



MIDWEST

2018 BOARD OF REGENTS ROSTER

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
Term: 2017-2018

VICE CHAIR

Angela Whitcomb, IOM

President
Shakopee Chamber of Commerce
1801 East County Road 101
Shakopee, MN 55379
952-445-1660
awhitcomb@shakopee.org
Term: 2017-2018

PAST CHAIR

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

President
Richland Area Chamber of Commerce
55 North Mulberry Street
Mansfield, OH 44902
419-522-3211
JPerry@RichlandAreaChamber.com
Term: 2017-2018

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
Term: 2016-2018

William Fleming, IOM, ACE

Executive Director
Pekin Area Chamber of Commerce
402 Court Street
Pekin, IL 61554
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bill@pekinchamber.com
Term: 2016-2018

Jeffrey Griffin, IOM

President and CEO
Peoria Area Chamber of Commerce & The CEO
Council
403 NE Jefferson Avenue
Peoria, IL 61603
309-495-5920
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Term: 2015-2019

Heidi Gullickson, IOM

Executive Director
Brookings Area United Way
PO Box 750
Brookings, SD 57006
605-692-6125
Heidi@brookingsunitedway.org
Term: 2015-2019

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: 2015-2019



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2018 BOARD OF REGENTS ROSTER

Lisa Hoyt, IOM

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

Andrew Johnston, IOM

Vice President, Government and Corporate
Affairs
Grand Rapids Area Chamber of Commerce
250 Monroe Avenue, NW, Suite 150
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Term: 2017-2019

Peter Murphy, IOM, CAE, J.D.

President and CEO
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Springfield, IL 62701
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pmurphy@ilparks.org
Term: 2017-2019

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

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@hbafocxcities.com
Term: 2015-2019



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

AGENDA

OCTOBER 5, 2018

10:15 A.M. – 12:00 P.M. EDT

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

- | | | |
|------|--|-------------------------------|
| I. | Welcome and Introductions | Dawn Johnson, IOM |
| II. | Approval of Minutes | Dawn Johnson, IOM |
| III. | Nominating Committee Report | Angela Whitcomb, IOM |
| IV. | Analysis of 2018 Midwest Institute | Board Members/Institute Staff |
| | A. Final Enrollment Report | |
| | B. Survey Results and Discussion of Institute Week | |
| V. | 2019 Midwest Institute | Angela Whitcomb, IOM |
| | A. Create 2-3 Strategic Goals | |
| | B. Discussion of Week/Assign Regent Responsibilities | |
| VI. | Institute Staff Update | Institute Staff |
| | A. Program Updates and Looking Ahead | |
| VII. | Other Business/Adjournment | Dawn Johnson, IOM |

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



MINUTES

JUNE 3, 2018

11:30 AM CDT

BOARD OF REGENTS AND CLASS ADVISOR BRIEFING

In attendance: Dawn Johnson, IOM; Jodie A. Perry, IOM, CCEO-AP; William Fleming, IOM; Jeffrey Griffin, IOM; Heidi Gullickson, IOM; Tracey Halliday, IOM; Peter Murphy, IOM, CAE, J.D., Lisa Weitzel, IOM, CAE; Heidi Zich, IOM; Desiree Bennyhoff, IOM, ACE; Corey Hutcherson, IOM; Jennifer Irwin, IOM; Timothy M. McKee, IOM; Megan Schlimm, IOM; Karyn K. MacRae, IOM, CAE, CMP; Caitlin C. Gayles

I. Welcome and Introductions

Dawn Johnson, IOM welcomed everyone to the meeting and introductions were made.

II. Staff Updates and Week Overview

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.

III. Photos and Joint Lunch

Group photos were taken and attendees caught up over lunch.

IV. Class Advisor Responsibilities

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. Other Business and Class Advisor Adjournment

Additional Class Advisor business was discussed and then advisors were dismissed.

VI. Board of Regents Business

- Approval of minutes
 - The minutes from the May 9, 2018 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.



MINUTES

JUNE 3, 2018

11:30 AM 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.*****



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

2019 SCHEDULE OF ACTIVITIES

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

Sunday, June 9

11:30 a.m.–1:30 p.m.
2:30 p.m.–4:00 p.m.
3:30 p.m.–4:00 p.m.
4:00 p.m.–4:45 p.m.
5:00 p.m.–5:30 p.m.

Board of Regents & Class Advisor Briefing: Fluno Center
Registration: Grainger Hall Atrium
Graduation Rehearsal (*4th year participants*): Grainger Hall
Homeroom: Individual Classrooms, Grainger Hall
Institute Kickoff: Morgridge Auditorium, Grainger Hall 1100

Monday, June 10

7:00 a.m.–8:00 a.m.
8:00 a.m.–11:30 a.m.
11:30 a.m.–12:30 p.m.
12:30 p.m.–4:00 p.m.
1:30 p.m.–2:00 p.m.
4:15 p.m.–6:15 p.m.
Evening

Registration: Institute Office, Grainger Hall, Room 1080
Core Classes: Individual Classrooms, Grainger Hall (*Break: 9:30–10:00 a.m.*)
Lunch: Gordon Avenue Market
Core Classes: Individual Classrooms, Grainger Hall (*Break: 2:00–2:30 p.m.*)
Class Advisor Meeting: Grainger Hall
Elective Classes: Individual Classrooms, Grainger Hall
Class Dinner Option

Tuesday, June 11

8:00 a.m.–10:00 a.m.
10:30 a.m.–12:30 p.m.
11:00 a.m.–11:30 a.m.
12:30 p.m.–1:00 p.m.
1:00 p.m.–4:30 p.m.
2:00 p.m.–2:30 p.m.
Evening

Elective Classes: Individual Classrooms, Grainger Hall (*Break: 10:00–10:30 a.m.*)
Elective Classes: Individual Classrooms, Grainger Hall
Board of Regents Meeting: Grainger Hall
Box Lunch: Box lunches available in Grainger Hall Atrium
Core Classes: Individual Classrooms, Grainger Hall (*Break: 2:30–3:00 p.m.*)
Class Advisor Meeting: Grainger Hall
Class Dinner Option

Wednesday, June 12

8:00 a.m.–11:30 a.m.
9:00 a.m.–9:30 a.m.
11:30 a.m.–12:30 p.m.
12:30 p.m.–4:00 p.m.
6:30 p.m.–9:30 p.m.

Core Classes: Individual Classrooms, Grainger Hall (*Break: 9:30–10:00 a.m.*)
Class Advisor Meeting: Grainger Hall
Lunch: Gordon Avenue Market
Core Classes: Individual Classrooms, Grainger Hall (*Break: 2:00–2:30 p.m.*)
Graduation Ceremony Celebration: TBD

Thursday, June 13

8:00 a.m.–11:30 a.m.
9:00 a.m.–9:30 a.m.
10:00 a.m.–10:30 a.m.
11:30 a.m.

Core Classes: Individual Classrooms, Grainger Hall (*Break: 9:30–10:00 a.m.*)
Class Advisor Meeting: Grainger Hall
Board of Regents Meeting: Grainger Hall
2019 Midwest Institute Concludes



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2019 BOARD OF REGENTS RESPONSIBILITIES CHECKLIST

Class Advisors

Jeff Griffin

Silent Auction/Fundraising

1. _____

2. _____

3. _____

4. _____

Industry Consultations

1. _____

2. _____

Scholarships

1. _____

2. _____

3. _____

4. _____

Opening Welcome

1. _____

2. _____

3. _____

Graduation Ceremony and Celebration

1. _____

2. _____

3. _____

Volunteer/Faculty/Staff Dinner

1. _____

State Photos (Optional)

1. _____

2. _____

Social Media Strategy (Optional)

1. _____

2. _____

Scavenger Hunt (Optional)

1. _____

2. _____



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Institute for Organization Management

GEOGRAPHIC BREAKDOWN

2018 Midwest Institute

147 Attendees from 29 states and The District of Columbia

State, Number of Attendees, %

Alaska, 1,	0.00676	0.68%	Missouri, 6,	0.04054	1.36%
Arkansas, 3,	0.02027	0.68%	Montana, 1,	0.00676	2.04%
California, 1,	0.00676	1.36%	Nebraska, 2,	0.01351	6.12%
Delaware, 1,	0.00676	0.68%	New Jersey, 1,	0.00676	2.04%
District of Columbia, 13,	0.08784	8.78%	North Carolina, 3,	0.02027	2.04%
Florida, 4,	0.02703	1.36%	North Dakota, 1,	0.00676	0.68%
Illinois, 37,	0.25	19.73%	Ohio, 9,	0.06081	2.72%
Indiana, 6,	0.04054	4.08%	Oklahoma, 3,	0.02027	1.36%
Iowa, 7,	0.0473	8.84%	Pennsylvania, 1,	0.00676	0.68%
Kansas, 13,	0.08784	7.48%	South Carolina, 1,	0.00676	3.40%
Kentucky, 3,	0.02027	1.36%	South Dakota, 4,	0.02703	5.44%
Louisiana, 1,	0.00676	1.36%	Tennessee, 1,	0.00676	5.44%
Maryland, 4,	0.02703	7.48%	Texas, 10,	0.06757	6.76%
Michigan, 16,	0.10811	5.44%	Virginia, 7,	0.0473	4.73%
Minnesota, 10,	0.06757	6.12%	Wisconsin, 11,	0.07432	7.43%

Top Increases Since 2017

Texas +9

Illinois +8

Most attendees in 2017, Illinois with 29

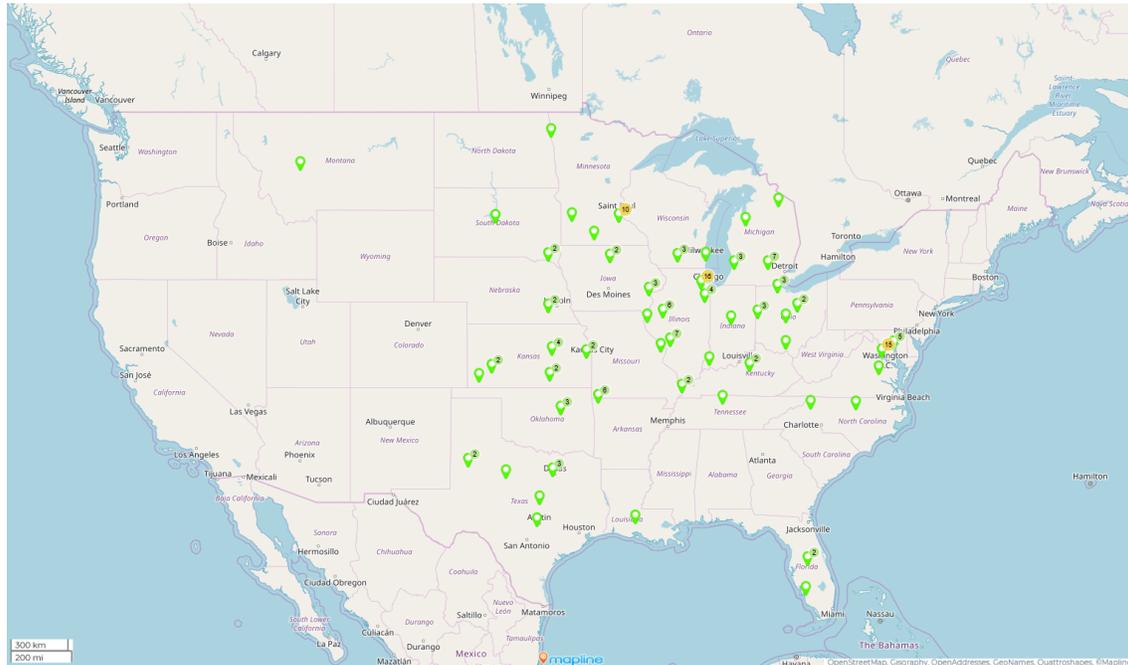
Most attendees in 2018, Illinois with 37

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GEOGRAPHIC BREAKDOWN

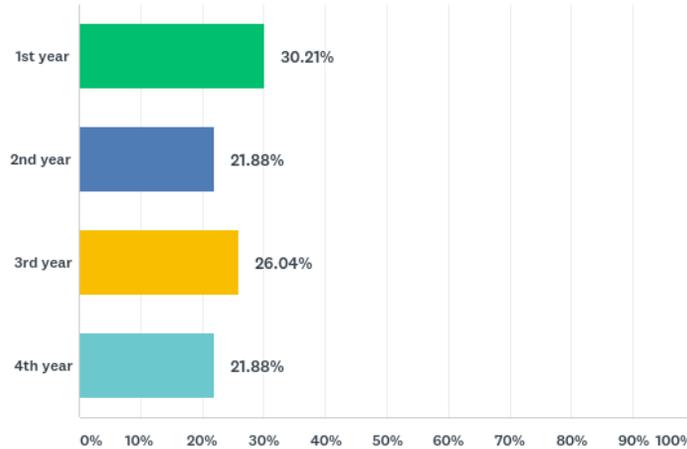




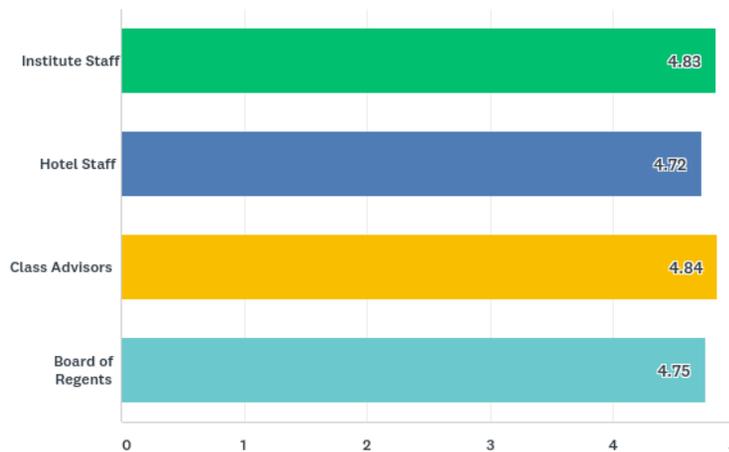
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ATTENDEE SURVEY RESULTS AND FEEDBACK

Q1 Your class level:



Q2 Customer Service (with 1 being poor and 5 being excellent):



Additional comments about customer service*:

- We had an amazing year with an incredible advisor. We'd love for him to be our advisor again!
- Institute staff are amazing and are ever so helpful. I was unsure of the role of [our advisor] in our class. She didn't really contribute and [our advisor] didn't seem to be informed on the ins and outs for our class.
- Very accommodating and friendly.
- Everyone is always willing to assist with any questions or needs.
- Outstanding!

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



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Institute for Organization Management

ATTENDEE SURVEY RESULTS AND FEEDBACK

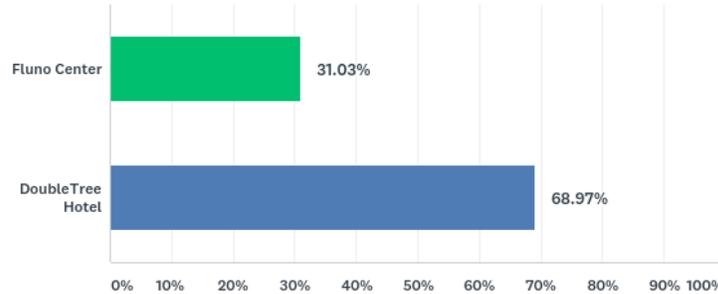
- It was clear to me that each person was committed to making sure this experience was the best that it could be. Kind, helpful and friendly faces were everywhere I turned. Thank you!
- Everyone was very insightful.
- I don't fully understand what the Board of Regent's role is, but ours was very nice.
- Our class advisor was amazing!
- Overall, our class advisors were great, along with [regent partner]! Thank you for your guidance and support.
- [Our advisor] was amazing. Could not have asked for a better advisor - she was insightful, spirited, and very organized.
- Excellent!
- I was very pleased with customer service from all!
- Class advisor [name removed] was outstanding when it came to customer service. As someone who is "fast tracking" he made me feel welcomed in Madison and in class. My experience would not have been as positive without him.
- No one is a stranger after the first hour. Board of Regents did a great job of being involved in breaks, lunch etc.
- I was very impressed with the level of customer service at the hotel and from the chamber program staff and Board.
- Everyone was very helpful and extremely nice.
- The Institute staff were very helpful, friendly, and made me so comfortable. This is my first year, and I have to say my first impression is an exceptional one. The staff at the Fluno Center were fantastic, and the location is very convenient. Our class advisor was [name removed], and she was wonderful. I spoke with several Regents, and they were exceptionally supportive and friendly. Only thing I can add is please add a bowl of ice for those who prefer ice in their drinks, water, pop, etc. I saw some digging ice out of the bowl housing soda. That is kind of nasty.
- I stayed at the Fluno and their service (my housekeeping - Justin) was BEYOND great! He knew I wasn't feeling well and left me a note along with some tea to let housekeeping know if I needed anything.
- I had very little interaction (outside of the classes) with any institute staff and/or the advisor(s).
- Customer service was good in general everywhere we went, but it is interesting how many restaurants don't know we are in town. I would think we are a large group.
- My class advisor [name removed], and she was outstanding. My regent partner only made one appearance, during homeroom.
- Would have liked to see the whole graduation group be at their own assigned tables sitting together.
- [Name removed] was amazing class advisor.
- Awesome staff from the moment we arrived until the end.
- As usual, everyone was great, information free flowing, and an awesome all around event!

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



ATTENDEE SURVEY RESULTS AND FEEDBACK

Q4 Which hotel did you stay at?



Q5 If you stayed at the Fluno Center, how would you rate your accommodations?



Additional comments about Fluno Center accommodations*:

- Everything was outstanding and would be a 5 except the bed was incredibly uncomfortable.
- Great breakfast and friendly staff.
- Great location to training, Walgreens, grocery store, restaurants.
- Last year, they didn't offer breakfast. This year, they did. But when I registered and when I checked in, the Fluno staff didn't tell me. So I brought up breakfast food. It would have been nice to know that they provided breakfast now.
- Wish it had a pool.
- To have breakfast included was a welcome advantage.
- I have always had a wonderful experience but a shuttle to the airport would put them over the top.
- Fantastic that breakfast was included in the room rate. Outstanding meal and service each day.
- I liked the Fluno center a lot! It was clean and close by. Would love to stay there again.
- They offer a free breakfast, which is an added perk from last year!

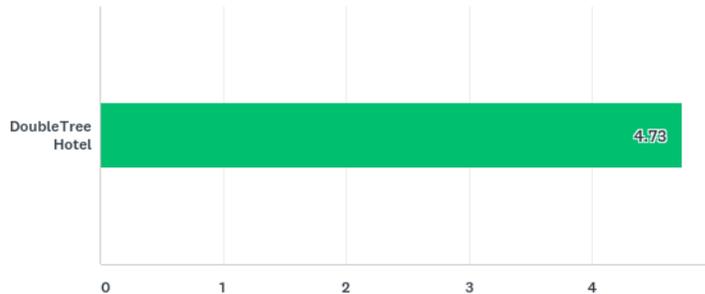
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ATTENDEE SURVEY RESULTS AND FEEDBACK

Q7 If you stayed at the DoubleTree Hotel, how would you rate your accommodations?



Additional comments about DoubleTree Hotel accommodations*:

- Complimentary continental breakfast would be nice.
- The AC Hotel is a very good option, but a little beyond comfortable walking distance.
- The past two years we have been granted a late check out, this time (our third year), they said no because they had another conference coming in - that made it difficult to have all of our things packed up and ready out of the room before class since they wouldn't let us request the late check out until the morning of - so essentially they informed us the morning of. Would have liked to know in advance if they were not going to be able to do it but when we asked them about a late check out and they said to ask Thursday morning and then just told "no".
- Staff was awesome and very attentive.
- They are always very accommodating.
- For the price of the hotel, a complimentary breakfast would have been a nice feature. I know that the Fluno offers this amenity.
- Nice hotel with great accommodations, reliable shuttle service and good walking distance to campus.
- Absolutely loved DoubleTree. They were great to work with this year. From giving us cookies anytime we asked, to arranging shuttles for our dinners and airport trip. They rocked!
- Pricey...had a little trouble with my room...all was eventually resolved.
- Stayed there 2 years in row and plan to be back next year.
- Very nice room and close to all events.
- Comfortable, clean and a great fitness center...oh, and did I mention the cookies? Excellent stay!
- Very pleasant and helpful. Really appreciate the shuttle.
- Room was fine, staff was questionable and unprofessional.
- Very nice. Only issue - pricey for food (\$15 for continental breakfast with tip), on top of the room charge.
- Above and beyond great customer service from cleaning to front desk to van driver...awesome!
- In years past it was better.
- Great staff and service.

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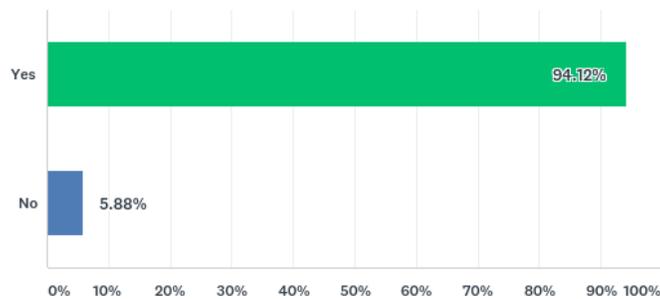


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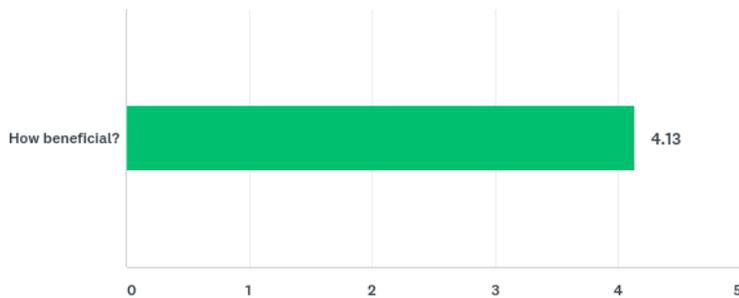
ATTENDEE SURVEY RESULTS AND FEEDBACK

- They went above and beyond to help me with whatever I needed! Great hotel!
- Everything was very nice. Staff was very courteous.

Q9 Did you download the 2018 Midwest Institute App?



Q10 If you downloaded the app, how beneficial was it?



Additional comments about the 2018 Midwest Institute App*:

- Wish the pictures were bigger on the profiles.
- This was a very functional tool!
- For some reason, it made me login every time I visited it. Ended up just using the schedule card that was given to me upon check-in.
- Would be good to have classes automatically added to calendar.
- Would it be possible to have your transcripts on the App? Would be super helpful when registering for the next year's classes.
- Very quick and easy to review agenda and class evals.
- It was easy to follow and use it.
- Instructor info not linked to class. That has been helpful in past years. Unless I misunderstood the app, I always needed to click through Midwest (vs. having it saved as a preference).

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ATTENDEE SURVEY RESULTS AND FEEDBACK

- I used the app for creating my agenda, submitting evaluations and messaging classmates. It was helpful. If there is a way to set up push notifications, that might have been helpful.
- Having the app was great. I checked all my classes before heading to Wisconsin so I had my own agenda in my app. I also loved that we could do the class surveys on it. It made it so easy to do. I know I didn't have any issues figuring out which surveys I needed to do. Loved it!
- It seemed to not capture all of my electives, might be my error.
- I hardly used the app. I would prefer to do the class evaluations on paper after the class has concluded.
- It was a little wonky. I wish it was easier to tell which review surveys I completed and which I missed. Also, when looking up the calendar, it wouldn't always save the ones I marked for my personal calendar properly. And if I looked up people, it always went back to the full list after clicking on a name. Would be better to go back to filtered list so I didn't have to keep repeating the search.
- It was nice to have access to details about courses and schedules that I did not commit to memory.
- It is beneficial if everyone is using the app. I tried to connect with others in my state and nobody else was using it.
- Glitchy.
- Have the speaker evaluations on a separate tab or easier to find - or move to top of page ... didn't scroll down page far enough to see them.
- Might be cool to have digital profiles of the participants should they want to have it so people can easily connect on LinkedIn, etc.
- It was handy to have it all right there at your fingertips!
- Worked well, but not all information from the speakers gets downloaded. Would like to get copies of the powerpoints and other information.
- As a fourth year, I didn't use it as much as my previous years. It was vital for me my first couple years but used it less and less as I knew what to expect.
- For some reason I had to login with my email every time I tried to use it. That prevented me from using it often.
- Only used for course evaluations. Having to upload your personal class schedule was not very user-friendly.
- Never figured out how to do evaluations. Leave them in paper format at the end of the class next year.
- I couldn't find it when I searched the Apple store. I wish there was someone who offered to help (I'm one of the young institute attendees so I hope I wasn't the only one with this problem). I would've loved to fill out surveys but that wasn't an option without the app.
- It was nice to save paper and do the evaluations on the app.
- Didn't really use it.
- Sorry, not very tech savvy and was so busy that I did not follow the link and load when I originally received it. I tried to download it on site and was able to get into it on my computer then could not find the presenter evaluations.
- Great resource for me during my first year!

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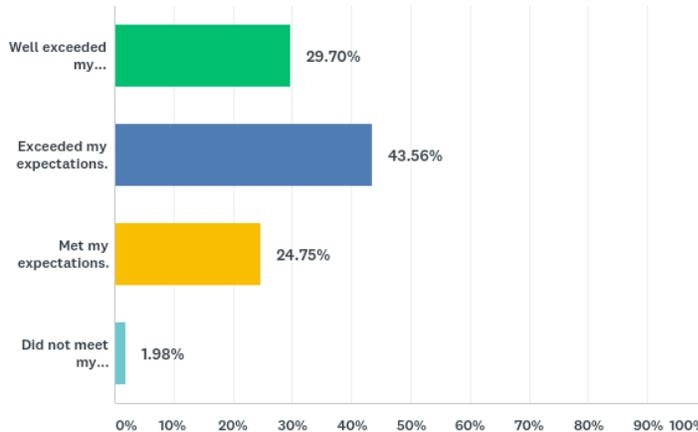
ATTENDEE SURVEY RESULTS AND FEEDBACK

- Didn't like the reviews on the app... would rather have them handed out in class.
- I thought the app was very useful and a great tool.
- It's challenging to navigate a bit - took a while to figure it out.
- I would prefer all multiple choice on the app, or provide paper documents as it's too cumbersome to type comments on the phone.
- Didn't see evaluations for mandatory classes.
- I had trouble with the app at first, it populated all of last year's classes. Once I deleted it and re-downloaded, twice, it worked fine.
- It was easy and very user friendly.
- A little annoying to have to log into the Midwest session every time I opened the app.
- It was probably beneficial to those who are into apps. I only used the app to rate the speakers.
- Worked great.
- I only downloaded it to complete the surveys. I do not typically find it especially useful, it is confusing to navigate and did not even show my electives in my schedule.
- Great tool. Please keep for next year.
- It was an easy to use platform for the surveys and class schedule. I would like to see additional ideas for restaurants or things to do in the area.
- I would have just liked a quick rundown on how to use it from staff. The agenda/schedule was easy, but I saw later there were ways to message with your advisor, classmates, etc. that I was unaware of until too late.
- I think it was smart to have the review submissions via the app to encourage us to use it. Although I do believe there was concern that the reviews were no longer anonymous.
- I wish it came pre-loaded with my schedule. It's cumbersome to have to go select every course I'm in and add it to my personal agenda. After you add one course, it sends you back to the main schedule and you have to scroll through the entire schedule again. Even having a second year schedule and then electives at the end would be better.

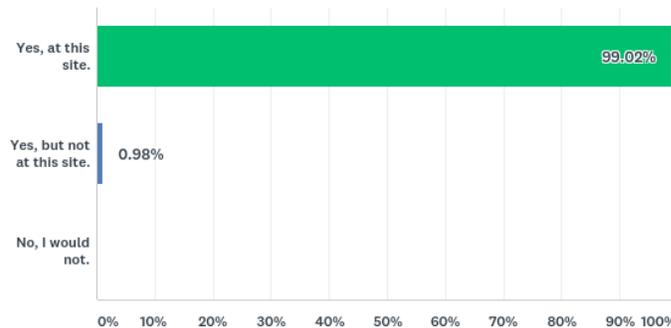


ATTENDEE SURVEY RESULTS AND FEEDBACK

Q12 Overall, to what extent did Institute meet your expectations?



Q13 Would you recommend Institute to other nonprofit professionals?



Additional general comments or suggestions about Institute*:

- I found that most courses presented information outside of the scope of my day-to-day responsibilities in a way that helped me better position me for growth within my organization. For the most part, the classes were very engaging.
- I would have appreciated more time with my classmates in a formal setting to discuss what's working for us and what challenges we have. My peers have a great deal of knowledge and experience, and I would have liked to tap into that a bit more as a group. I felt that the Sunday evening activities could have been better used in this way. I also was surprised and disappointed that the Institute offered an HR course led by someone who is not an HR professional or legal expert. My understanding is that the other section of first year group had an HR pro and found that course to be extremely valuable. I really wish I could have participated with that group or retake this topic with someone well-versed in HR issues, as the presentation uploaded to our joint Facebook group appeared to cover a multitude of important issues.

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

ATTENDEE SURVEY RESULTS AND FEEDBACK

- Overall, the best educational training program for our industry available. Truly appreciate the flow of the program and the many ways to network with everyone. Some of the speakers were better than others and those were reflected on the evaluations. Some of the core programs should be electives. It would be great to have the Thursday be an organized session of Best Practices within the group. Someone would need to facilitate the discussion to keep people on track and moving along.
- Great layout. I believe that presenters should have modern presentation ... [name removed] has an outdated presentation... and, while I love [name removed], and would not change having him I think he should have more than 1 presentation.... he basically gave same presentation as last year.
- After attending year 1 in Tucson in January and year 2 in Madison my suggestion would be to have more information geared to those who work for larger national associations, or perhaps to hold a networking events for these individuals. I've enjoyed Institute but it feels geared to those from small organizations.
- Some of the courses seemed off this year, as a fourth year student I was hoping for more challenging courses. That said the 4-year experience as a whole was very good.
- Thanks for a great week! Looking forward to next year.
- I loved the networking aspect of the program and getting to see my classmates. To be honest I felt the last year was lacking in programming compared to previous years. Much of the content felt recycled-we had covered it in previous years or it was too basic for a 4th year class. I was also not especially fond of some of the instructors teaching style and/or level of knowledge. Monday was a tough day-having that extra 2-hour class makes it difficult to focus. I would suggest either adding it to Sunday and start a little earlier that day, or end later on Thursday. After 6-8 hours of instruction, you can't really absorb any more info. Absolutely love Madison and overall enjoyed the Institute program! It is so helpful to those who are new to the industry, but also for learning best practices and networking.
- I thoroughly had a great experience and am looking forward to my next three years. Below are some suggestions based on my first time experience: Many speakers referenced GREAT reading materials and books during their classes and in their PPTs. Most are available through ASAE. It would be nice to (1) have a few of those books available for the silent auction and (2) negotiate a discount code for Institute attendees who purchase the books within a 7-10 day period. Shows support of ASAE and Institute partnership.
- Having the pre-paid dinner was a GREAT idea for the class dinner.
- Facebook group is also great!
- I really found the Leadership Class to be fantastic. Very insightful and retrospective. I had great takeaways from all classes. I do wish there was more time to have folks share ideas and best practices in some of the sessions. Overall great!
- Most of the program was pretty good, only found one speaker that was not fully up to our knowledgability standards. Also, would like to have the powerpoint and other things online so that I can print and share them with my board or office staff. Things that I would have liked to provide as teachable moments.
- Overall experience was great! I learned so much that I want to check on, and implement at my organization.

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MIDWEST

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

ATTENDEE SURVEY RESULTS AND FEEDBACK

- Institute continues to be an excellent experience. I come back overwhelmed with ideas and have to be reminded to take things one step at a time. The opening reception the assembly was missed. I will make sure [name removed] and [name removed] are on my agenda for next year. All and all - amazing week! Cannot wait for my fourth and final year. Thank you!
- Not all instructors this year had an Association or Chamber background. They should at least tailor their presentations to meet Association/Chamber needs.
- I liked the ability to provide feedback on the speakers. I think that provides a lot of good conversation for the leaders.
- Class rooms - overall pretty good. I am sure you have gotten plenty of feedback about this but the rooms were very cold at times. I dress for it but others were struggling. Presenters - something with interaction works better than one simply lecturing to us. Innovate or die was a great topic and [name removed] was a dynamic presenter but it felt like she was rushing through it plus there was no interactive material. I understand it is not always possible but wanted to share. And, ice available for drinks.
- Overall, I got a great deal out of the week. I had 2-3 classes that gave me great information, insight and tools to help me as I move forward in my career. I connected well with my class and enjoyed meeting all of them. Though, as an association, I did not have the sense of connection and desire to stick with my class over the course of 4 years. Perhaps if I was in the Chamber world... this would be more likely. I was disappointed in a handful of the elective courses I participated in. In the future, my recommendation is to provide more descriptive explanation of the course for us to review when selecting the course electives. There were 2-3 that I felt were VERY specific to Chamber work and tough to make any connection as an association. Had I known the elective was strictly focused on Chamber, I would not have signed up for it. I heard this from many other participants as well. These instances were a waste of my time and money - left me feeling like I simply paid for credits as I work toward my CAE. Out of the entire classes, there were three presenters that I think did a great job. The rest either made no effort to address the mix of Chamber/Association, didn't realize the length of time they had for presenting, or did an awful job engaging any discussion from the class. I have much higher expectations moving into my second year.
- I thought the courses did not offer as many take aways as did last year's courses. Also, everyone was visibly uncomfortable during the "Building Better Boards Class" due to the content not actually being geared towards non/not for profit execs. I had to walk out it was so uncomfortable.
- The class curriculum was ok, but I felt that the teaching was weak. Too general and too basic. I had two classes that were basically the same thing with "Strategic Leadership." [Name removed] was (and is always) a favorite.
- I learned so much during Institute, and I can't wait to return. The sessions ranged from excellent to good, but I completed surveys for each session, so I won't go into details here. This was THE best educational experience of my relatively short career as an association executive. The only thing you could improve is to really stress to the presenters that there are association execs as well as chamber execs. Some of them seemed to lose site of that fact.
- I'm proud to have my IOM. I do think it's a little odd that there isn't any type of exam to earn it. Seems that it's basically an attendance certificate rather than education. I saw a few people in my class shopping and not taking it seriously.

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MIDWEST

ATTENDEE SURVEY RESULTS AND FEEDBACK

- It was terrific. I am so thrilled I was able to be surrounded by industry leaders and to learn from the best of the best. Some of the elective descriptions were misleading. Additionally, some of the lecturers were under prepared. But the lecturers that were prepared were absolutely fantastic! Staff and class advisors were wonderful.
- I would cut back the Monday hours and add on somewhere else if need be. Monday was a little much.
- Some of the classes/content was repetitive. Faculty should coordinate.
- I had a wonderful experience and am looking forward to next year. Most of the presenters/facilitators were up to date with information and resources for the topic at hand. One was a little outdated on the information provided from my point of view. Thank you for the experience.
- I'm fine without a structured event following the Sunday kick-off because I have made connections with folks from my class. It seemed to me that perhaps the class dinners should have been that night for 1st years or for fast-trackers that had little or no connections for the first night. In past years, I've commented on the lack of diversity. This year I had not one, but two female instructors! Yeah! Heading in the right direction.
- I would highly recommend that Government Affairs be an elective class, as many of us don't deal with government affairs within our chambers. I think the money spent for Institute is well worth it, excluding this class as, I received no benefits out of it. Overall, I had a great time!!
- 1. Class advisors should, as much as possible, remain with their class all four years. 2. Bring back IOM water bottles. 3. Move class dinners to Sunday after kick-off to start the bonding earlier. 4. Improve signage to help attendees navigate the facility, specifically finding their room number for electives.
- I thought it might be nice to have the option for 4th years to turn their certificate back in to be redistributed the next morning. It was hard to find a place to put this during dinner.
- Sessions where the class was engaged and asked to contribute were really beneficial. I come from the association side of the attendees, so understand there is some level of focus towards chambers over this, but possibly look to ensure that for core classes, they are not solely chamber focused.
- I thought in general the design and content were top notch. A couple things I would look at, the core classes were excellent and it seemed each was better than the one before it. I took three electives and two were less than expected. I took few notes in these and felt the content was so-so. Also I gave my class adviser feedback that the classes should have shorter more frequent breaks and she said that there was a lot of scientific study that went into the design of the schedule and it wouldn't change.
- Awesome experience! Loved the group dinners which allowed me to build a network and bond with fellow class members. "Homeroom" was a nice feature since it allowed a better understanding of how other nonprofits are run. Awesome food and snacks throughout the week - loved the healthy options. Perhaps add in the notes for first years to bring a water bottle.
- Any thoughts about working lunches or more box lunches. This may assist in shortening the day.

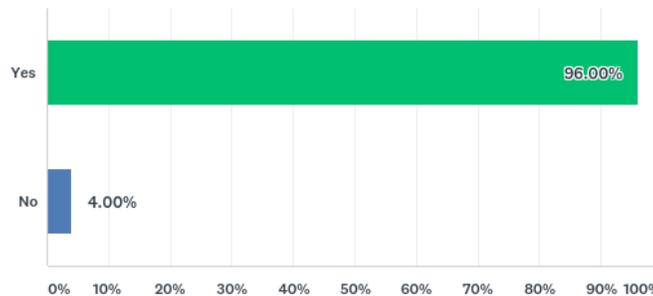


MIDWEST

ATTENDEE SURVEY RESULTS AND FEEDBACK

- Thanks for a great week IOM Staff! The box lunch we have on day 2 is terrible. This was my third year and I have to say, I was not nearly as impressed with the speakers/take away content as I was last year as a 2nd year. I had a few speakers that have not presented to Chamber or Association folks before, which was challenging. I also had a substitute speaker fill in which was terrible :(I also missed the water bottle we use to get! I would prefer that way over a bag any day :) The venue and food at the Graduation banquet was much better than last year! Love the photo booth!
- I very much enjoyed Institute and am looking forward to next year. I felt that one of the speakers I had was not fully qualified to be giving the classes. [Name removed] was nice and her experience is helpful, but I feel an actual HR person should be teaching the class on hiring, firing etc. She was a great facilitator, just not the proper person to be teaching. Thank you.
- I really enjoy IOM and get a lot out of the program. This year, I found the courses to be less impactful than year one. I took home a few great takeaways, but last year I came back swimming in information, ideas and relevant take-aways. Sure, I've grown as a professional, but I found the educational material was just not on par with where it was last year. The few classes I really got a lot out of were awesome, but there were quite a few that were more or less brainstorm sessions that really weren't that helpful.
- Enjoyed the program but thought some of the speakers were a little weak. Class content did not meet the class topic. Other classes were incredible!
- I have successfully recommended this location to several people!

Q17 Did you leave Institute with at least three or more ideas / takeaways to bring back to your organization?



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