Q12 Please rate your experience participating in industry consultations.

Answered: 148 Skipped: 4



Q13: Additional comments about industry consultations*:

- I valued my one-on-one consultation!
- The advice I received was good and helpful to the situation I was in.
- I really did want to do this, but felt like there was really not enough time to get this accomplished. Plus, I wasn't sure which topic I wanted to focus on. Maybe next year as it's a great value.



WINTER

ATTENDEE SURVEY RESULTS AND FEEDBACK

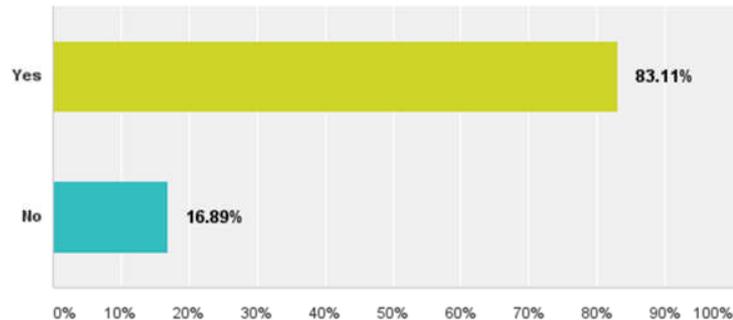
- This was my second year doing a consultation and I truly believe they add additional value to the IOM experience.
- The industry experts were fantastic. I would rather hear from Chamber Professionals who are active and making change in their communities rather than retired Chamber Presidents.
- I did not sign up to have a consultation this year, but plan to next time. I heard good things from people who had sessions.
- When I did participate at last session-very very helpful.
- I wound up just asking the person who was paired with me last year to sit down with me again. We formed such a great relationship!
- More availability of information about the industry consultations ahead of time.
- Very impressed with opportunities to talk shop before & after classes with instructors, class advisors and institute staff. Extremely accommodating staff.
- It was a little misleading what an Industry Consultant did or from what industry.
- The experience from the country I came has been limited. What I obtained outweigh to what I shared. Any way it was all encouraging.
- We met with *name removed* and *name removed* to discuss opportunities to enhance engagement with Association professionals. I'm hoping there will be follow-up discussion from the IOM staff and the Board of Regents regarding the ideas we shared and discussed.
- Not sure what the industry consultations were.
- The only mention of this was once by our Class Advisor-- but with little to no detail, such as who, topics, etc.
- Overall the experience was awesome! I am a fasttracker and have been to both Athens and L.A.
- Tucson provided the very best learning experience of the three. Great job with the instructors!
- It would be nice to see a list of faculty and their areas of expertise in advance so we could give thought to who we'd like to meet with.
- *Name removed* was awesome and so helpful. Made a friend!



ATTENDEE SURVEY RESULTS AND FEEDBACK

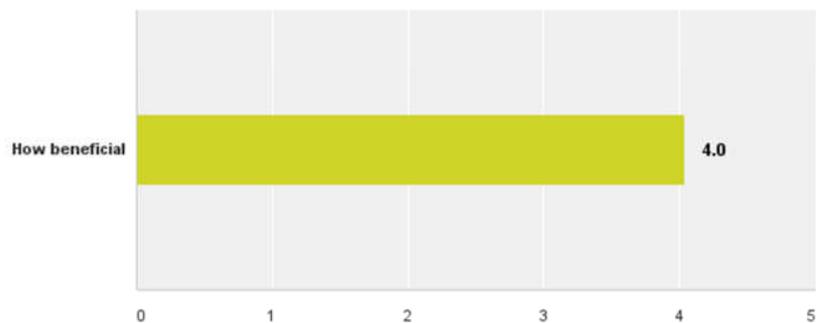
Q14 Did you download the 2017 Winter Institute App?

Answered: 148 Skipped: 3



Q15 If you downloaded the app, how beneficial was the app to you?

Answered: 142 Skipped: 10



Q16: Additional comments about the app*:

- It was pretty difficult to navigate. Our schedule should be pre-populated. It should also be linked to the silent auction for ease of use. I wish more attendees populated their personal information so that could be promoted more heavily. Also, a drop-down option to sort by class could be very helpful.
- The Winter Institute App was very useful as it has been in previous years with class information and presentations available.
- Love it. A must-have.
- Viewed using windows.



WINTER

ATTENDEE SURVEY RESULTS AND FEEDBACK

- Downloaded but didn't end up using it.
- Much improved from previous apps.
- I will download the app for future IOM sessions.
- Would have been nice to have maps of the campus and surrounding areas on the app.
- I thought this year's app worked better than the one selected for 2016. I'd suggest keeping it for the future.
- The app was overall useless. A mobile responsive website with access to schedules, etc. would be better.
- Needed to be less labor intensive on set up.
- Maps of area, buildings and hotels could be included in app.
- It was helpful to be able to create my own schedule. The attendee directory was a bit tough to navigate. I would have liked to be able to sort by organization name or at least see the org name without having to click on the individual. It could also be nice to be able to sort by class number.
- Not a fan of using up more storage on my devices.
- Would be nice next year if they could link the auction within the app. I think a few people may have been excluded based on the steps needed to log in.
- This was very helpful in reviewing my classes and locations. It would be greatly beneficial if I could also review my past coursework on the app or when choosing electives in the future.
- Really liked building "my schedule." Very helpful.
- I didn't link that the whole agenda would refresh to the default setting. I would choose 3-1 and the click on a class to see who was instructing. When I went back, I had to re-choose 3-1. Also, on Wednesday, I couldn't get it to load anything when I needed it (bus schedule, agenda, etc).
- I didn't take the time to really learn how to use it. Perhaps the homeroom first class can spend time going through some of the benefits of using the app.
- It is a solution looking for a problem. Really does not provide any value added service and I will not be downloading it next year. Only looked at it once.
- Could benefit from more notifications, was slow and a little glitchy.
- Liked the app before better because you could access the silent auction from the app. This year, I had to save the text link and access it from there. But the app is a wonderful tool. Great job on that.
- Very beneficial. That was the only place I could really get information from so it was a big help.
- They all are very useful.
- It was not as user-friendly as the app from 2016.
- It would be great if the app could coordinate with our logins...so that our classes already populate the schedules.
- Very handy, app has a few little things that drove me nuts though, when adding classes to my schedule it kept going back to the original page and I would have to keep going through and find where I was which wasn't a big deal but it took a long time.
- It would be nice if the default when you pull up the calendar was your personal agenda rather than the all tracks calendar



WINTER

ATTENDEE SURVEY RESULTS AND FEEDBACK

- I used it mainly to look up the contact info for people. The Personal Agenda part was nice, but the app wouldn't default to that listing. It wasn't user friendly.
- It was very helpful. I wish I had communication on how useful it would be before I left to go.
- The app was helpful when I was not in the building, but, my cell phone provider had no service in the building, and so I never actually logged into Wi-Fi since it wasn't needed, and I had heard it would send a text message to get set up. It was nice to be able to look at attendees and staff before we arrived, as well as have the schedule available on our phones.
- When using the app, it would be nice to be able to stay on the personal agenda list. Every time I went back I would have to click the personal agenda option.
- The app was not very helpful. If you wanted to see your own schedule, you had to upload each class yourself, which was time-consuming. If I had known that I'd receive a printed copy of my class schedule upon arrival, I probably wouldn't have even downloaded the app. There were no notifications about any event or anything - I would have thought that notifications would be used to organize things like taking class pictures, announcing meal options, reminders about the silent auction and how to participate, and/or announcing where to be at certain times for special events. Since this was all taken care of by the amazing staff, there was really no need for the app. I also thought the app would allow us to access materials uploaded by the faculty for classes, but that wasn't there either. Basically, anything I expected the app would provide, it didn't. But the staff was really great at helping us know where to be and when for special events and stuff, so it all worked out. I just wouldn't bother with the app next time unless it had a few more features on it.
- Didn't use it.
- It would have been nice to have all presenters' handouts there (some had posted supporting documentation but not their actual PPT)
- Didn't need to reference it. I had a printout of my schedule.
- Next year, I'll upload my printouts to One Note so I can take notes directly on the Ppt slide.
- The app is great! I like being able to create my own schedule there. I would add maybe having the option to do surveys through the app. It would save paper and time if people could do them that way.
- Awesome Experience! Would be nice if there was a component for continuing education.
- Looked great this year. Very user friendly.
- Love this app - so helpful.

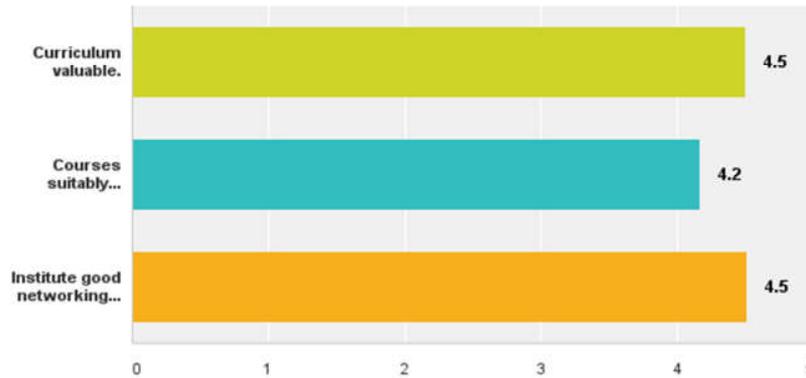


WINTER

ATTENDEE SURVEY RESULTS AND FEEDBACK

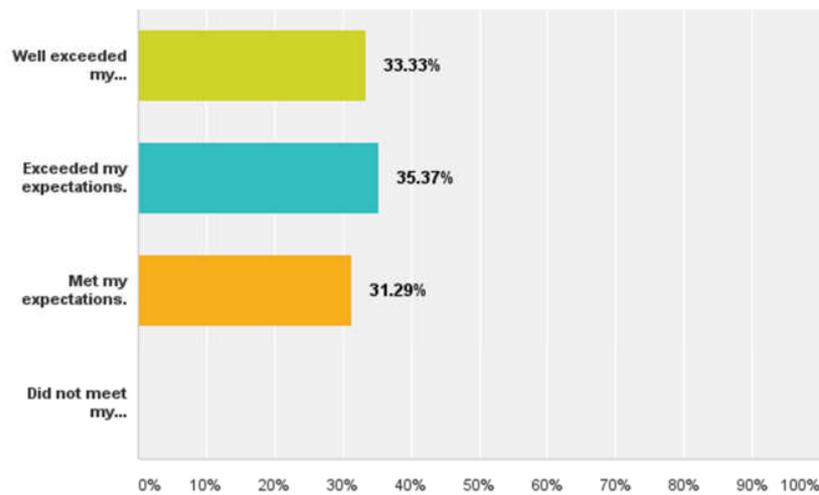
Q17 Rate to what degree you agree with the following statements.

Answered: 148 Skipped: 4



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

Answered: 147 Skipped: 4



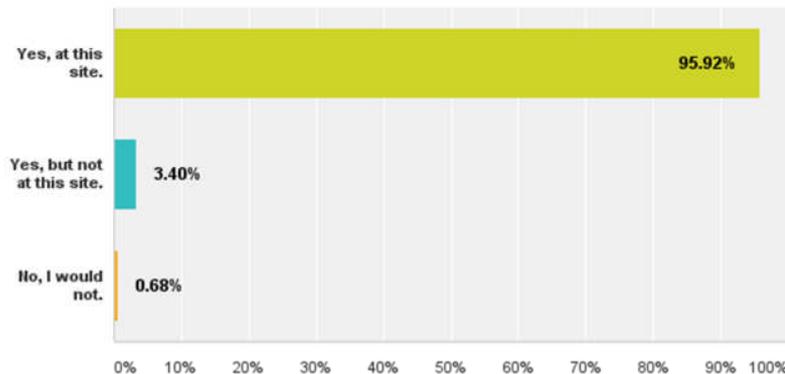


WINTER

ATTENDEE SURVEY RESULTS AND FEEDBACK

Q19 Would you recommend Institute to other nonprofit professionals?

Answered: 147 Skipped: 4



Q20: Additional general comments*:

- Institute far exceeded my expectations. 6 of the 9 courses I had were super beneficial to me in my career and professional development. The only odd thing is that 18 of the 21 individuals in my cohort were from Chambers while I am from an Association, so that class segmentation could be done differently (although I do love every one of my classmates and they offered a different perspective).
- Overall, Institute was nice. I did not care for the lunch option. Also, I would request that there be something other than beef for the Graduation.
- Maybe because I had just started in the chamber industry when I came the first year, but I feel like the first two years the classes were much more informative. I have been somewhat disappointed the last two years and especially the 4th year.
- I loved it. My experience at Institute was engaging and inspiring. It was just what I needed at this point in my career. I hope to complete all 4 years!
- Institute remains a great go-to professional development resource so far in the field of non-profits.
- So glad I participated in this program. Such great takeaways! I do feel like we could have had maybe one afternoon for a bit of free time - there was just no time to enjoy the beautiful campus. Even maybe one day of finishing at 3pm - a few hours to wind down.
- Good experience overall.
- It seemed like the interaction with the Board of Regents has gone down from our first year...not sure why, but the limited interaction was well received though. *Name removed* was our class advisor and she was great. Also, *name removed* is awesome and truly represents Winter Institute in the way he interacts with participants. Please, take a look at the food, it is getting stale after 3 years. It would be nice to change it up a bit.



WINTER

ATTENDEE SURVEY RESULTS AND FEEDBACK

- Would have been nice to hold all of Institute at the JW Marriott. Classes and rooms. Just a thought!
- Great food options this year for meals and hallway snacks. Perhaps the hall food tables could be split into each end of the hall for shorter lines, but the flow did seem to go fairly quickly and without blocking other hallway traffic.
- One of the best professional and personal experiences of my adult life.
- I would like to see more thought given to the breaks and shortening the food lines so we could all have time to get food and still get back to class on time. I know the challenge of catering box lunches but would just say that I thought they were average in quality. I also wondered a bit about the sequencing of the Institute kickoff? I'd liked the idea of using the signup sheets to ensure appropriate mingling. I thought that was effective. I'm not sure that eating and drinking should have proceeded the talks and I thought there might need to be more specific interactions with class advisors and regents supporting a given class.
- I enjoyed my Institute experience. I think we are (in some cases) over-exposed to certain instructors who offer feel-good classes but no real take-home experience. Obviously instructors like *name removed* are good to see for various classes as he tailors them to different topics and always provides valuable information. *Name removed*, for example, provides a rah-rah class but not much else. For anyone to have to sit through more than one of his classes is a waste of time.
- Excellent job by staff and volunteers! The interactions both in our class and with members in other classes contributed greatly to the learning experience.
- I would still like to see more association specific courses or at least more association examples in courses designed for all. I appreciate the association networking event.
- Congrats to Institute Staff on another successful year! Everything was great. The staff and volunteers were very friendly. A+ for customer service!
- I have two suggestions for next year:
 - 1) The curriculum was very chamber-focused. I am from an association, and a few of the classes were geared toward chambers and not relevant to me. For example, government relations, technology, and events classes were all chamber talk. If IOM keeps marketing itself as for chambers and associations, I would suggest gearing more classes toward associations.
 - 2) Have more snacks and lines during snack breaks. The line was way too long and there wasn't enough food for everyone. Those who had to wait 15 minutes in line often ended up with slim pickings.
- Thank you!
- I completely understand the schedule this year and next because of how the dates fall. Maybe some group activity (hike) could be arranged for those who have never been to Tucson and those that come back every year. Maybe this has to take place before registration but just include something as an option.
- Coffee in the morning in the hallway before classes begin would be greatly appreciated by many.



WINTER

ATTENDEE SURVEY RESULTS AND FEEDBACK

- The schedule this year was tough...our class really missed the afternoon off in the middle. We really bonded on those days in the past. To have it be replaced with an extra-long day made for a hard time and sapped energy for the rest of the week. I don't see why the Sunday couldn't have been a full day in order to restore the afternoon off.
- The courses need to be more challenging and having more industry data and trends discussed would be helpful. Too many instructors went over the "basics" for it to be my 3rd year.
- Due to the schedule this year with the holiday and school calendar, I would rather have had "homeroom" take place on Thursday morning with opening reception that night and class dinner/Institute's got talent on Friday night. It would help with flight schedules and trying to make it in time for homeroom.
- Met with *name removed* and *name removed* to request that the core competencies of Institute be road mapped with the domains of the CAE so Association folks know where they need extra focus if it wasn't covered at Institute.
- I would recommend the badges be color coordinated, especially 4-year students. For conversation purposes, it is beneficial to know the level of professional development of the persons.
- Everything was great! The lines during breaks for food were long. I would like to see two separate areas for food to slow down the wait. Thank you for all you do to make the experience wonderful!
- At the college location it would be helpful to have snacks set up on both ends of the building to help with the long line. Also check with Athens, their breaks are fabulous!
- Be aware that some instructors are very "I" focused in their presentations, touting their accomplishments and publishing during instruction, at the expense of larger concepts that are more beneficial to the class.
- Please make sure you have ordered enough food during the breaks. For the first two days of the event I was always the last person in line and typically there was either nothing left or just one item.
- It would also be helpful to have two break areas so that we didn't spend the entire 30 minute break standing in line. Overall, it was a great experience and I am so glad I am involved in your program. It truly is helpful with my position (especially since I was in a completely different kind of field before coming to association/chamber work).
- As I am sure you have already heard, the snack line during breaks could use two lines like last year to get people through, so they can enjoy their break outside. Food is always great and y'all do an excellent job trying to please everyone's needs, which is a big task. I like the rooms better this year than last but the walk was much longer and if it were to rain like last year that would be horrible. I tell people how organized it is for that many people for that long of time. Great job overall.
- Please consider changing the food options.... we need more variety especially after knowing what options are available at other institutes.
- I heard from past attendees that the schedule used to allow for an early release one day. I would recommend bringing that back and extending the schedule longer into Sunday. Overall, a great experience!



WINTER

ATTENDEE SURVEY RESULTS AND FEEDBACK

- It was an amazing experience for me. I would have liked to have had an elective opportunity at some point about Leadership programs. I think most chambers have Leadership programs (some even have them for adults and teens) and I would love to have been involved in a course about that...best practices, how to put together a successful program, etc.
- During breaks there needs to be at a minimum 2 tables of food and beverage. The one table caused a very long line and little options of food for those at the end of the line.
- Lecture skewed to chambers and staff new to their professions. Instructors seem more interested in prospecting business opportunities.
- Understand that due to New Years and U of A's schedule we had to start on different scheduling-- however, not as much down time to network with other classmates as last year--on a non-structured day.
- Institute well exceeded my expectations. The staff was incredibly peppy and friendly, making it fun. The faculty was incredibly knowledgeable and I couldn't believe the value I got from the program because these speakers were world class experts in their field. Everyone in my class was so nice and I got to meet other young professionals. I was also impressed with the healthy food at break and lunch. So great!
- We're not training to be Navy Seals. This boot camp mentality is bologna. It takes all the fun out of Institute. The information is great but there is nothing enjoyable about the week. No time to sleep. No time to get work back home done. No time to enjoy the company with peers. I've said this every year in these surveys. I'm not looking for a vacation. I think the information and speakers are outstanding. But there could easily be some editing and creating some time to start a little later, end a little earlier, maybe a half day off so we can be tourists since we've flown halfway across the U.S. to be here?
- You guys can take half the day eating in the staff room if you want. But it's very disrespectful and, frankly, ridiculous, to treat us that way. It takes 10 minutes to even get through the line and close to 15 to get food and drink ready, find a place to eat then start eating. We're grown-ups.
- Again, I think the information and speakers are outstanding. However, you can tell that the speakers are grasping to fill the amount of time. That's why I insist that the schedule could be edited and remain just as impactful. This year, at least 2 of the speakers ran out of things to say/do with 30 minutes left on the clock. And we were forced to remain in the room like children until the "bell rang."
- I would love so much for the committee that orchestrates my final year to take into consideration that many of us are coming great distances and changing time zones. We are weary from the outset then are subjected to this military schedule that leaves no room for rest, catching up on work back home or, frankly, enjoying the trip to Tuscon just a little. I remain puzzled at the least and shocked at the most that IOM doesn't think of this. I'm not saying water down the information the educational experience. I'm saying that you can have the same impact within a shorter class time and this year, for sure, I sat in classes where the instructors were very obviously straining to fill the time slot.
- Not asking for a vacation but the ability to catch up on rest, work and, yes, have a little time to socialize and see a bit of Tuscon would go a long way in my recommending this program.



WINTER

ATTENDEE SURVEY RESULTS AND FEEDBACK

- As it stands, no matter how excellent I think the topics are and the quality of the instructors, I would never recommend IOM without giving the caveat of the boot camp, Navy Seal mentality when it comes to the scheduling. The grown-ups I would be talking to will (and have) take that into consideration before committing to something like this.
- The food was great and I love going to Tuscon.
- I felt the curriculum was subpar this year. Maybe I have reached the point of already knowing most of the information, but I also felt some of the instructors weren't very good. They worked so hard to be fun that they forgot to teach us anything. This year also felt very rushed. Barely time to eat lunch most days. I was running from one thing to another. And we got in trouble for going to the bathroom. If you only give us 30 minutes for lunch and then a two hour class without a break, then yes, we are going to have to go to the bathroom.
- Our advisor told us that we have to stop leaving the room and to go at break time. I am older and if I need to go to the restroom I will - we are professionals. What I did not like is that we got in trouble and it was confirmed by the other class advisor that it was only our class. Again we are grownups and I believe it did not come across very good and it offended everyone in the class. Then the gossip/allegations start going around.
- Everything have been very good. Keep it up!
- I might recommend Institute to someone earlier in their career or without significant non-profit experience. I expected year 2 classes to be much more challenging, but did not find them to be challenging at all. The networking and ability to discuss current challenges I'm facing with my peers is what brings me back to Institute.
- Evaluate the usefulness of the calendar/note pad that we all receive. I heard many people say it went in the trash as they do their calendar electronically.
- Always impressed by *name removed* and the team - kudos especially as I noted *name removed* talking one of our classmates to urgent care after falling; *name removed* for working with our other two classmates who were unwell for other medical reasons; and to the unnamed regents and chamber staff who made the experience special and powerful for our site. Especially for us in 2-1 this was a powerful event. Thank you with all sincerity. 2018 shines bright in our eyes for sure!
- My class had a rather negative experience with our class advisor. She was not helpful when class members would ask questions and often seemed put off and irritated that questions were being asked. This included basic questions about schedules, transportation, electives and other activities. Additionally, she did not appear to be interested in getting to know those of us in the class and did not take any opportunities to get to know us. I feel that a class advisor's role is very important in unifying a class as well as providing valuable information to class members and unfortunately this was an element lacking with our advisor this year.
- Our advisor also stated a few times that she did not know her role as a class advisor and that her Regent partner was not around. I don't know what the selection process is for class advisors or what training and information they are provided but from my experience this year and the things heard from my class advisor there may need to be greater training.
- Please consider incorporating diversity and inclusion sessions into the core curriculum or at very minimum elective level.
- Love this program...it has been a fantastic 4 years.



WINTER

ATTENDEE SURVEY RESULTS AND FEEDBACK

- Best conference/education seminar I have ever been to. I came away from the week full of ideas and thoughts that I can right away implement into my chamber....awesome week!
- The class schedule was so aggressive this year that we didn't have much time for networking. It was very tiring. I would rather start early on Wed. so that we could have the half day on Friday. Also, the first lunch is too long and the others are too short. If each one could be 45 min that would help. Lastly, 8am every day is very early.
- I appreciate the effort to end by 11:30 a.m. on the last day to allow people to catch flights that day, but the day when there were 9 hours of classes was mentally exhausting. I lacked any energy to participate in networking activities that night.
- I liked the new schedule of getting out at half a day on Sunday so that I was able to make it home the same day.
- I registered for IOM for two reasons: (1) I'm already a CAE and need hours and (2) it's outside of the norm ASAE events/networking, so it offers something different. With that said, the IOM staff would know that I'm a CAE, so a lot of the 1st Year courses were more basic than I needed--especially the first 1.5 hours of the core classes. I could have used that time more wisely, or the IOM staff could have had the CAEs in a different half-session during that time.
- Shorten the lunch time on the first full day. (Thursday 1/5) Add 15 minutes to the box lunch days, (Friday, 1/6 and Saturday, 1/7). The food lines, should be broken apart and replenished.
- I really enjoyed the Institute overall. I felt that the instructors for core classes were markedly better than elective instructors. I would also strongly encourage more of a seminar format for classes. Almost every teacher said they were not going to stand up in front of the class and talk the whole time, and yet most of them did. I would much rather have instructors harness the collective intelligence in the room and foster more constructive discussions rather than relying on the outmoded lecture style of instruction.
- I came in as a 3 year from WACE Academy but it was actually my first year with Institute. I noticed that a few of the fast trackers and I had a more difficult time in location and logistics. Overall it was a good experience for professional development.
- Appreciated the break times and the snacks. It would be great to have tables at opposite ends of the building, the lines were very long.
- Have all class monitors hand out evaluations 10 minute before ending. Many times speakers were trying to cram the rest of their info and we didn't get them until right at end time.
- I had to make up my third year and I was very happy I did! It was a great experience.
- I found the staff to be very helpful, organized and very enthusiastic! The instructors were amazing. I found only one core class that was too much like a previous core class I had. Overall, my experience was amazing and exceeded my expectations.



WINTER

ATTENDEE SURVEY RESULTS AND FEEDBACK

- The breaks need to have a better set up. Our class was at the opposite end of the building from the food area, and, so by the time we would arrive, line was so long, sometimes we missed out completely on snacks. Possibly having 2 sets of tables would be a good flow, allow people to get to area closer to their classrooms, plus, still have time to go to the bathroom during a break. 15 minute breaks proved difficult to get both things done. We would really like to see 4th years potentially having one class on the day of registration, so that we can enjoy graduation with our classmates without having to get up to be at class at 8 am the following day. I did enjoy having classes ending at 1130 as compared to 4 pm on the final day, so that I was able to fly home on final day of classes, but, also missing out on the free afternoon which allowed me to get some work done, since I don't work while in classes. Overall, I love my time at institute, and I am willing to follow whatever schedule works :)
- I was very impressed with the high level of professionalism through the entire 5 days. The speakers were outstanding leaving me wanting more. The Board of Regents were very helpful and friendly. I plan on attending next year!
- Air conditioning in classes was running like crazy.
- Going to 6:00pm made for a very long day of sitting.
- There are a decent number of Associations in any given location or class, and yet the curriculum is almost exclusively geared towards chambers. Perhaps designating certain electives as C or A or both would help us select those that re more geared towards our interests. It's hard for me to wholeheartedly recommend this to other association professionals given the current focus.
- I learned so much at Institute and I met some wonderful colleagues from around the country. It was a fantastic experience and I will be back each year at the Tucson location. Also, this was the healthiest conference I've ever attended - talking about food options. Great job! In fact, it was so healthy that I feel the need to let you know it would be ok with some of us if there was a higher cookie to vegetable ratio for afternoon snacks.
- I learned so much that I am still in the process of taking notes on my notes! Thank you for this amazing program!
- There were a number of sessions (events, revving revenue, recruit/engage your members) that were presented from strictly a chamber perspective without much regard for association dynamics. I'd suggest pairing a chamber professional with an association professional to provide a balanced perspective. As an assn professional, I enjoy broadening my knowledge of chambers, but also expect the content to be geared in part to associations.
- Separating Chamber and Assoc classes would help. Many classes are geared only towards Chamber leaving Assoc with little to take away.
- I appreciate the effort to offer healthy snack options to attendees, but the afternoon snack of dyed vegetables was not in the least bit appetizing. The arrangement/setup of the food was awkward too. The drink station should not have been so close to the food station and the fact that there were two lines/two access food should have been made clearer.
- Loved every minute of it. Taking out the free time that was normally set aside one afternoon made for long days, yet it was necessary. Liked getting out before noon.
- The courses this year were very bland. Thank you for bringing in more speakers who have dealt with associations, though. That was helpful and it was not so chamber specific as it was last year.



WINTER

ATTENDEE SURVEY RESULTS AND FEEDBACK

- Fantastic third year. Thank you
- I had *name removed* this year and was not impressed. I didn't walk away with any valuable information. All of my other instructors I did find very valuable.
- The kick off never blows my hair back...I am not sure what could be done differently. Our class plans to 'mentor' 1-2 next year work with IOM staff to identify who they are and partner them up with a class member of 4-2. I suggested 4-1 working with 1-1 so they didn't feel left out, but then we realized there were 3 1st year classes this year....hmmm. Help with this would be great. Thanks.
- I would 100% recommend institute for chamber executives. Association executives is more of a mixed bag and I may or may not recommend institute. Many of the teachers come from the chamber world and several times the class is catered specifically to that and I find little value in it as an association executive as it just isn't applicable. I also wish that there were more electives and fewer required classes. For example, in 4th year you take a technology class - which is great if you are in any way involved in that. But we have an IT consultant that handles that exclusively and I found the content to be completely outside of anything I deal with or would have to deal with. But then, in other electives, I found myself wishing I had more time and more options around that topic. I think having more opportunity to choose your courses and having electives be the length of core classes might be helpful in feeling like you left getting what you needed out of the program. I do also want to say, that it is a wonderful program and I can imagine how difficult it must be to pick curriculum, find teachers, etc. Most of my finding lack of value is because associations operate differently in some ways and tend to have slightly larger staffs than chambers so there is more divisional work. I don't know if it is possible, but maybe there can be an association track. This may be incredibly time consuming and not feasible, but just some food for thought. Thank you all - staff, board, advisors, etc. for the time and effort you put into making Institute a valuable tool for continued education. It isn't easy and trying to meld the needs of 100s of people is not easy. I truly appreciate the work it takes to coordinate such an event.
- I am very disappointed to get to my fourth and final year only to discover both *name removed* and *name removed* were not asked to instruct. Both made huge impressions on me during years 1 - 3 and I am sorry for those classes that missed out on learning from both of them. I can tell you I had one or two professors teach me more than one class over my four years and I heard the same things again and again from them. Those are your instructors that need to be reevaluated over *name removed* and *name removed*.
- I would like to recommend that *name removed* always end a four year class. His class with 4-2 on the final morning was excellent and pulled us together one final time and ended with "love them", referring to our own personal staff. Thank you for the incredible four years. Lifelong friends with classmates, advisors, instructors and more. Valuable information and instruction I can take with me as I advance in my personal career. These things are what Institute is all about.



WINTER

ATTENDEE SURVEY RESULTS AND FEEDBACK

- *Name removed* and *name removed* are outstanding people, but I think it may be time to bring in former executives with more recent experience. I say this respectfully of them both, but I think their information was fairly outdated and not on the cutting edge of our industry. We need either more recent or currently serving executives or more people from outside of our industry with expertise in an area. For example, event planning class with *name removed* was unhelpful, other than from the learning and interaction among class members. Having a CMP or someone who has planned and executed events more recently would have been more helpful. Again, I have a lot of respect for them both, but I think it's time to rotate some of the faculty. Great week all around, though! Can't wait for next year!
- Thank you for a wonderful experience. I could not have asked for better instructors, advisor, etc. The bar is set pretty high for future years.