



CONSENT AGENDA

WINTER CHAIRMAN'S REPORT, FALL 2018

I'd like to start off my report by acknowledging that the Winter Chairman's Report is a little different. Since we follow a different schedule, I get to talk about Stephanie Parton, IOM, CAE and the job she did leading our team this past January in Tucson. This being said...

I would like to take the time and thank the rest of the Winter Board of Regents. As chair, one of Stephanie's goals was to deliver excellent customer service to our attendees, and we were tested in that area. 2018 Winter came with many "opportunities" to deliver such great service, and the entire board stepped up and delivered. Raymond, Caitlin, and Andrew – thank you for everything during the week, Karyn – we did miss you a little 😊.

The final attendance numbers are as follows:

- First-Year Attendees: 60, compared to the goal of 66
- Overall Enrollment: 248, compared to the goal of 223
- Association Representation: 24.6%, compared to the goal of over 30%

The final fundraising numbers for the 2018 Winter site are as follows:

- On-Site Silent Auction raised \$6,075.67
- 5K Scholarship Run raised \$2,158
- On-site donations raised \$620
- Total: \$8,853.67, compared to the goal of \$10,000

A long tradition for the Winter Board is our email communications throughout the year. Short, concise emails were sent to board members every Wednesday with a variety of content and will continue until we are on-site in January. Andrew and the team put out great social media resources throughout the year that we strongly encourage everyone on our board to share in their peer groups in recruitment.

Class Advisors, as we all know, play a tremendous role in the attendee experience and how the week progresses. Our slate of Class Advisors in 2018 were phenomenal and they handled our "opportunities" extremely well. Pairing our regents with Class Advisors as Regent Partners has proved to be extremely helpful in creating a great experience.

The Winter site leads the other sites as the first location of the year. In addition to sharing our feedback, our Board of Regents is constantly looking for the best practices and ideas that have made great impact on other sites' attendees throughout the summer. We will head into 2019 experiencing our first Institute without an official Sunday Kickoff program, so to the other boards – we are open to how you handled this throughout the summer and what worked well for your attendees.

As for best practices, I would like to point out a change that one of our board members implemented this year that I think will make difference come this January. Robert Medler, Vice Chair, took the recruitment of Class Advisors and really made some significant changes to that process. While collecting names of interested volunteers, Mr. Medler turned the script on that list. He created a preliminary questionnaire for potential volunteers focusing on why they wanted to be a part of the program. In those questions, the



CONSENT AGENDA

WINTER CHAIRMAN'S REPORT, FALL 2018

guidelines and expectations for serving in the Class Advisor role were laid out, thus creating a more efficient vetting process. We are here today, with our 2019 Winter slate of Class Advisors already on board, and in communication with them as registration comes in.

Continuing to look at 2019 Winter, our goals have been set and we are working diligently to exceed them. Our attendance goals are set at 240 overall, 63 of which are first-years, and over 30% association representation. Our fundraising goal is set at \$10,000. Our team is already in the process of executing our plans and are eagerly looking forward to January.

We, as the Winter Board of Regents, would like to thank Raymond, Karyn, and entire staff for how hard they worked this past year and made the best of the “opportunities” that we were given.

Submitted by: Nick Kieffer, IOM, CP
Chair, Winter Board of Regents



CONSENT AGENDA

MIDWEST CHAIRMAN'S REPORT, FALL 2018

I am very happy and honored to be reporting the activities of the 2018 Midwest Institute at the University of Wisconsin in Madison. The board and I are thrilled to let you know our year was extremely smooth and successful.

The Madison campus attendee enrollment has been increasing over the past few years, with us meeting or exceeding goals. This year was no different! We had an overall goal of 145, with 47 first-years and we finished with 147 overall, with 37 first-years. This will hopefully continue to grow as the years go on.

Helping to create the overall success of the week, there were two accomplishments I would consider our biggest successes.

1. **The seamless transition of the elimination of the Kickoff Reception Event.** The Madison campus was the first location to not hold an official reception, although we did still have the speaking portion of Kickoff. The Class Advisors took charge and made sure the classes connected on the first day. There was initial concern amongst our board that the first-years may not get the welcoming experience that the official reception created. However, our first-year advisors did a great job creating an organic first-year only gathering to get their week off to a great start. Attendees not only formed solid connections amongst themselves, but our Board of Regents made a point to participate with them as well. There was great interaction between the two groups.
2. **Exceeding our fundraising goal by 20%.** The goal was \$5,500 and we raised \$6,840 on-site to go towards scholarships. A big thank you to Jodie Perry, Bill Fleming, and Lisa Weitzel for stepping up and handling the auction so successfully. Class donations made up the bulk of the success, fourth-year donations specifically. Over the past few years, there has been a tradition for the graduates to try and raise more money than was raised amongst the previous year's grads, and this year's fourth-year class was very successful!

Our biggest challenge was recruiting first-year attendees. The recruitment plan was for board members to reach out to their graduating classes, prospect lists, and lists of past grads sent out by the IOM staff. This plan worked for overall numbers, but I wonder if the elimination of Regent Scholarships had an effect on the first-year enrollment numbers.

Next year will be at the helm of incoming chair, Angie Whitcomb, IOM from the Shakopee Chamber & Visitors Bureau. She will continue to build and expand upon what has been started for recruiting and marketing. The board has asked staff for lists of potential attendees, as well as past graduates to contact with personal invitations to attend. There will also be a focused attention on partnering with the State Associations to encourage attendance and participation. In addition, we hope to implement a new strategy involving the graduates, by asking them to assist with recruitment efforts by encouraging their staff to attend, as well as utilizing state and local connections to participate. As we all know, graduates are the best walking testimonials.

Our on-site social media plan was a structured plan, complete with calendar reminders for board members to post on different platforms prior to, during, and after the Institute week. Thank you to Jenna Armstrong for leading this effort remotely, and to the board for taking the time to make sure they



CONSENT AGENDA

MIDWEST CHAIRMAN'S REPORT, FALL 2018

completed their roles. Also included in the plan was an Instagram photo challenge, which offered a lot of fun and was a great way to get to know the Madison area. As we move into next year's planning, this will remain a focus. We will continue with the scheduled posts on several social media sites, as well as create more social media engagement among the participants.

Thank you for the opportunity to participate in this important professional development program. It has been an honor to be the Board Chair for the Midwest Board of Regents. They are a phenomenal group of people to work with. I'm pleased to be handing things off to Angie Whitcomb, as she will be a wonderful leader!

Submitted by: Dawn Johnson, IOM
Chair, Midwest Board of Regents



CONSENT AGENDA

SOUTHEAST CHAIRMAN'S REPORT, FALL 2018

As chairman of Southeast Institute, I am pleased to submit the following report to the Board of Trustees. Southeast continues to be one of the largest and most enthusiastic educational sites within the Institute program. Increasing attendance is an overarching yearly goal of Institute and this year the mark was set at 260, which would top the 2017 total of 248. The final count was 240, which was 93% of the goal. The largest shortfall was with first-year attendees. The goal was to recruit 93 first-year attendees and we nearly hit the mark with 80. However, we exceeded our goal in third- and fourth-year attendees. Seeing the large number of people that continue and graduate shows that the programming works, as attendees continue to build solid careers in the profession.

Additionally, the Southeast Institute Board of Regents is comprised of accomplished non-profit leaders who take time to mentor attendees and are actively engaged in professional development. You can feel the energy these compassionate leaders display towards each student's development. Our registration areas, breaks, and after-hours discussion groups are filled with music, laughter, inquisitive discussion, and supportive mentorship. We saw an increase in the number of students who reached out for one-on-one industry consultations with our regents. 41 attendees received sound supportive advice for the challenges they were facing.

Even though we saw across-the-board success, our biggest achievements were in two areas. Our fundraising efforts netted \$7,411.26 for scholarships and the 45 Ideas in 45 Minutes brainstorming bonus session was wildly popular. Southeast attendees have consistently given resources to help uplift their fellow practitioners and this year was no exception. Our 45 Ideas in 45 Minutes' winning idea was utilizing Snapchat filters during high school football games.

One of the biggest challenges continues to be attendee diversification at the Southeast site. The Southeast location is populated with mostly chambers of commerce within a 500-mile radius, thus trade associations are very small in numbers at our location. We engaged with several national and state associations to encourage their membership to attend Southeast. We would like to see the U.S. Chamber Foundation continue to try a variety of communication methods with these groups to increase association representation at Southeast.

Moving forward under Christine Kennedy's leadership in 2019, the Southeast Board of Regents plan to make Institute a priority in the minds of busy professionals by cutting through the noise of mass communications. This will be accomplished by emphasizing our southern hospitality of getting to know our colleagues. Southeast is successful because we are warm, friendly, and personal. Thus, we will emphasize the power of the personal story. Because business IS personal. Institute IS personal. We will challenge each other to schedule just 30 minutes on a reoccurring basis to do personal outreach and to share personal stories on how Institute can make a difference in your life. This will include personal emails, phone calls, and tagging professional contacts on social media when you tell a story.

Posting on the different social media platforms continues to be the primary tool the Southeast Board of Regents employ to engage attendees. Our board and Class Advisors were outstanding at posting testimonials regarding how the Institute program shaped and advanced their careers. These posts demonstrated the value of Institute and the caliber of attendees that were coming to Southeast. We also



CONSENT AGENDA

SOUTHEAST CHAIRMAN'S REPORT, FALL 2018

saw many graduates posting and encouraging new professionals to seek training in Athens. These posts were on Facebook, Twitter, YouTube, and Instagram. We encourage social media engagement for next year to begin in the fall as many organizations are putting together their 2019 budgets. This could help remind many of those professionals who need training the importance and impact that Institute can have on their lives and the availability of scholarships.

I commend the U.S. Chamber Foundation team for sticking with the changes to the schedule that allowed for an accelerated week of learning. These changes allowed attendees to receive the training needed while returning them to their professional and family obligations in a timely manner.

I am very grateful for the opportunity provided by the U.S. Chamber Foundation, the Southeast Board of Regents, and the staff. This has been one of the best career highlights of my life. The future of Southeast Institute is in great hands.

Submitted by: Bryan Daniels, IOM, CCE, CEcD
Chair, Southeast Board of Regents



CONSENT AGENDA

WEST CHAIRMAN'S REPORT, FALL 2018

On behalf of the West Board of Regents, I am pleased to give an overview from our 2018 program. As usual, our attendees experienced an incredible week of professional development and relationship building at Loyola Marymount University in July.

West Institute hosted a total of 97 attendees this year, 31 of which were first-year students, compared to the goal of 98 total, with 31 first-years. These attendees represented 27 different states. While our board was pleased with our final numbers, we had agreed to a “stretch” goal of 115. Recruitment continues to be a challenge, but we have several ideas that we want to develop that should help us increase attendance.

In 2017, the board identified several strategies to increase enrollment and remains committed to them for the future. The two strategies best suited for our site include a focus on metro chamber staff and utilizing a more geographically and industry diverse Board of Regents. We believe that metro chambers are a great untapped resource for the program, and the Los Angeles location is a natural gathering place for those professionals. Through our board, we will continue to target metro chamber staff from around the country and personally recruit metro cohorts in each first-year class.

Our Board of Regents is now diverse by almost every metric. Specifically, we have 15 current members representing 10 states; 11 from chambers and 4 from associations; and 9 male vs. 6 female. We are proud to report the number of association attendees in the first-year class increased from 4 in 2017 to 11 in 2018.

Our biggest success this year was once again our fundraising efforts. Fundraising via our auction is a strong tradition at this site and 2018 proved to be another very successful year. We received 53 items from attendees and board members, and I am happy to report our final total was \$10,425.84. Thanks to our very talented auctioneer and regent, we had a lot of fun and a large portion of that total was raised from our live auction alone.

We heard a lot of feedback regarding the elimination of the Sunday night event and the need to have something planned as an option for attendees. Not only was the networking reception missed, but also the speaking portion of the event, where everyone gathers together as one group. The board is exploring activities that we would organize to allow attendees to “opt-in” for an evening activity, and staff has confirmed that the speaking portion will return.

Our biggest issue for 2019 is the current timing of the ACCE Annual Conference, which currently coincides with our West Institute schedule. This would be detrimental to attendance for 2019. Institute staff is working with Loyola Marymount at a possible adjustment to the schedule, which would fix the problem.

I am pleased to welcome Tony Felker, IOM, CCE, with the Frisco (TX) Chamber, as chair and Ryan Evans, IOM with the Utah Solar Energy Association, as vice chair. They will do an amazing job.

Submitted by: Brad Lacy, IOM, CCE
Chair, West Board of Regents



CONSENT AGENDA

NORTHEAST CHAIRMAN'S REPORT, FALL 2018

2018 was another fantastic year at Villanova University for Northeast Institute. Enrollment was slightly under the goal of 167 total attendees, with 52 being first-year, as we finished with 150 total, 45 of which were first-years.

There were two big successes of particular note. First, our new Ambassador program. The purpose of establishing this new volunteer component was to help first-year and first-time Villanova attendees feel welcomed to the campus and provide additional direction when arriving. We engaged returning third- and fourth-year attendees to assist regents with this initiative, thus opening the doors to engage them in future years, either as Class Advisors or members of the Board of Regents.

Additionally, our "Institute Stars" fundraiser was an overwhelming success again this year. The 2017 third-year class made it a goal of theirs to raise enough money to offer a full scholarship from their class and they met that goal! This fueled donations amongst the other classes. Volunteers engaged in some friendly banter throughout the week with attendees, resulting in \$1,565.00 raised through the sale of stars.

By far, our biggest challenge was overcoming the lack of an organized Sunday evening event to reconnect returning attendees and welcome first-year attendees. Although the Board of Regents made an attempt to provide a similar atmosphere at a local restaurant, it fell short in accomplishing our goal. Many returning attendees missed the opportunity to meet and engage with first-year attendees, and perhaps more importantly, the first-years did not get to meet and engage with those returning and gain a sense of their passion for the program.

Going forward, we will continue to enhance our outreach to potential attendees through personal contact and social media outlets. Association involvement from outside of the Washington D.C. area continues to be an opportunity to increase enrollment. We will also discuss better utilization of current marketing materials in our outreach to Association and Chamber executives, encouraging them to send staff members, not just attending themselves.

Submitted by: Carrie Stuart, IOM
Chair, Northeast Board of Regents