

BOARD OF TRUSTEES AGENDA



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

2019 WINTER MEETING MINUTES

MEETING MINUTES FEBRUARY 5, 2019 11:30 A.M.–1:00 P.M. EST CONFERENCE CALL

In attendance: Megan A. Lucas, IOM, CCE, CEcD; Jeremy L. Arthur, IOM; Matt R. McCormick, IOM, CCE; Chris E. Wallace, IOM, CCE; Christin W. Berry, CAE; Rich Cantillon, IOM; Kimberly Dahlsten, IOM; Tony Felker, IOM, CCE; Mark L. Field, IOM, CCE; Christine Kennedy, IOM, CCE, CPC, ELI-MP; Nick Kieffer, IOM, CP; Jack Lank, IOM; Kelle Marsalis, IOM, CCE; Stephanie M. Parton, IOM, CAE; Jodie Perry, IOM, CCE, CCEO-AP; Gene Terry, IOM, CAE; Scott Waller, IOM; Angie Whitcomb, IOM; Raymond P. Towle, IOM, CAE; Karyn K. MacRae, IOM, CAE, CMP; Caitlin C. Gayles; Katelynne G. Cox; Andrew Y. Weller, IOM; Megan Kastner

Not in attendance: Steve Clark, IOM, CFE, J.D.; DJ Johnson, IOM, CAE; Crystal Moore, CAE; Peter J. McNamara, IOM, CAE, J.D.

I. Welcome and Introductions

Megan A. Lucas, IOM, CCE, CEcD welcomed everyone to the call and roll was called.

II. Approval of Minutes

The minutes from the October 5, 2018 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. The Winter Board of Regents nominating committee report was approved with an amendment (included below).

BOARD OF TRUSTEES

NEW TRUSTEE

Robert Medler, IOM
Vice President, Government Affairs
Tucson Metro Chamber
Tucson, AZ
Term: Through 2020

ROTATING OFF

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

CURRICULUM COMMITTEE

NEW MEMBER

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

ROTATING OFF COMMITTEE

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

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WINTER BOARD OF REGENTS

Chair

Robert Medler, IOM
Vice President, Government Affairs
Tucson Metro Chamber
Tucson, AZ
Term: 2019-2020

Vice Chair

Mike Hofman, IOM
Executive Director
Orange City Chamber of Commerce
Orange City, IA
Term: 2019-2020

Past Chair

Nick Kieffer, IOM, CP
President and CEO
Goshen Chamber of Commerce
Goshen, IN
Term: 2019-2020

Term Renewals (two-year term):

Steven Baas, IOM, CCE
Vice President for Government Affairs
Metropolitan Milwaukee Association of Commerce
Milwaukee, WI
Term: 2015-2021

Erin Carney, IOM
President
Metrocrest Chamber of Commerce
Carrollton, TX
Term: 2017-2021

Rudy P. Flores, IOM
Executive Director
Lincoln Square Ravenswood Chamber of Commerce
Chicago, IL
Term: 2017-2021

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

Steve Halter, IOM, EDFP, PCED
President
Greater Poplar Bluff Area Chamber of Commerce
Poplar Bluff, MO
Term: 2015-2021

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

REMAINING ON BOARD, NO ACTION REQUIRED

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

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

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

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

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

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

ROTATING OFF BOARD

Stephanie M. Parton, IOM, CAE
Vice President, Communications
Indiana CPA Society
Indianapolis, IN
Term: 2012-2019

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

IV. Program Updates

Staff provided overviews of various aspects of the program.

- a. Marketing (Andrew Y. Weller, IOM)
 - Ads were placed in ACCE's *Chamber Executive* magazine.
 - A banner advertisement is currently online on ASAE's website through March, highlighting summer registration.
 - A postcard mailing went out in the fall advertising 2019 dates to thousands of recipients.
 - The Institute planner is once again the largest marketing piece and was completed within guidelines of past years again.
 - Institute will have an on-site presence at multiple conferences with table materials this year, including W.A.C.E., MAKO, and ACCE.
 - Screen cleaners are being redesigned with an updated testimonial for the 2019 conference season. These will be placed in attendee bags at MAKO.
- b. Social Media (Andrew Y. Weller, IOM)
 - Social media followers increased across all platforms in the past year.
 - The #TestimonialTuesday and #SessionSpotlight campaigns focused on Facebook and Instagram were successful and supported growth and engagement.
 - A new social media campaign, #ROIInstitute, will focus on the benefits of implementing Institute-learned skills after graduation, demonstrating real ROI.
 - On-site social media was slightly down during Winter Institute, most likely as a result of increased social activity on the new app and less tweeting.
- c. Scholarships and Fundraising (Katelynne G. Cox)
 - 2019 Winter raised \$11,919.57 on-site through the silent auction and run.
 - Letters for requesting auction items have been sent to all committee members.
 - An internal change was made resulting in #GivingTuesday funds shifting to impact the following year. Therefore, all donations made on #GivingTuesday in 2018 will be available for use in 2020.
 - Registration donations for scholarships are now split evenly across sites.
 - To date, five State Partner Scholarship (SPS) partners plan to send a total of ten people to 2019 Institute sites.

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- d. Winter Geographic Breakdown (Megan Kastner)
- The 2019 Winter Institute goal was 240 overall attendees, with 63 first-years. Final numbers were just shy of the overall goal with 238 total attendees, 64 of which were first-years.
 - The majority of attendees came from chambers, at 61.69%, in comparison to associations, at 25.63%. The other 10.07% came from other organizations.
 - The majority of attendees were senior executives or department heads and ranged in age from 31-40 years old.
 - The greatest representation was from Texas, with 28 attendees.
 - The top state increases since last year were Maine and South Carolina, both with four more attendees.
- e. Curriculum (Caitlin C. Gayles)
- The on-site app using the new platform, CrowdCompass, launched at Winter. It was very user-friendly and received great reviews.
 - Through the capabilities of CrowdCompass, paper schedules were no longer printed/distributed, and attendees were able to change their electives on-site through the app.
 - An example course evaluation was referenced.
 - The selection of courses audited were changed in the Curriculum Committee meeting.
 - The newest class, E150 Diversity, Equity, and Inclusion will be offered at all summer sites. Staff is looking forward to seeing how it is implemented and received.
- f. ASAE and ACCE Partnerships (Karyn K. MacRae, IOM, CAE, CMP)
- Recognition was given to Christin Berry and DJ Johnson for helping to facilitate conversations with key contacts at ASAE.
 - Institute is working to build upon its relationship with ASAE in order to help educate and spread awareness about the available programs and resources from each organization.
 - The goal is to increase association representation at Institute, thus cultivating more CAE candidates.
 - Discussions are in the works, and Institute hopes to have a presence at ASAE's Annual Meeting.
 - Recognition was given to Crystal Moore, Kelle Marsalis, Tony Felker, Brad Lacy, Jason Camis, and the entire West Board of Regents for helping to turn the original conflict of dates into a wonderful opportunity.
 - Both organizations are cross-promoting ACCE's Annual Meeting and West Institute through various boards, councils, and committees, in addition to in promotional language.
 - Institute is offering a \$200 discount off tuition for anyone attending both programs. It was noted that the use of discount codes must be used at the time of registration.

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V. Boards of Regents' Reports

The Board of Regents Chairs shared an overview of their reports, highlighting successes and opportunities.

- a. Winter Board of Regents report
Nick Kieffer, IOM, CP reported on the success of 2019 Winter Institute, highlighting the fact that logistical challenges were handled well. On-site fundraising was an overwhelming success, and attendee feedback was mostly positive.
- b. Midwest Board of Regents report
Angie Whitcomb, IOM shared that the Midwest regents are focusing on diversifying attendees at the Midwest location, paying special attention to increasing association representation. Regents were recognized for each donating to #GivingTuesday to fund a full tuition scholarship.
- c. Southeast Board of Regents report
Christine Kennedy, IOM, CCE, CPC, ELI-MP echoed the Southeast board's focus on increasing association representation. The board is focusing on the power of personal stories in their recruitment efforts.
- d. West Board of Regents report
Tony Felker, IOM, CCE shared that the West board is continuing their focus on strong fundraising efforts. They look forward to the opportunity for increased attendance as a result of the ACCE partnership and will promote diversity. Feedback was requested for suggestions on how to increase energy on-site, as well as how to help grow the West site.
- e. Northeast Board of Regents report
Due to a scheduling conflict, the Northeast report was not delivered on the call.

VI. Chairman's Report

Megan A. Lucas, IOM, CCE, CEcD delivered her chairman's report, which included the points below.

- The Curriculum Committee was recognized for their work and the group was reminded that curriculum changes made at the 2018 Fall Board Meeting were incorporated at 2019 Winter, with the exception of the addition of the E150 elective.
- Nick Kieffer and the rest of the Winter Board of Regents were congratulated on a successful week.
- Megan shared her positive experience while on-site at Winter Institute, including the strong cohesion of the Board of Regents, as well as the success and user friendliness of the new on-site app.
- Megan expressed excitement for the remaining four summer sites, and reminded the trustees to encourage attendance at all five sites.
- Congratulations were given to Caitlin Gayles on her promotion to Manager, Institute for Organization Management.

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VII. Other Business

There was no additional business to discuss.

VIII. Adjournment

Excitement for 2019 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 4, 2019 in Washington, D.C.