



Institute for Organization Management

# Prospective Student Toolkit

for

Associations

Institute for Organization  
Management



U.S. CHAMBER OF COMMERCE FOUNDATION



Institute for Organization Management

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## GENERAL OVERVIEW AND FAQs

### WHAT IS INSTITUTE?

Institute for Organization Management (Institute) is the premier continuing education experience for association professionals. Since 1921, the Institute program has educated and empowered association executives with the knowledge and skills they need to be leaders in their organizations and industries.

The Institute curriculum is comprised of four week-long sessions. Each session is five days and is offered at five locations across the country annually. With courses on topics such as advocacy, media training, membership, finance, legal issues, human resources, and much more, Institute ultimately educates participants on all facets of running an association. To view a full listing of course offerings, [click here](#).

### WHAT IS THE BENEFIT OF ATTENDING INSTITUTE?

Association professionals who attend Institute receive an increased capacity to better lead their associations and influence their industries. After participating in four Institute sessions, attendees earn the IOM recognition, which signifies 96 hours of nonprofit management training.

Institute's curriculum is directly tied to the body of knowledge for the CAE (Certified Association Executive) exam. Furthermore, Institute is an approved CAE provider, which means that all courses can be applied to the credit hours needed to sit for the exam. Association professionals who graduate from the program receive 96 credit hours toward the CAE certification.

### HOW LONG DOES IT TAKE TO GRADUATE FROM THE INSTITUTE PROGRAM?

Typically, participants attend Institute once a year for four years. However, association professionals looking to fast-track their growth may attend multiple sites in a year. It's up to the participants to decide what pace is best for them and their organizations. For a general schedule of the week, [click here](#). To view upcoming Institute sessions, [click here](#).



## WHO ATTENDS INSTITUTE?

Association, chamber of commerce, and other nonprofit professionals all attend Institute. Class members represent a mix of nonprofit professionals in an effort to enhance networking and learning opportunities.

## WHO TEACHES AT INSTITUTE?

Institute faculty are comprised of industry experts, leading practitioners in the association and chamber industries, consultants, and university professors. [Click here](#) to view a listing of this year's Institute faculty.





## REASONS TO ATTEND

### WHAT'S IN IT FOR YOU?

You will benefit from attending Institute in the following ways:

- You will receive instruction from and engage in discussion with leading industry experts who understand how to help you be successful in your career.
- You will develop a network of peers throughout the country you can turn to for advice and guidance in your pursuit for excellence.
- You will earn 96 credit hours toward your CAE.
- You will become a more valuable employee as a result of the knowledge and skill set gained.
- You will graduate with the IOM recognition, demonstrating to the association community your commitment to and understanding of how to lead an association.

"Attending Institute allows me to not only learn new skills and get best practices, but also the opportunity to build lasting relationships with classmates that will last long after we graduate. It is the most worthwhile week out of the office all year." Danielle Kilian, Events Director, Building Industry Association of Clarke County

### WHAT'S IN IT FOR YOUR BOSS?

Your boss will benefit from sending staff to Institute in the following ways:

- Staff members will learn best practices in the association community to help increase membership, generate non-dues revenue, cut expenses, create more value for members, and improve existing programs.
- Staff members will gain a greater knowledge of association governance and finances, thus helping to ensure the association is legally protected.
- Staff members will be mentored by industry experts.
- Staff members can earn 96 credit hours toward their CAE.

"The communication, management, and leadership skills I have learned this week at Institute will be with me my whole life. The handouts and take home materials will surely be valuable references for years to come. Thank you for a fantastic week!" Cristin Barta, IOM, Marketing Expert, Blizzard Internet Marketing



## WHAT'S IN IT FOR YOUR BOARD?

Board members will benefit from sending association staff to Institute in the following ways:

- Association staff will gain a better understanding of association governance and finances, thus helping to ensure the association is legally protected.
- Association staff will learn about non-dues revenue programs that will aid in increasing the association's revenue.
- Association staff will learn how to increase membership recruitment and retention.
- Association staff will learn how to better lead and manage their teams.
- Association staff will learn how to effectively advocate for policies on city, state, and federal levels on behalf of the association's members.

"Networking, networking, networking. There is nothing better than learning from your peers. I would highly recommend IOM to anyone that is part of the association or chamber world. Thank you! What am I going to do when IOM is done?" Dana Brooks, VP of Membership and Business Development, California Trucking Association

## WHAT'S IN IT FOR YOUR MEMBERS?

Your members will benefit from association staff attending Institute in the following ways:

- Association staff will be kept abreast of industry trends and how to effectively translate those trends into success for the members.
- Association staff will learn how to effectively advocate for policies on city, state, and federal levels on behalf of the association's members.
- Association staff will gain a better understanding of how to increase the return on investment members receive from paying dues.
- Association staff will learn how to more effectively develop value-based meetings.
- Association staff will learn of programs that have benefited members of other associations throughout the country and will be able to adopt those practices to meet the association's needs.

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## CURRICULUM

Institute's curriculum is aligned with the knowledge requirements for the CAE and CCE nonprofit industry certifications. Each year attendees take six core courses and select three elective courses, one from each group. Electives allow participants to further their professional development by focusing on particular areas of interest. Upon graduation a student will have earned a total of 96 credit hours.

### First-Year Core Courses

- C110 Financial Fitness
- C125 Hiring, Firing, and Everything In Between
- C130 Unleash the Leader Within
- C150 Communicating with Confidence
- C180 Guide to Governance
- C185 Recruit, Engage, and Retain Your Members

### Second-Year Core Courses

- C220 Is That Legal?
- C230 Managers Who Motivate
- C250 Customer Service Inside and Out
- C260 Marketing Strategies
- C261 Events: Strategy and Operations
- C270 Effective Government Affairs Programs

### Third-Year Core Courses

- C310 Budgeting and the Bottom Line
- C330 Everyday Ethics
- C340 Strategic Planning
- C341 Win-Win Partnerships
- C360 Culture of Innovation
- C380 Volunteer Development

### Fourth-Year Core Courses

- C420 Current Legal Issues Facing Your Org.
- C430 Becoming a Strategic Leader
- C441 Industry Forecast
- C460 Integrating Strategic Technology Solutions
- C470 Advocacy and Alliances
- C490 Organization Leadership for the Future

### Group One Elective Courses

- E110 Revving Your Revenue Stream
- E120 Executive Law
- E126 Dealing with Challenging Employees
- E140 Building Organizational Excellence
- E142 Fundamentals of Community and Economic Development
- E150 Diversity, Equity, and Inclusion
- E163 Communicating Through the Media
- E180 Building Better Boards and Committees

### Group Two Elective Courses

- E210 Executive Finance
- E211 Sponsorship Solicitation
- E230 Managing Upward
- E240 Strong Associations for the Future
- E241 Strong Chambers for the Future
- E243 Developing a Competitive Workforce
- E244 Using Data to Grow and Sustain Your Org.
- E250 PACs and Political Endorsements

### Group Three Elective Courses

- E310 Dues and Don'ts
- E330 Learning to Let Go
- E331 CEO Lessons Learned
- E340 501(C)(3) Foundations
- E342 Advanced Strategies of Community and Economic Development
- E350 The Art of Persuasion and Negotiation
- E360 Strategic Communications
- E362 Policy Development and Implementation
- E380 Delivering Value



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## DATES AND DEADLINES

Midwest Institute  
University of Wisconsin  
Madison, WI  
June 9-13, 2019  
Scholarship Deadline: March 22, 2019  
Early Enrollment Deadline: April 19, 2019

Southeast Institute  
University of Georgia  
Athens, GA  
June 23-27, 2019  
Scholarship Deadline: March 22, 2019  
Early Enrollment Deadline: April 19, 2019

West Institute  
Loyola Marymount University  
Los Angeles, CA  
July 17-21, 2019  
Scholarship Deadline: April 26, 2019  
Early Enrollment Deadline: May 24, 2019

Northeast Institute  
Villanova University  
Villanova, PA  
July 28-Aug 1, 2018  
Scholarship Deadline: April 26, 2019  
Early Enrollment Deadline: May 24, 2019

Winter Institute  
University of Arizona  
Tucson, AZ  
January 5-9, 2020  
Scholarship Deadline: October 18, 2019  
Early Enrollment Deadline: November 15, 2019





## COST

The cost to attend Institute is \$1,395.00 for U.S. Chamber members and \$1,845.00 for nonmembers. Tuition increases by \$200.00 after the early enrollment deadline.

The enrollment fee includes tuition, materials, scheduled meals, breaks, and receptions. Attendees are responsible for transportation to and from site, housing, non-program meals, and incidental expenses.

Below is a breakdown of what is included in the enrollment fee.

### WHAT'S INCLUDED

- Nine classes with experienced and knowledgeable faculty members
- 24 continuing education hours toward the CAE (96 total)
- Some meals and breaks\*
- Graduation and Big Bash celebration dinner
- Transportation between campus and host hotel(s) when not within walking distance

### ADDITIONAL COSTS

- Travel to and from site
- Lodging
- All but one dinner (opening night, class dinner, and free night)
- Additional activities
- Incidentals

*\*Schedule varies by site. Please contact the Institute office at [iom@uschamber.com](mailto:iom@uschamber.com) for details on a specific site.*