



# MIDWEST

## 2017 BOARD OF REGENTS ROSTER

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### CHAIR

**Jodie A. Perry, IOM, CCEO-AP**

President

Richland Area Chamber of Commerce

55 North Mulberry Street

Mansfield, OH 44902

419-522-3211

[JPerry@RichlandAreaChamber.com](mailto:JPerry@RichlandAreaChamber.com)

Term: 2016-2017

### VICE CHAIR

**Dawn Johnson, IOM**

Vice President

Muskegon Lakeshore Chamber of Commerce

380 West Western Avenue, Suite 202

Muskegon, MI 49440

231-722-3751

[johnsond@muskegon.org](mailto:johnsond@muskegon.org)

Term: 2016-2017

### PAST CHAIR

**Teresa L. Eyt, IOM**

Senior Director, Conference Programming and  
Educational Development

American Health Care Association

1201 L Street, NW

Washington, DC 20005

202-898-2837

[teyet@ahca.org](mailto:teyet@ahca.org)

Term: 2016-2017

**Jenna Armstrong, IOM**

Chief Executive Officer

Lake Houston Area Chamber of Commerce

110 West Main Street

Humble, TX 77338

281-319-8910

[jarmstrong@lakehouston.org](mailto:jarmstrong@lakehouston.org)

Term: 2016-2018

**William Fleming, IOM, ACE**

Executive Director

Pekin Area Chamber of Commerce

402 Court Street

Pekin, IL 61554

309-346-2106

[bill@pekinchamber.com](mailto:bill@pekinchamber.com)

Term: 2016-2018

**Rene M. Gellerman, IOM**

Senior Vice President, Membership

Quad Cities Chamber of Commerce

130 West 2nd Street

Davenport, IA 52801

563-823-2662

[rgellerman@quadcitieschamber.com](mailto:rgellerman@quadcitieschamber.com)

Term: 2011-2017

**Jeffrey Griffin, IOM**

President and CEO

Peoria Area Chamber of Commerce & The CEO  
Council

100 SW Water Street

Peoria, IL 61602

309-495-5920

[jgriffin@peoriachamber.org](mailto:jgriffin@peoriachamber.org)

Term: 2015-2017

**Heidi Gullickson, IOM**

Executive Director

Brookings Area United Way

414 Main Avenue

Brookings, SD 57006

605-692-6125

[Heidi@brookingsunitedway.org](mailto:Heidi@brookingsunitedway.org)

Term: 2015-2017



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**Tracey Halliday, IOM**

Vice President, Communications  
American Beverage Association  
1275 Pennsylvania Avenue, NW, Suite 1100  
Washington, DC 20004  
202-463-6732  
thalliday@ameribev.org  
Term: 2015-2017

**Lisa Hoyt, IOM**

Membership Director  
Petoskey Regional Chamber of Commerce  
401 East Mitchell Street  
Petoskey, MI 49770  
231-347-4150  
lisa@petoskey.com  
Term: 2014-2018

**Lisa Weitzel, IOM, CAE**

President  
Illinois Association of Chamber of Commerce  
Executives  
53 Wienold Lane  
Springfield, IL 62711  
217-585-2995  
lisa@iacce.org  
Term: 2016-2018

**Angela Whitcomb, IOM**

President  
Shakopee Chamber of Commerce  
PO Box 717  
Shakopee, MN 55379  
952-445-1660  
awhitcomb@shakopee.org  
Term: 2014-2018

**Stacey L. Wilson, IOM, CAE**

Director, Learning and Collaboration  
Indiana CPA Society  
8250 Woodfield Crossing Boulevard #100  
Indianapolis, IN 46240  
317-726-5015  
swilson@incpas.org  
Term: 2015-2017

**Heidi Zich, IOM**

Executive Vice President  
Home Builders Association of the Fox Cities  
920 West Association Drive  
Appleton, WI 54914  
920-731-7931  
heidi.zich@hbafoxcities.com  
Term: 2015-2017



# MIDWEST

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

## AGENDA

OCTOBER 6, 2017

10:15 A.M. – 12:00 P.M. EDT

U.S. CHAMBER OF COMMERCE  
WASHINGTON, D.C.

- |      |  |                               |
|------|--|-------------------------------|
| I.   | <b>Welcome and Introductions</b>                     | Jodie A. Perry, IOM, CCEO-AP  |
| II.  | <b>Approval of Minutes</b>                           | Jodie A. Perry, IOM, CCEO-AP  |
| III. | <b>Nominating Committee Report</b>                   | Dawn Johnson, IOM             |
| IV.  | <b>Analysis of 2017 Midwest Institute</b>            | Board Members/Institute Staff |
|      | A. Final Enrollment Report                           |                               |
|      | B. Survey Results and Discussion of Institute Week   |                               |
| V.   | <b>2018 Midwest Institute</b>                        | Dawn Johnson, IOM             |
|      | A. Create 2-3 Strategic Goals                        |                               |
|      | B. Discussion of Week/Assign Regent Responsibilities |                               |
| VI.  | <b>Institute Staff Update</b>                        | Institute Staff               |
|      | A. Program Updates                                   |                               |
| VII. | <b>Other Business/Adjournment</b>                    | Jodie A. Perry, IOM, CCEO-AP  |

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



## MINUTES JUNE 4, 2017 12 NOON CDT BOARD OF REGENTS AND CLASS ADVISOR BRIEFING

**In attendance:** Jodie A. Perry, IOM, CCEO-AP; Dawn Johnson, IOM; Teresa L. Eyt, IOM; Jenna Armstrong, IOM; William Fleming, IOM; Jeffrey Griffin, IOM; Heidi Gullickson, IOM; Lisa Hoyt, IOM; Lisa Weitzel, IOM, CAE; Angela Whitcomb, IOM; Stacey L. Wilson, IOM, CAE; Heidi Zich, IOM; Sandra Barton, IOM, PCED; Desiree Bennyhoff, IOM, ACE; Jennifer Boettcher, IOM; David Prunte, IOM; Megan Schlimm, IOM; Karyn K. MacRae, IOM, CAE, CMP; Shelby A. Parish, IOM, CAE, CMP; Andrew Weller, IOM

### I. **Board of Regents and Class Advisor Working Lunch**

The group reconnected over lunch.

### II. **Welcome and Introductions**

Jodie A. Perry, IOM, CCEO-AP 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 11, 2017 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.
- Visiting Homeroom
  - Regents discussed the possibility of visiting each Homeroom.



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

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## MINUTES JUNE 4, 2017 12 NOON CDT

### BOARD OF REGENTS AND CLASS ADVISOR BRIEFING

- Importance of fundraising
  - The group was reminded of the various ways to fundraise and that all funds raised on-site go directly into the Midwest Regent Scholarship Fund.
- Additional business and adjournment
  - Any remaining business was discussed prior to adjourning the meeting.

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



# MIDWEST

## 2018 SCHEDULE OF ACTIVITIES

***\*PLEASE NOTE THIS SCHEDULE IS TENTATIVE AND SUBJECT TO CHANGE\****

### **Sunday, June 3**

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  
3:30 p.m.–4:00 p.m. **Graduation Rehearsal (4<sup>th</sup> 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:** Morgridge Auditorium, Grainger Hall 1100 and TBD

### **Monday, June 4**

7:00 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  
4:15 p.m.–6:15 p.m. **Elective Classes:** Individual Classrooms, Grainger Hall  
Evening **Class Dinner Option**

### **Tuesday, June 5**

8:00 a.m.–10:00 a.m. **Elective Classes:** Individual Classrooms, Grainger Hall (*Break: 10:00–10:30 a.m.*)  
10:30 a.m.–12:30 p.m. **Elective Classes:** Individual Classrooms, Grainger Hall  
10:30 a.m.–11:00 a.m. **Board of Regents Meeting:** 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.*)  
1:30 p.m.–2:00 p.m. **Class Advisor Meeting:** Grainger Hall  
Evening **Class Dinner Option**

### **Wednesday, June 6**

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  
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.*)  
6:30 p.m.–9:30 p.m. **Graduation Ceremony Celebration:** TBD

### **Thursday, June 7**

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. **2018 Midwest Institute Concludes**



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## 2018 BOARD OF REGENTS RESPONSIBILITIES CHECKLIST

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### Class Advisors

Angie Whitcomb

### Silent Auction/Fundraising

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

### Industry Consultations

1. \_\_\_\_\_

2. \_\_\_\_\_

### Scholarships

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

### Institute Kickoff

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

### Graduation Ceremony and Celebration

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

### Volunteer/Faculty/Staff Dinner

1. \_\_\_\_\_

### State Photos

1. \_\_\_\_\_

### Social Media Strategy (Optional)

1. \_\_\_\_\_

2. \_\_\_\_\_

### Scavenger Hunt (Optional)

1. \_\_\_\_\_

2. \_\_\_\_\_



# MIDWEST

## GEOGRAPHIC BREAKDOWN

### 2017 Midwest Institute

146 Attendees from 25 states and the District of Columbia

### State, Number of Attendees, %

Alaska,	1,	0.68%	Missouri,	9,	6.12%
Arizona,	1,	0.68%	Nebraska,	2,	1.36%
Arkansas,	2,	1.36%	North Carolina,	3,	2.04%
Delaware,	1,	0.68%	Ohio,	9,	6.12%
Florida,	2,	1.36%	Oklahoma,	3,	2.04%
Illinois,	29,	19.73%	South Dakota,	3,	2.04%
Indiana,	6,	4.08%	Tennessee,	1,	0.68%
Iowa,	12,	8.84%	Texas,	4,	2.72%
Kansas,	11,	7.48%	Utah,	2,	1.36%
Kentucky,	2,	1.36%	Vermont,	1,	0.68%
Louisiana,	2,	1.36%	Virginia,	5,	3.40%
Michigan,	11,	7.48%	District of Columbia,	8,	5.44%
Minnesota,	8,	5.44%	Wisconsin,	8,	5.44%

### Top Increase Since 2016

Kansas	+4
Missouri	+4
Ohio	+4

Most attendees in 2016, Illinois with 29

Most attendees in 2017, Illinois with 29

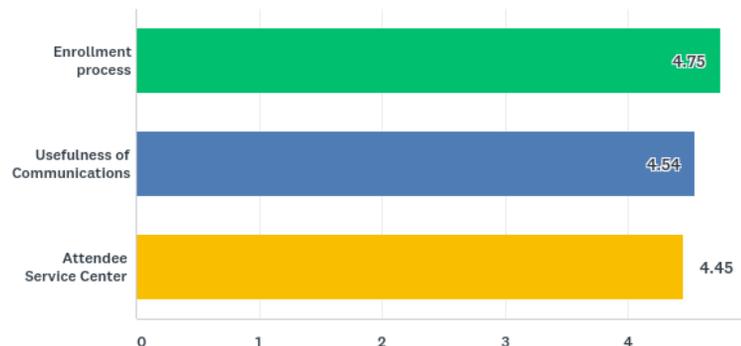




## ATTENDEE SURVEY RESULTS AND FEEDBACK

### Q3 Registration and Communication

Answered: 103 Skipped: 1



### Additional comments about registration and communication\*:

- More t-shirt information than real information with unending cc's.
- Nothing was bad as it relates to pre-event communications, but nothing was outstanding either. It just was.
- I had trouble going in to change my electives since I was signed up for a class that was full. It wouldn't let me change other classes. I ultimately made the changes when I arrived.
- By the time you get to 4th year the process is a breeze!
- The biggest hurdle I faced with registration was that the automatic system did not recognize me as a member of the US Chamber. I had to call in to take care of that. It would be nice if the two systems could communicate so that the recognition of membership would be instant.
- Easy to register but way too many e-mails leading up to IOM.
- Very easy.
- Some of the communication from our class advisor was repetitive and overwhelming.
- Have you guys practiced this or something? Very smooth on all accounts. Well done!
- Our Class advisor was fantastic! Their attention to detail was appreciated and there weren't a lot of questions prior to arrival because of her attentiveness!
- It was a little hard to find my schedule after enrolling, especially to re-check which electives I had selected.
- Would be helpful if more of the instructors posted their handouts prior to classes.
- All the staff have been very friendly and easy to work with. Thank you.
- It would be nice if items like the water bottle and booklet could be handed out on the day class starts, rather than the kickoff, because you have to carry them around when we go to dinner.
- Great communication, but a bit overwhelming at times. Service Center good too, though a bit too compartmentalized and not super-intuitive.

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

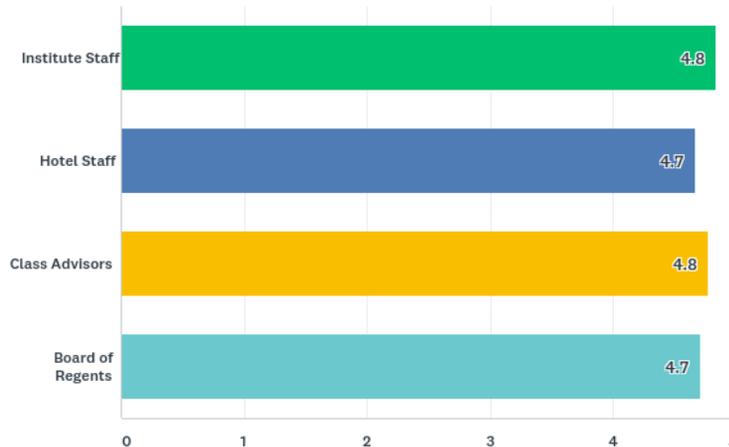


# MIDWEST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

### Q5 Customer Service

Answered: 102 Skipped: 2



### Additional comments about customer service\*:

- The institute staff are always extremely helpful and accommodating. It's truly a great team!
- I'm always impressed with the leadership of the program. Thank you!
- Our class advisor was the perfect fit. He would be an incredible advisor for future classes.
- It would have been nice if the advisors and board had been more welcoming outside of class, for example, inviting other Institute attendees to sit with them while socializing, or organizing a dinner for those who didn't have one to go to on the free night. It was something I appreciated in our advisors and regents last year.
- The staff does an excellent job.
- We didn't really get to know our class advisor or regent this year.
- There was some confusion at the Doubletree about upgrades and breakfast inclusion.
- I did not have any interactions with the institute staff and very little with the Board of Regents. What exposure I had to the Regents was, of course, very positive.
- Institute Staff, Class Advisors and Board of Regents were all excellent help.
- I didn't get poor service from the Board of Regents, I just don't feel I interacted with them very much.
- Everyone was supportive and happy and made it a great experience (all 4 years)!
- Overall advisors our great. Our particular one was good but not great.

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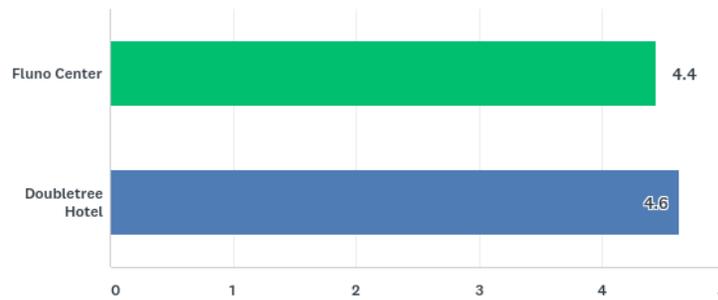


# MIDWEST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

### Q8 How would you rate your accommodations?

Answered: 92 Skipped: 12



### Additional comments about accommodations\*:

- I rented an AirBnB and it was AWESOME! Even came with a bike to ride to class. I was located just feet behind the Doubletree.
- It would have been nice to have breakfast included in the stay at the Fluno.
- Outstanding location.
- Great hotel and staff.
- Was very pleased with the Doubletree and their appointments.
- Great place to stay. I think for the price of the rooms, it would have been nice to have breakfast included.
- I attempted to book at the recommended hotels prior to the deadline and all of the rooms were sold out. Maybe reserving more rooms in the future would be beneficial.
- Love the Fluno.
- I loved how close Fluno was to everything. The bed wasn't that comfortable, but I plan to stay there again for future IOMs.
- Great location.
- DoubleTree had amazing customer service!
- I gave them a 4 due to the cost. I had called to book at the early bird price (before it expired) and they said the blocked rooms were already taken but I could pay regular price for another room. That made a big difference on the hotel expense. That was discouraging but I'll know for next year to book right away.
- Daily shuttle would have been benefit.
- The hotel upgraded our rooms without telling us. Then they said the upgrade meant we don't get breakfast. We would've rather had breakfast than an upgrade but they wouldn't give us an option to. It added an extra \$17 per person per day to our expenses. We will not be staying there next year.

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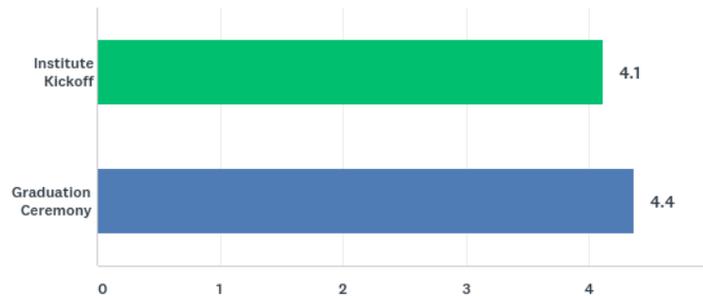
# MIDWEST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- Would be nice if the Fluno offered breakfast and a shuttle. But this would not affect my decision to return.
- It would be nice if the Doubletree offers breakfast included in the price.
- Seems expensive compared to other sites.

### Q10 Please rate your experience at the following Institute events.

Answered: 103 Skipped: 1



### Additional comments about Institute events\*:

- I don't feel that the restaurant used for the kickoff was sufficiently staffed. Long lines at bar and buffet not replenished very timely.
- Both were fine. Some of the changes made to graduation were really nice! If 4th years have to be there early for photos it would be kind of nice to have like a mini cocktail hour for them as we were done with photos and then had to wait to be served drinks. If you want to even up it a notch, they could get their own bar.
- I would say, switch the Sunday and Monday around or don't have an organized class dinner Monday--its way too late and we were all exhausted since it was the longest class day.
- Great food at kickoff this year, liked the location much better!
- I enjoyed the venue at kickoff. It was nice to have it reserved for IOM only as it gave us time to reconnect and not have to worry about the getting around the general public. The drinks and food were nice after a long day of travel. I also enjoyed the graduation ceremony, the DJ was a nice touch as was the buffet style dinner instead of a sit down dinner. The venue was ok, I have to admit after last years beautiful venue by the lake, it's hard to beat that. Granted I have no idea as far as the logistics or cost go but the view was beautiful.
- The venue for the kickoff separated the group, making networking a little more difficult. Appreciated the food more at last year's event.
- Nice work on the Big Bash! It was disappointing to have it end at 9:30 when the party was still going strong.

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# MIDWEST

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

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## ATTENDEE SURVEY RESULTS AND FEEDBACK

- Double U was good, the food distribution was ok, a little awkward but ok. I liked the setting and close to everything.
- Great music!
- I think the Luau theme could have been incorporated a bit more.
- I wish there would have been more gluten free options at both the institute kickoff and graduation ceremony celebration.
- Both venues were very nice and both events went very well.
- Food was not great at kickoff and was difficult to get enough at graduation. Kickoff location was good otherwise and the graduation program itself was great!
- Like highlighting Madison, whenever possible. The ballroom for graduation was so non-descript, and they ran out of food. Can the Madison CVB help arrange some fun venue or activity? You'd think they'd want to cater to this audience.
- At the kickoff where everyone went for drinks I felt very out of place. I was new and didn't know anyone. I don't drink and all everyone was doing was drinking and socializing with those they came with. I ended up giving my drink tickets to someone in my class and going back to the hotel. I didn't mind the drinking but other than the bingo game that just didn't seem to be going on (I guess it was) there didn't feel like any way for me to get to know people except for butting into their conversations. I would like to see different ice breaker activities. Maybe they could happen before we go for drinks so that there are less people that feel out of place when the drinking starts.
- This was the best Kickoff and Graduation Ceremony, yet. Both were significant improvements over previous years. Potentially one or two additional food locations at Kickoff. Lines for food at both events were significant. Otherwise, much improved events.
- Loved the DJ! Wish we could still get a plated meal to network a bit more with your table.
- Both events improved over last year.
- Off-campus events should be planned within comfortable walking distance or shuttles provided.
- Food stations suck. Really. Much too long to wait in lines while food from one station gets cold waiting to get food from another. I, for one, don't eat my mashed potatoes then go wait in line for 20 minutes to get a piece of meat. And finally, did you really make us, the graduating class, have to charge in with the herd? We didn't get to get our food first? A very sad moment for an otherwise very nice event.
- Enjoyed the change at Graduation. Adding the DJ was a great idea! A lot of fun!
- I did not agree with the dinner selection, but it was a nice set-up!
- Logistically, there could have been another bar in the meeting room. Long wait for a beer/soda. If continuing at that venue, have stations at various corners of the room. Lines very long.
- location was fine, bartender was rude, the luau theme was great, but didn't follow through with dress or food or even a beverage to tie it all together...it was odd, and didn't feel well thought out. Sorry!
- Loved the new graduation format.
- LOVED what you guys did this year with graduation. So much fun!

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## ATTENDEE SURVEY RESULTS AND FEEDBACK

- The kick-off is so hard because everyone is trying to catch up with people they haven't seen before, making it awkward for newbies. I would switch the class dinners and the mixer. It'd be nice to get to know my class and then everyone else.
- I did not stay for the actual graduation celebration, so I cannot give an accurate account.
- Loved both venues! Kickoff venue was great - plenty of room to get up and move around and you could be inside or outside.
- Big Bash definitely lived up to its name this year. Was so nice to dance and socialize besides at the bars that are frequented throughout the week. Food was also great! My only suggestion would be to have the DJ start after dinner is mostly over - it was very loud dancing music when we were trying to chat at dinner.
- So fun! Love that we get to try out new places each year.
- Both were great events.
- Kickoff was fun as always but the food wasn't very good this year; for graduation, the lines got long.
- I enjoyed the Bingo game at kickoff, not enough food.
- Graduation - DJ was great and food was good. Set-up with the "stations" didn't work well. Desserts looked better than they tasted.
- I heard alot of comments about the quality and quantity of the food not being good. And, we missed being able to see the lake from the windows of the event center. The band was a great touch, we loved that.
- I think both events could be handled a bit better. More food, drink and staff to accommodate the number of guests. At both events there were lines for drinks and food which could easily be improved with more event staff to streamline the process. Regarding the graduation event, there was a theme, but I'm not sure that is necessary. There were very few things that carried the theme through the event, thereby making it irrelevant. I am a huge fan of fresh flowers, and while the bouquets are pretty, this seems incredibly impracticable to me. Being the day before people depart, I imagine most of these bouquets are tossed or left behind at hotels. It seems like there could be a better way to honor the graduates with something they can have in perpetuity and not feel like they have to toss before traveling home.
- Dinner would have been a nice addition for graduation.
- Ceremony Celebration was better than in the past.
- I wish we could have the same type of set up (dj, buffet, drink tickets) for kickoff. It was much better and I met more people.
- I thought it was a little strange that the graduation party ended so early and there was no organized transportation back to the hotels? Maybe there was and I missed it, but we ended up driving a couple people back to their hotel.
- Kick off - food not great. many mentioned they did not want to play bingo, they preferred casual networking instead. Would be fun to play trivia next time maybe where the classes form teams and answer questions in a jeopardy style game perhaps.

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

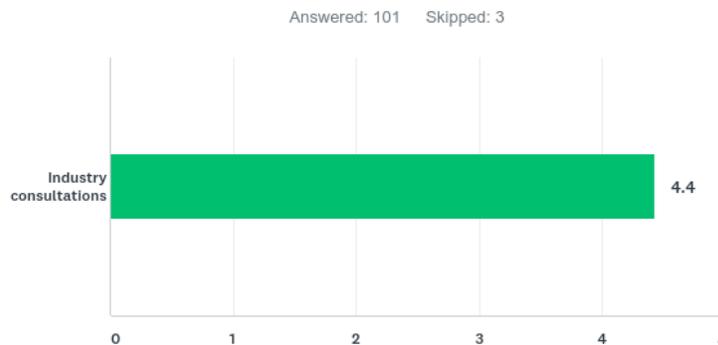


# MIDWEST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- Graduation - Confusing theme. It was communicated it was a luau but then you were still supposed to dress formally. Mixed message. 3 separate bars next time would help alleviate the very long line that took most of attendees time before the program started. They did have two bars but only one line so that seemed counterproductive. If you have two bars, they should be separated. Missed the photo booth this year. DJ could maybe play a mix of music. Most was from 2000 I believe. The general consensus we heard was that it would be nice to hear 80's as well as other eras.
- Kick off was so loud. Just a picky comment.
- Missed the waterfront location. Everything else was 5.
- Did not prefer to have a theme for the graduation ceremony and would have preferred a plated meal.
- Finally we had some fun at the graduation ceremony. Liked the DJ and that it wasn't boring. The food in both events (big bash and kick off) could have been better. It was below average at the kick off and at the big bash there wasn't even veggies. No options.
- DJ was solid. Food lines were long.
- Kickoff is a bit too rah rah for my taste. Would prefer something substantive, maybe even a short class that everyone would benefit from.

### Q12 Please rate your experience participating in industry consultations.



### Additional comments about industry consultations\*:

- My consultation was amazing but i had to set it up myself. Apparently IOM no longer assisted in one-on-one meetings with faculty, just with peers.
- Would have liked to have more instruction or real-life scenario. Left not really having any more of a clear idea on a path to take.
- I intended to take advantage of this opportunity this year and the week simply flew by.
- I had a lot of questions and never met with an advisor on site. The follow up has been good and I find it very helpful!
- My consultation was not beneficial due to the regent not being able to relate to our type of community and the compensation that we have.

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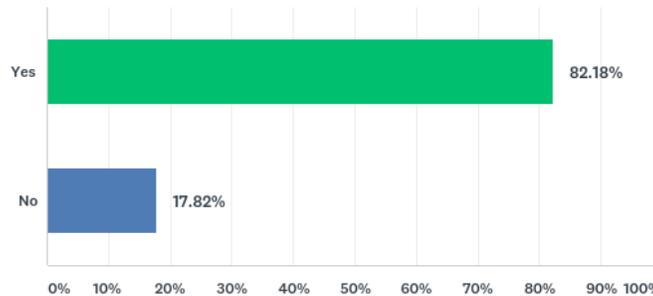
# MIDWEST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- I love this option, I just didn't sign up for one this year.
- I think my needs are/were very unique. However, he will be putting me in touch with someone who will be able to assist!
- I was so please with the outcome of my consultation! She was friendly, very helpful and has decided to come to my Chamber for a couple days to help! I can't say enough about her!
- It was great to hear how someone else handled a situation similar to mine.
- I have used them every year, but this year, for some reason, there was not a pair available. They have always been helpful in the past.

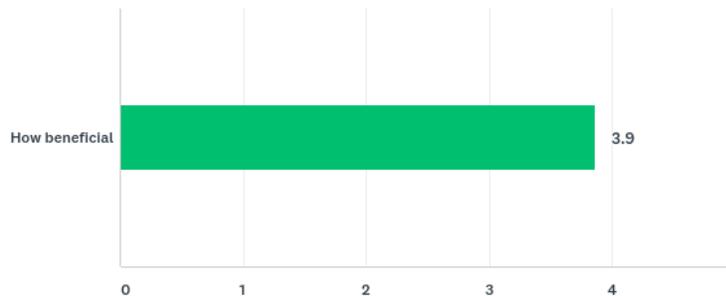
### Q14 Did you download the 2017 Midwest Institute App?

Answered: 101 Skipped: 3



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

Answered: 99 Skipped: 5



### Additional comments about the app\*:

- Had trouble downloading the app.
- I use the directory the most, it would have been extremely helpful if all attendees added their photo.
- Still a bit clunky to customize-needs some UI work.

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# MIDWEST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

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- The app was often talked about, but never really given a place to go download it. I finally just looked it up and there it was, but i didn't use it for really anything after i downloaded it.
- I kind of forgot to use it as there was a lot being thrown at us.
- I used it for a few things but will take advantage of the App when I'm in Athens next week.
- I know it was mentioned at the beginning, but I could not find the name of the app anywhere in the calendar or other materials. I could have just missed it, but I finally gave up since I was looking during class and didn't want to miss the course instruction (and of course I forgot to ask by the time we had a break!
- It was tedious to enter in my personal schedule, and ultimately I didn't use it during the week.
- It was very handy.
- The app was a great tool and I hope that it is there next year!
- It would be helpful to have the classes that were registered for be automatically included in the personal agenda.
- Make the process to select an individual's schedule easier. Not have to select each class one at a time.
- Since I brought my computer, I mainly used it for all of the institute information I needed from the attendee service center. The app wasn't a big enough difference to warrant more use.
- Not all presenters provide their materials online. How do we access them?
- I didn't really use it but I was glad that I had it.
- I was unable to find course materials on the app. It was disappointing this year. I've used in in previous years with great success.
- THIS IS GREAT!
- Personal schedule should auto-populate once I log in.
- Great touch.
- I found it really easy to use. I like having the handouts readily available and the ability to customize my personal schedule. I realize the latter is not new given it was part of the app last year, but I still really value having it.
- Very helpful and easy to use.
- This is a great resource!
- It was a helpful reminder of my schedule and finding info about the instructor and handouts
- Only rated it a 1 because I did not use the app and didn't feel there was a need for the app.
- Appreciated the app!
- I couldn't access it most of the time, don't know if it was ATT or lack of service, but couldn't connect with wifi either.
- You could not just see the classes that you are starred.
- Love the idea of the app, but found I didn't use it.
- Very hard to use the directory feature. Also, it looks like it included students and faculty but not regents and class advisors, at least as far as I could find. Also, not many handouts available on the app.

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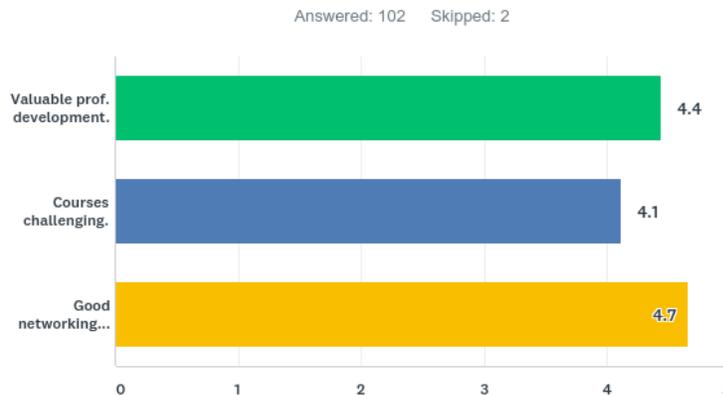


# MIDWEST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- The app was missing the board of regents and the advisers in the directory.
- If I was more "techy" I'm sure I would have used it more.
- I used the app twice. I used the resource center online more.
- I didn't feel it was as user friendly as the one we used in the past.
- It was complicated to use the scheduling. I never looked at it during the week.
- Personalized schedule pre loaded on the app.
- Wish everyone would use a picture for identification. Also would be nice if picture was bigger or expandable.
- Would be great to add a head shot photo upload to the registration process so the app had more photos in the directory.
- It seemed klunky. The Guidebook was much more user-friendly.
- I downloaded the app but was unable to access. I didn't feel it was necessary to navigate the week so it was not a big priority for me to remedy the situation.
- Didn't really need to use it much.

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

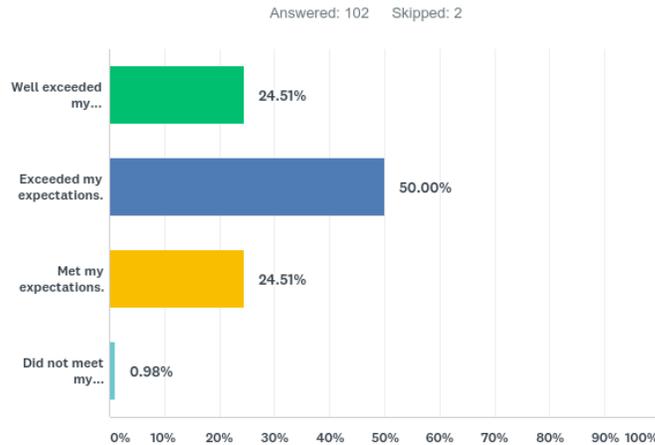


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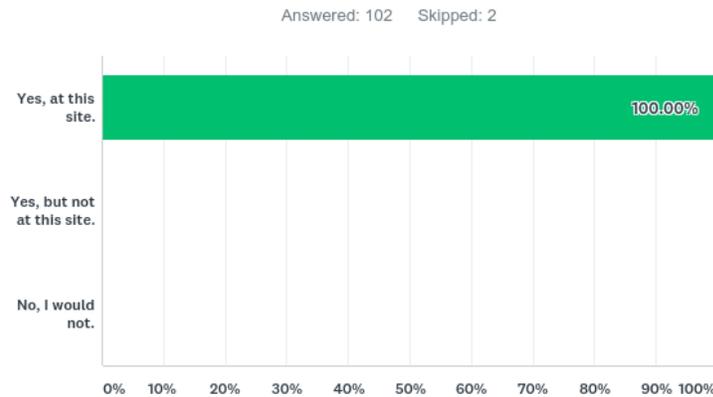


## ATTENDEE SURVEY RESULTS AND FEEDBACK

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



Q19 Would you recommend Institute to other nonprofit professionals?



### Additional comments\*:

- Great work as usual. Really looking forward to our fourth year!
- The town was beautiful, the people wonderful, the instruction beneath the level I had hoped. The faculty all engaging-but after some of them 3 institutes prior, it was just a rehash of the last 3 times.....renaming a course does not make it different.
- I was impressed with Midwest and appreciate my new class welcoming me with open arms. Thank you for the opportunity.
- I don't know how feasible this is, but maybe provide a short description about the culture of each site so when people register they can pick the one that's most suited to them. I did my first year at a different location but year 2 and 3 in Madison, and absolutely loved Madison (year 1 was just ok).

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# MIDWEST

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

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## ATTENDEE SURVEY RESULTS AND FEEDBACK

- Also, I did like that we got done earlier on Thursday, but the longer Monday was tough. Maybe we could start a little earlier w/ an elective on Sunday to balance this out?
- I felt like the word Strategic was over used. Strategic Planning, Strategic Communications. Themes throughout the week were all Strategic event without it in the title.
- Monday was too long- I appreciate you changing the schedule to let us out earlier on Thursday, but I think my preference would be to go back to the original schedule and letting us out later Thursday. If anything, I would simply plan on staying Thursday night and driving back home Friday morning.
- Also - I did not care for 2 of our presenters - It would be helpful if you had the speaker bios handy when we chose our electives so we can do some research on the presenters.
- When selecting courses to attend, it would be helpful to have online a list of the courses you've already taken.
- In my opinion because of the location and travel options, most attendees arrive in plenty of time on Sunday to possibly begin actual curriculum on Sunday. It would be great to knock a core class or elective out on Sunday afternoon at home room, hold the kickoff and social afterwards. That would allow for more flexibility to start each day at a later time around 8:30 or 9am and you could also offer shorter breaks in the 15 minute range instead of 30 minutes.
- Thanks for all the hard work that the IOM staff does to make the midwest site a pleasure to attend!
- It was a great experience and a very valuable program. I'm glad I was able to attend for all 4 years. The relationships made will last a lifetime.
- It feels like maybe there needs to be a "new to association management" track, and an "experienced executive" track. The level of instruction varies greatly.
- I liked the ribbons that denoted everyone's class level and positions. I think they would have stayed on the pouches better if the sticky part was on the back of the ribbon so that it could have been placed on the plastic and not the fabric but that may not even be an option, so this is just an observation.
- The planner with notebook was FABULOUS. My notebook was completely full before the end of the week. Now I have most of my notes with me in my calendar so that was a great idea.
- The week was well organized and the staff, faculty, and really everyone I met were excellent and extremely kind and helpful. Keep up the great work.
- The 3rd year course on Strategic Planning was a great missed opportunity. The instructor simply wasn't up to typical Institute standards.
- Overall, great experience.
- It would seem more sensible to me that a class's advisor is assigned to them in their first year and remains their advisor for the four years.

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# MIDWEST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

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- Unnecessarily brutal. I get it. You want it to be serious. And it is. But we are not on vacation. We still have to get work done. We should have shorter days so we can get IOM in plus get some work done. Hell, I'd rather it lasted more days and have shorter class times. Geez, it is really ridiculous to think we might want to spend an afternoon seeing Madison since we're there? But sitting endlessly listening to talking is brutal. People are zoning out big-time and nobody associated with IOM seems to get that or wants to acknowledge it. Grown-ups don't sit for hours at a time listening to somebody talk. Watch how many are on their phones after an hour. I think IOM is great for professional development. But I could never recommend it to somebody without telling them about the brutal schedule. I don't think it's wrong to take into consideration that some of us need to get some work done and might like to relax a bit during the week, too.
- See you next year.
- I attended Winter and Midwest Institute sites in 2017 and will do the same in 2018 in order to complete my IOM in 2 years. Thus far, it's been a great learning experience and I've made some wonderful connections across the US in the industry that I know I can use as a resource.
- It would be most beneficial to provide more courses geared toward Association Management.
- Thank you so much for the organization of this program. I took away a lot of great resources, knowledge, and friendships.
- Take wait till next June!
- Better quality of box lunch. That was pretty gross.
- Loved the new schedule.
- Such a great experience. Sad to see it end! I only had one instructor over the entire 4 years that was subpar, which is really saying a lot! Everything was well organized from start to finish.
- I really loved the experience overall - it was really great. The classes I didn't get as much out of were the classes that involved too much class participation. I would have preferred to hear case studies or asked for examples before class to be shared.
- The problem with examples like this is I usually don't get the full story. I don't see the metrics, or the budget or know anything about their community. That makes it hard to learn from. Do I sometimes get good ideas? Sure - but I feel I can get that during networking time or at ACCE conferences. I want more concrete case studies with clear examples that I can learn from from top to bottom. Class examples tend to become vent sessions or bragging time with little details that are actually helpful.
- Please recruit more diverse speakers, regents, advisors.
- I think the importance of the session evaluations needs to be revisited. There were a few sessions that needed improvement and several people I talked to had complaints/constructive comments but then stated that they gave all very high marks on the evals as not to offend anyone. I find evaluations helpful when planning for future events/speakers so I hope folks will take them more seriously next time.
- Thank you for an amazing four year experience!

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# MIDWEST

U.S. CHAMBER OF COMMERCE FOUNDATION  
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## ATTENDEE SURVEY RESULTS AND FEEDBACK

- Definitely worthwhile and I strongly recommend for colleagues. Not sure I like the new schedule. I understand the reasons for it, but I think it hampered the learning process with too long a day on Monday.
- Overall, I think it was great. I did mention on my class evaluations that the one question should be worded differently to say "challenging" or a "great refresher" Even though I am a first year IOM student, I have been in the business for close to 20 years. In addition, I think that at the end of EVERY day - the whole group should come together for a daily recap and call to action - like the first day when we were all in one room. I think it connects the classes and doesn't make the board of regents look cliquy. Thanks! Learned so much.
- Excellent experience all together!
- Great job to all. Started in AZ but will continue in WI.
- I find the courses heavily weighted for chambers. My class was about 60/40 chamber/assoc, and I did not feel the instructors were able to bridge both audiences. This needs a great deal of focus if there is a goal to keep audiences beyond chambers engaged. I believe there is a lot changing, especially on the chamber side--how to stay relevant is key--and I do not believe having the same instructors teaching the courses for 20+ years is taking that into account. I think there should be deep consideration to the relevancy of some of the speakers and what they have to offer in a growing, online, digital world. These folks should have a good understanding of the new landscape and where trends are going, not just what worked 20 years ago. I think there are lots of talented people engaged in the program who could help provide insight about good speakers, important trends, topics to cover, etc. I also think some of the core courses are far too elementary and perhaps there should be an opportunity to chose a level that is more appropriate to a person's experience. I also feel the sessions are quite long and am not confident anyone needs to hear from one person for 3.5 hours. Much of that content could easily be condensed to fit in more instruction over the week.
- Instructors need to finish material and control class discussion from some attendees and monitor their class time to complete the material.
- The program was awesome! Kudos to all involved for another amazing year! Already looking forward to next year! The only suggestion I would like to share is as follows: the class schedule was way too long. I think it would be much more beneficial to shorten the classes and extend the program through Friday at 11:30am. By the last class everyone was pretty tired. Of course everyone tried to stay engaged but it would be much better for all involved to have shorter classes/add an extra day. Every night there is a function - kick off, class dinner, state dinner, graduation - so being in class for so long during the day and then immediately having to get to the functions and stay engaged that way made it for long days and long nights, exhausted participants always on the next day. I think it is crucial to the program to add that Friday into the curriculum so that attendees have time to experience everything without constantly running/being exhausted the entire time there.
- Last comment - any thought to having a 5-1 or a Institute reunion after 4-1? So you complete 4-1 and then want to go back and engage with your classmates and the institute learning and program - so call it 5-1 and can be a reunion or wrap up and you can have the all time favorite speakers come

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## ATTENDEE SURVEY RESULTS AND FEEDBACK

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back and teach and then have a couple reunion events etc. Doesn't have to be a week long thing but could be a friday-sunday or something similar. Just a thought...I know I heard everyone talking about wanting to start their own 5-1 program to continue the learning and see their classmates again after graduation.

- Thank you for a wonderful experience.
- What a great experience. I have been to many many events similar to this but none with so much "meaty" content. I really came home with many ideas to implement, some new best practices, and great networking contacts!
- I appreciated the networking aspect of IOM and the downtime allowed by the schedule. At the same time, it seemed unnecessary to have such long classes. I would recommend shorter classes, more classes, or put more information into the classes if they are going to be so long. I was taking good notes and after 3.5 hours of instruction I only had half a page of notes after some classes. MORE substance please!
- Speakers were amazing this year! I also liked that we were done early on Thursday morning so that we had time to travel home.
- Great experience! Already planning next year!
- It feels like the courses are a repetition of what we have already learned. Some speakers do too much of case studies and not enough talking.
- I heard at Institute that 75% of chamber staff members are female. If this is in fact true, it's disappointing that every single instructor I had was male. I would love to see more diversity of any kind in the instructors.
- I didn't like the new schedule that made us go to class until 6:15 on Tuesday and then leave on Thursday. It was too long of a day and didn't provide time for me to do some office work.
- Could we lock the rooms during lunch next time? It would be nice to be able to leave computers and other items in the room before going out for lunch.