

CURRICULUM COMMITTEE



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

MEETING MINUTES OCTOBER 8, 2015 9:00 A.M. - 12:00 P.M. EDT U. S. CHAMBER OF COMMERCE WASHINGTON, DC

In attendance: Robert E. Thomas, IOM, CAE, CMP; Megan A. Lucas, IOM, CEcD; Blain Andera, IOM; Jeremy L. Arthur, IOM; Brian Baker; Christin W. Berry, CAE; Ali Crain, IOM, CCE, ACE; Catherine S. Dority, IOM; Teresa Eyet, IOM; Mark L. Field, IOM, CCE; Robert J. Foulks, IOM, CAE, CPA, CGMA; Kellie K. Lowery, IOM, CAE, CPA; Matt R. McCormick, IOM, CCE; Timothy M. McKee, IOM; Crystal Moore; Matt G. Pivarnik, IOM, CCE; Chris E. Wallace, IOM, CCE

Observers: Kimberly Dahlsten, IOM; Kimberly Guida, IOM, CAE; Dan Lemyre, IOM, CAE; Kelle Marsalis, IOM; Kimberly Nastasi, IOM; Jodie A. Perry, IOM

Staff in attendance: Raymond P. Towle, IOM, CAE; Karyn K. MacRae, IOM, CAE, CMP; Shelby Parish, IOM, CMP; Meghan Morgan, IOM; Andrew Y. Weller; Carly Turk

Not in attendance: Marla C. Akridge, IOM; Reggie Henry, CAE; Tony Vedda, IOM, CCE

I. Welcome and Introductions

Robert E. Thomas, IOM, CAE, CMP welcomed everyone to the meeting and thanked them for attending.

II. Approval of Minutes

The minutes from October 9, 2014 were unanimously approved.

III. Curriculum Overview

A. Benchmarking Documents

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

B. 2015 Updates

- New Faculty

It is our goal to attract and engage in the program new faculty members to keep our curriculum current with fresh perspectives. In 2015, we identified and contracted with 17 new faculty members, which is 27 percent of our total faculty.

- Course Audit Forms

The course audit feedback plays a role in the curriculum review process for this meeting. Bob thanked those who helped by participating in the course audit process. This past summer 41 audits were conducted.

CURRICULUM COMMITTEE



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

C. Class Updates

- Course Changes

After being approved for the curriculum during the 2014 meeting, the following courses had changes implemented in 2015: E250 PACs and Political Endorsements; C270 Effective Government Affairs Programs; C470 Advocacy and Alliances; E140 Building Organizational Excellence; E360 Strategic Communications; C125 Hiring, Firing, and Everything In Between; and C150 Communicating with Confidence.

- Absence Response Plan

For the second year in a row, Institute utilized a formal, uniform Absence Response Plan at all five sites. There were 22 individuals needing to complete make-up work in 2015.

D. 2014-2015 Curriculum Committee Assignments

- Syllabus Updating

Throughout the last year, the Curriculum Committee worked to update the syllabus through updating the sub-bullets listed under course objectives. Institute staff selected 21 courses for the committee to revamp. The syllabus has been updated to reflect the suggested additions of the Curriculum Committee members.

E. Curriculum Changes for 2015

- Course Changes

The following changes were approved for the current curriculum and will go into effect in 2015. C440 Collaborative Leadership was eliminated from the curriculum. Its concepts were absorbed into C490 Organization Leadership for the Future and C430 Becoming a Strategic Manager.

CURRICULUM COMMITTEE



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

C490 Organization Leadership for the Future

Old Title:

C490 IOM and Beyond

New Title:

C490 Organization Leadership for the Future

Old Course Description

Review your Institute experience and discuss professional development through a roundtable discussion with your peers. Learn what exists beyond Institute, as well as ways to stay involved in the program.

New Course Description:

Maximize your organization's potential by keeping current on trends and the environment around your organization. Create a synergistic environment through trust, appropriate culture, and the ability to affect change when needed.

Old Course Objectives:

- Exploring avenues for professional certification.
- Understanding proper work-life balance.
- Recognizing IOM lessons learned and applied.

New Course Objectives:

- Utilizing environmental scanning.
- Implementing techniques to lead change.
- Developing a culture of leadership.

CURRICULUM COMMITTEE



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

C430 Becoming a Strategic Manager

Old Course Description:

Management is one thing; becoming a strategic manager takes you to the next level. Strategic managers think for the future and strive to develop others and prepare teams to function for what's ahead.

New Course Description:

Strategic managers strive to develop others and foster collaborative teams that can lead the organization toward success now and in the future.

Old Course Objectives:

- Understanding leadership trends for strategic managers.
- Training staff and volunteers to enhance their leadership potential.
- Building dynamic teams for success.

New Course Objectives:

- Building positive relationships with your team and external stakeholders and collaborators.
- Setting expectations and coaching your team.
- Measuring results.

C420 Current Legal Issues Facing Your Organization

C420 Current Legal Issues Facing Your Organization is a new addition to the curriculum.

Course Description:

Timely legal issues that can and will suddenly strike; and when to contact your attorney!

Course Objectives:

- Examining issues affecting your organization and the legal pitfalls.
- Understanding employment agreements at both executive and junior levels.
- Exploring anti-trust laws and how they relate to not-for-profit organizations.

CURRICULUM COMMITTEE



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

E161 Business Communication Technology Trends (#OrgComm)

Old Title:

E161 Technology Trends and Tools

New Title:

E161 Business Communication Technology Trends (#OrgComm)

Old Course Description:

Keeping up with technology can be challenging in any industry. Discover the latest trends in web-based communications to effectively and efficiently grab the attention and esteem of your members.

New Course Description:

Keeping up with technology and social media can be challenging in any industry. Discover the latest trends to effectively and efficiently grab the attention and esteem of your members.

Old Course Objectives:

- Understanding current trends in technology.
- Preparing your staff for future technology.
- Reaching your audience with the latest technology tools.

New Course Objectives:

- Understanding current trends in technology and social media.
- Linking your organizational strategy to the use of technology and social media.
- Reaching your audience with the latest technology and social media tools.

CURRICULUM COMMITTEE



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

E180 Building Better Boards and Committees

Old Course Description:

Orientation sessions set the tone for new boards and create opportunities for them to operate cohesively. Learn the essential elements of a successful orientation and techniques to motivate your board.

New Course Description:

Learn to build strong boards and committees from recruiting the right people to successfully orienting board and committee members and planning for succession.

Old Course Objectives:

- Structuring a board or committee orientation.
- Setting expectations for board or committee members.
- Coaching the board or committee to think strategically.

New Course Objectives:

- Recruiting board members that reflect the diversity of your members.
- Structuring a board or committee orientation program and setting expectations.
- Coaching the board or committee to think strategically and prepare for succession.

C250 Customer Service Inside and Out

Old Course Objectives 1 and 3:

- Defining a customer service vision for your organization or department.
- Managing customer expectations.

New Course Objectives 1 and 3:

- Learning to cultivate a customer service vision within your organization.
- Understanding and managing customer expectations.

CURRICULUM COMMITTEE



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

C441 Industry Forecast

Old Course Objective 3:

- Exploring the technology horizon.

New Course Objectives 3

- Preparing to manage workforce trends and demographic shifts.

IV. Chairman's Report

Bob thanked everyone for a great year and their participation. He introduced Megan Lucas, IOM, CECD as the next Chair of the committee. Megan thanked Bob for his service.

V. Additional Business

The committee had no additional business.

VI. Adjourn

The next meeting will take place on September 29, 2016 in Washington, DC.