



PROGRAM UPDATES

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

MARKETING

While it is only the start of 2019, Institute's marketing efforts have been advanced through the hard work and collaboration of volunteers and Institute staff. We appreciate the social media interactions, helping us spread our messaging, and recruiting new attendees for the program each year. Our goal is to create new messaging and outlets for promotion of the organization in addition to sustaining successful practices from past years.

Advertisements:

- *Chamber Executive* magazine has been an important medium for us to advertise Institute testimonials and upcoming registration dates. Multiple half-page and full-page ads have been placed in the magazine.
- A banner advertisement is now on the ASAE website from January through March. This ad includes registration information and a list of the Institute summer sites, dates, and locations. The ad links back to institute.uschamber.com/register.
- Our "scholarship stuffer" postcard was updated with the new 2019 summer sites and 2020 Winter Institute dates, and placed in the post-site thank you letters sent to Institute attendees. This card is also included in conference shipments and other meeting materials.
- The Institute planner is our largest and most prominent advertisement. It is distributed to all Institute attendees at site registration and is also included in conference shipments around the country this summer.

Promotional Materials:

- Institute will continue to send blue tablecloths with our logo and hashtag to different conferences, such as W.A.C.E., MAKO, and ACCE where we have an on-site staff presence.
- The charcoal-colored water bottles given to attendees with their planner during Winter Institute registration were well received and we decided to go back to that giveaway from the tote bags after reviewing attendee surveys.
- Institute screen cleaners continue to be a valuable marketing tool featuring both association and chamber testimonials. They are high-quality, unique items, and printing them in full-color makes them an attractive collateral piece. We are in the process of creating new designs for these in 2019.

Further Marketing:

- The #TestimonialTuesday social media posts are a weekly post we plan to continue. These give prospective attendees insight about what the program is like and what past attendees have gained from the experience.
- We saw much success with the #SessionSpotlight campaign supported by high engagement numbers. This insightful campaign highlighted Institute classes and gave an inside look at what the classroom experience was like. In 2019, we will run a campaign #ROIInstitute, which features attendee testimonials that reflect the usage of Institute-learned skills and what the true ROI for Institute education means.



PROGRAM UPDATES

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

SOCIAL MEDIA

	2018*	2019*	Percentage Increase
Facebook	2,772 Likes	3,050 Likes	10%
Twitter	1,787 Followers	1,878 Followers	5%
LinkedIn	2,383 Members	2,454 Members	3%
Instagram	412 Followers	509 Followers	24%

**Numbers as of January 24*

On-site Social Media 2019

Winter Institute

238 attendees
Tucson, Arizona
January 6-10



815

Engaged users on Facebook
vs. 970 in 2018



23

#IOMeducates Tweets
vs. 58 in 2018



17

#IOMeducates
Instagram Posts
vs. 44 in 2018



21

New Likes
vs. 22 in 2018



Weekly Total Facebook Reach=

5,731

vs. 4,445 in 2018



PROGRAM UPDATES

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

SCHOLARSHIPS AND FUNDRAISING

FUNDRAISING

2018	Winter	Midwest	Southeast	West	Northeast	Total
Funds remaining from previous year's scholarship allocation	\$0.00	\$0.00	\$0.00	\$0.00	\$500.00	\$500.00
Silent auction	\$5,464.70	\$2,645.00	\$6,834.75	\$12,204.00	\$4,290.00	\$31,438.45
2017 Registration donations	\$210.00	\$50.00	\$200.00	\$0.00	\$100.00	\$560.00
Additional on-site fundraising	\$2,702.80	\$2,320.00	\$1,140.23	\$0.00	\$2,453.00	\$8,616.03
Annual appeal (mailing)	\$270.00	\$120.00	\$445.00	\$120.00	\$195.00	\$1,150.00
Bi-annual solicitation	\$0.00	\$75.00	\$0.00	\$0.00	\$0.00	\$75.00
#GivingTuesday	\$635.00	\$637.00	\$212.00	\$217.00	\$167.00	\$1,868.00
Online store	\$11.38	\$0.00	\$0.00	\$0.00	\$0.00	\$11.38
Donate Now	\$30.00	\$30.00	\$130.00	\$30.00	\$30.00	\$250.00
\$1,000 gift from IOM	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$5,000.00
Total to allocate to 2018 sites:	\$10,323.88	\$6,877.00	\$9,961.98	\$13,571.00	\$8,735.00	\$49,468.86

2019	Winter	Midwest	Southeast	West	Northeast	Total
Funds remaining from previous year's scholarship allocation	\$1,299.00	\$0.00	\$375.00	\$1,321.00	\$440.00	\$3,435.00
Silent auction	\$6,075.67	\$3,245.00	\$6,189.07	\$10,425.84	\$4,263.00	\$30,198.58
2018 Registration donations	\$200.00	\$25.00	\$235.00	\$0.00	\$50.00	\$510.00
Additional on-site fundraising	\$2,778.00	\$3,595.00	\$1,222.19	\$0.00	\$1,565.00	\$9,160.19
#GivingTuesday	\$502.00					\$502.00
Donate Now	\$0.00	\$25.00	\$0.00	\$0.00	\$0.00	\$25.00
\$1,000 gift from IOM	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$5,000.00
Total to allocate to 2019 sites:	\$11,854.67	\$7,890.00	\$9,021.26	\$12,746.84	\$7,318.00	\$48,830.77

2020	Winter	Midwest	Southeast	West	Northeast	Total
Funds remaining from previous year's scholarship allocation	\$1,879.67					\$1,879.67
Silent auction	\$10,707.28					\$10,707.28
Additional on-site fundraising	\$1,602.29					\$1,602.29
#GivingTuesday	\$510.00	\$1,455.00	\$ 225.00	\$ 540.00	\$0.00	\$2,730.00
Donate Now						
\$1,000 gift from IOM	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$5,000.00
Total to allocate to 2020 sites:	\$15,699.24	\$2,455.00	\$1,225.00	\$1,540.00	\$1,000.00	\$21,919.24

- An internal change was made resulting in Giving Tuesday funds shifting to impact the following year. Therefore, all donations made on Giving Tuesday 2018, will be available for use in 2020.
- Registration donations for scholarships are now split evenly across sites.



PROGRAM UPDATES

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

SCHOLARSHIPS AND FUNDRAISING

2019 STATE PARTNERSHIP SCHOLARSHIPS

SPS Organization	Attendee Organization	Site
Oklahoma Chamber Executives	Lawton Fort Sill Chamber (OK)	Winter
South Dakota Chamber of Commerce and Industry	Pierre Area Chamber of Commerce	Midwest
Mississippi Economic Development Council	Tate County EDF	Southeast
Mississippi Economic Development Council	Jones County Chamber of Commerce	Southeast
Virginia Association of Chamber of Commerce Executives	Fredricksburg Regional Chamber	TBD
Virginia Association of Chamber of Commerce Executives	Harrisonburg-Rockingham Chamber	TBD
Virginia Association of Chamber of Commerce Executives	Greater Bluefield Chamber	TBD
Virginia Association of Chamber of Commerce Executives	Chesterfield Chamber	TBD
Illinois Association of Chamber of Commerce Executives	Niles Chamber of Commerce & Industry	Midwest
Illinois Association of Chamber of Commerce Executives	Morton Chamber of Commerce	Midwest

- Five of our SPS partners plan to send a total of ten people to 2019 Institute sites.



PROGRAM UPDATES

CURRICULUM

New App Implementation

This year, IOM used a new app platform called CrowdCompass. CrowdCompass connects directly with our registration platform, Cvent and allows each attendee to have their personalized schedule within the app. With CrowdCompass, we were able to forgo printing paper schedules and complete elective changes in person. Despite a few individual technical difficulties, the app has received positive reviews from our attendees and had a high adoption rate. We look forward to implementing the feedback and using the app for our summer programs.

Course Evaluation

Below is an example of a course evaluation that our attendees see for each class they take:

To assist Institute in its commitment to continuous improvement, please answer the following questions on a scale of 1-5 (1 being poor- 5 being excellent):

About the Instructor

- I would recommend this instructor to teach this course again.
- The instructor welcomed questions, encouraged participation, and stimulated my interests.
- The instructor tailored this course to the nonprofit industry.

About the Course

- The information presented in this course is valuable to my continuing education.

Open Ended Question: Please comment on the following: a) specific strengths of the instructor; b) specific areas of improvement for the instructor; c) areas of improvement for the course. Please be thoughtful, professional, and constructive in your feedback.

Course Audits

The courses audited for 2019 Winter Institute were:

- C260 Marketing Strategies
- C360 Culture of Innovation
- C460 Integrating Strategic Tech Solutions

Curriculum Changes

The new elective, E150 Diversity, Equity, and Inclusion which was created and approved last fall, is included as a part of the 2019 summer elective offerings.