

BOARD OF TRUSTEES AGENDA



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

2018 WINTER MEETING

MINUTES FEBRUARY 6, 2018 11:30 A.M.–1:00 P.M. EST CONFERENCE CALL

In attendance: Chris E. Wallace, IOM, CCE; Megan A. Lucas, IOM, CCE, CEcD; Jeremy L. Arthur, IOM; Joseph B. Henning, IOM, CAE, ACE; Christin W. Berry, CAE; Rich Cantillon, IOM; Bryan Daniels, IOM, CCE, CEcD; Karen DeVecchio, IOM, CAE; Kimberly Guida, IOM, CAE; DJ Johnson, IOM, CAE; Dawn Johnson, IOM; Brad Lacy, IOM, CCE; Jack Lank, IOM; Kelle Marsalis, IOM, CCE; Timothy M. McKee, IOM; Stephanie M. Parton, IOM, CAE; Carrie Stuart, IOM; Raymond P. Towle, IOM, CAE; Karyn K. MacRae, IOM, CAE, CMP; Caitlin Gayles; Andrew Weller, IOM; Alyssa Kobernick

Not in attendance: Catherine S. Dority, IOM; Matt R. McCormick, IOM, CCE; Crystal Moore, CAE; Marnie L. Uhl, IOM, ACE; Scott Waller, IOM; Shelby A. Parish, IOM, CAE, CMP

I. Welcome and Introductions

Chris E. Wallace, IOM, CCE welcomed everyone to the call and introductions were made. Congratulations was given to the Winter Board of Regents on a job well done.

II. Approval of Minutes

The minutes from the October 6, 2017 meeting were unanimously approved.

III. Approval of Nominating Committee Report

The Board of Trustees, Curriculum Committee, and Winter Board of Regents nominating committee reports were all approved.

BOARD OF TRUSTEES

NEW TRUSTEE

Nick Kieffer, IOM, CP
President and CEO
Goshen Chamber of Commerce
Goshen, IN
Term: Through 2019 *as Chair of Winter Board of Regents*

ROTATING OFF

Stephanie M. Parton, IOM, CAE
Vice President, Communications
Indiana CPA Society
Indianapolis, IN
Term: Through 2018 *as Chair of Winter Board of Regents*

CURRICULUM COMMITTEE

NEW MEMBER

Robert Medler, IOM
Vice President, Government Affairs
Tucson Metro Chamber
Tucson, AZ
Term: Through 2019 *as Vice Chair of Winter Board of Regents*

ROTATING OFF COMMITTEE

Nick Kieffer, IOM, CP
President and CEO
Goshen Chamber of Commerce
Goshen, IN
Term: Through 2018 *as Vice Chair of Winter Board of Regents*

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WINTER BOARD OF REGENTS

Chair

Nick Kieffer, IOM, CP
President and CEO
Goshen Chamber of Commerce
Goshen, IN
Term: 2018-2019

Vice Chair

Robert Medler, IOM
Vice President, Government Affairs
Tucson Metro Chamber
Tucson, AZ
Term: 2018-2019

Past Chair

Stephanie M. Parton, IOM, CAE
Vice President, Communications
Indiana CPA Society
Indianapolis, IN
Term: 2018-2019

The following individuals are nominated:

Josh Driskell, IOM
President and CEO
Jenks Chamber of Commerce
Jenks, OK
Term: 2018-2020

Michael W. Johnson, IOM
President and CEO
National Stone, Sand, & Gravel Association
Alexandria, VA
Term: 2018-2020

Erica Pangburn, IOM
Director of Community Engagement
Abilene Chamber of Commerce
Abilene, TX
Term: 2018-2020

Term Renewals (two-year term):

Kara Beer, IOM
President
Battle Creek Area Chamber of Commerce
Battle Creek, MI
Term: 2016-2020

Karri Clark, IOM
Director of Sales and Membership Operations
Bozeman Area Chamber of Commerce
Bozeman, MT
Term: 2016-2020

Mike Hofman, IOM
Executive Director
Orange City Chamber of Commerce
Orange City, IA
Term: 2016-2020

Rick Howe, IOM
Vice President
Jackson Hole Chamber of Commerce
Jackson, WY
Term: 2014-2020

William Lee, IOM
Chief Executive Officer
Gallup-McKinley County Chamber of Commerce
Gallup, NM
Term: 2014-2020

Douglas MacKay, IOM, N.D.
Senior Vice President, Scientific and Regulatory
Affairs
Council for Responsible Nutrition
Washington, DC
Term: 2016-2020

REMAINING ON BOARD, NO ACTION REQUIRED

Steven Baas, IOM
Vice President for Government Affairs
Metropolitan Milwaukee Association of Commerce
Milwaukee, WI
Term: 2015-2019

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Erin Carney, IOM
President
Metrocrest Chamber of Commerce
Carrollton, TX
Term: 2017-2019

Rudy P. Flores, IOM
Executive Director
Lincoln Square Ravenswood Chamber of Commerce
Chicago, IL
Term: 2017-2019

Steve Halter, IOM, EDFP, PCED
President
Greater Poplar Bluff Area Chamber of Commerce
Poplar Bluff, MO
Term: 2015-2019

Brenda Gudex, IOM
Director of Agricultural Programs and Leadership
Fond du Lac
Envision Greater Fond du Lac, Inc.
Fond du Lac, WI
Term: 2017-2019

Lynn Olberding, IOM
Executive Director
Marshalltown Area Chamber of Commerce
Marshalltown, IA
Term: 2017-2019

ROTATING OFF BOARD

Blain Andera, IOM
Executive Director
Spirit Lake Chamber of Commerce
Spirit Lake, IA
Term: 2012-2018

Ed Stolmaker, IOM
President and CEO
Marana Chamber of Commerce
Marana, AZ
Term: 2012-2018

IV. Program Updates

Staff provided overviews of various aspects of the program.

- a. Marketing (Andrew Weller, IOM)
 - In the Winter Institute offseason, ads were placed in a number of publications, such as ACCE's *Chamber Executive* magazine. These were supplemented with online ads and other hardcopy marketing materials.
 - Usage of the Snapchat Geofilter at the Big Bash was in line with numbers that we saw from filters at 2017 summer sites. We plan on continuing this service as it has a minimal cost and attendees enjoy it.
 - New blue bag giveaways for attendees were well received on-site and will be a useful marketing piece throughout the year.
 - 2018-2019 planners have been released and will serve as this year's "walking advertisement." This piece is refreshed annually.

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- b. Social Media (Andrew Weller, IOM)
 - All Institute social media platforms experienced positive growth in the past year.
 - LinkedIn, Facebook, Instagram, Twitter
 - The number of tweets containing the hashtag #IOMeducates did dip down during the Winter week compared to last year, which may have been due to factors such as lower faculty engagement, MeetingPlay app usage, and increased Instagram usage.
 - Introducing new weekly social media campaign that highlights specific IOM classes and the on-site classroom experience.
 - Continuing weekly #TestimonialTuesday posts and reintroducing the monthly video testimonial series.

- c. Scholarships (Karyn K. MacRae, IOM, CAE, CMP)
 - 2017 was a great year for fundraising, which means that 2018 scholarships are in great shape.
 - As of today we will be able to allocate \$47,959 in tuition scholarships across the five sites.
 - We are seeing a positive trend in returning attendees making donations while registering for the program. \$385 was donated in 2016, \$570 was donated in 2017, and we are already at \$200 for 2018.
 - The National scholarship program will see some changes starting in summer 2018. In an effort to reduce program budget deficits, the U.S. Chamber of Commerce Foundation will reduce the number of National Scholarships awarded per site from ten to one. As of today, each site will continue to receive the \$1,000 gift from the Foundation.

- d. Fundraising (Karyn K. MacRae, IOM, CAE, CMP)
 - Institute was \$2,500 shy of reaching the 2017 fundraising goal.
 - However, the on-site fundraising goal was surpassed by almost \$6,000. Congratulations to all five sites for their incredible work in 2017.
 - The 2018 fundraising goal will once again be \$45,000 with the same goal of increasing donor participation amongst non-board member alumni.
 - Institute will no longer be sending out an annual letter campaign to alumni. The cost and time attributed to the mailing negated most, if not all of the benefits.
 - Staff is very optimistic about 2018 fundraising.

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- e. Winter geographic breakdown (Alyssa Kobernick)
 - The 2018 Winter Institute goal was 223 overall attendees, with 66 first-years. Final numbers were 248 overall attendees and 60 first-years.
 - The majority of attendees came from chambers, at 64.92%, in comparison to associations, at 24.60%.
 - The majority of attendees ranged in age from 31-40 years old, were female, and held the senior executive position.
 - The top increases since 2017 Winter were Texas with six more attendees and North Carolina with 5 more attendees.

- f. Curriculum, faculty and evaluations update (Caitlin Gayles)
 - Electronic course evaluations were tested at 2017 Northeast and fully implemented for the year starting with Winter. Overall, the feedback about electronic course evaluations has been positive and we are working to streamline that process even more.
 - An example of the course evaluation questions was provided in the meeting materials. It is shorter than previous course evaluations and can be finished within 5 minutes. The process allows us to compile faculty scores and feedback faster.
 - A list of courses that were audited at 2018 Winter was also available in the materials. The summer sites will have a similar list.
 - Finally, the new 501(c)(3) foundations class, which was approved during the Fall Board Meeting, will go live this summer. All other changes voted on in the fall were implemented at Winter.

V. Boards of Regents' Reports

Each of the five Board of Regents Chairs highlighted one success/best practice and one challenge/opportunity to share with the Board of Trustees.

- a. Winter Board of Regents report
Stephanie M. Parton, IOM, CAE reported on the success of Winter, highlighting that the volunteers pulled together to make the best of the week, in spite of facing many logistical challenges that were out of their control. The concern posed to the trustees was about how there seems to be a few Class Advisors each year who miss the mark, and unfortunately, regents and staff don't find out about it until after the week has ended.

- b. Midwest Board of Regents report
Dawn Johnson, IOM reported that the Midwest board is a strong group who is focused on providing a great attendee experience. The main challenge is fundraising, and regents have already been tasked with reaching out to their own classmates to assist in fundraising and recruitment efforts.

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- c. Southeast Board of Regents report
Bryan Daniels, IOM, CCE, CEcD shared that one of Southeast's strongest traits is the engagement and energy felt on-site from the participants. He reported that the biggest challenge continues to be the small number of associations at the site.
- d. West Board of Regents report
Brad Lacy, IOM, CCE reported that fundraising continues to be a strong point at the West site. With having raised over \$12,000 in 2017, the site has developed a culture and the ability to raise the most money despite having the smallest number of people. The main challenge is the size of the site, but opportunities for growth exist with W.A.C.E. Academy graduates, as well as mid-level management from metro chambers across the country.
- e. Northeast Board of Regents report
Carrie Stuart, IOM shared that the Northeast board continues to focus on enhancing the on-site experience with customer service. They are in the process of creating an ambassador program, where current attendees will serve as extensions of the board in helping first-time attendees navigate their way through the week. A challenge is diversity in recruitment, which they hope to combat through targeting diverse organizations at the state level.

VI. Discussion and Brainstorming

a. Recruitment Efforts

The floor was open for trustees to share their recruitment efforts thus far, as well as any ideas or strategies they have for the future. Highlights of the discussion can be found below.

- Current registration numbers are on track with previous years.
- The idea of targeting those who have not passed the CAE exam after results are released was discussed.
- The CAE/CCE congratulatory message sent to IOM alumni should include a fundraising ask.
- Personal testimonials, along with distributing program materials and wearing IOM ribbons at state conferences, are all powerful recruitment tools.

VII. Chairman's Report

Chris E. Wallace, IOM, CCE delivered his chairman's report, which included the points below.

- The work done by the Curriculum Committee was recognized and it was reiterated that curriculum changes made at the 2017 Fall Board Meeting were incorporated at the 2018 Winter site.
- Stephanie Parton and the rest of the Winter Board of Regents were congratulated.
- Chris shared his positive experience at Winter and expressed excitement for the remaining four sites.

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VIII. Other Business

Staff provided an update to the group regarding budget and program changes. It was reported that these changes came as a result of being tasked with the challenge of shortening the gap on budget deficiencies and reducing the amount of negative cash flow. The group learned that the program has not made money in over 10 years, however this is the first year that Institute has received pushback from the U.S. Chamber on the budget. Starting this summer, the following changes will be implemented:

- **Scholarships:** The number of National Scholarships offered per site will be reduced to one.
- **Institute Kickoff/Homeroom:** The Institute Kickoff (speaking portion and reception) will be discontinued and Homeroom will be extended.
- **U.S. Chamber/CIPE Employees:** The Foundation will change the pricing structure for internal employees who attend the program.
- **Tuition:** Tuition will increase **beginning in 2019**. The exact dollar figure has not yet been decided, but it's important to note that the last time tuition was raised was in 2007.

Staff shared their appreciation for trustees' understanding and support, and for their assistance in helping to implement the changes.

Megan A. Lucas, IOM, CCE, CEcD provided a status update on the diversity and inclusion statement, sharing that it was in draft form and that an implementation strategy will be presented at the Fall Board Meeting.

IX. Adjournment

Excitement for 2018 was expressed and everyone was encouraged to continue to promote the program.

There being no other business the meeting was adjourned.

Next In-Person Meeting: October 5, 2018 in Washington, D.C.