

CURRICULUM RECOMMENDATIONS



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

BACKGROUND

Based on all feedback received from attendees, faculty, and volunteers during 2019, we would like to review the following courses:

1. E330 Learning to Let Go
2. C360 Culture of Innovation
3. C185 Recruit, Engage, and Retain Your Members
4. E310 Dues and Don'ts
5. C341 Win-Win Partnerships
6. E340 501(c)(3) Foundations

E330 Learning to Let Go

Suggested Change: Change title to Delegation, Empowerment, & Accountability

Why: Changing the title can signal what expectations attendees should have when taking this course.

Full class outline is located on page 43.

C360 Culture of Innovation

Suggested Change: Change the first objective to “Defining what is a creative and innovative culture.” Create a second objective titled “Finding ways to create an innovative culture” and move faculty notes under this objective. Keep the third objective as “Using research to determine your members’ needs and discern the real costs and returns. Remove the objective “Innovate or die.”

Why: The current syllabus page for the course does not follow the same format as other courses. We need to move away from the title of “Innovate or Die” and this keeps the sub-bullets from the faculty notes.

Full class outline is located on page 18.

C185 Recruit, Engage, and Retain Your Members

Suggested Change: Revisit changes made in 2018 to add literature applicable to associations. Consider assigning faculty with association backgrounds to teach this course.

Why: Feedback received indicates that this course is too chamber focused and is not applicable to associations.

Full class outline is located on page 7.

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E310 Dues and Don'ts

Suggested Change: Change title to Trends in Membership Models. Consider adding exercises or resources to make this course more applicable to associations.

Why: Feedback received indicates that this course is too chamber focused and is not applicable to associations.

Full class outline is located on page 42.

C341 Win-Win Partnerships

Suggested Change: Change title to Coalition Building. Discuss and update objectives.

Why: Attendee feedback indicates they would like the class content to have more depth and substance.

Full class outline is located on page 17.

E340 501 (c)(3) Foundations

Suggested Change: Change the course name to Foundations Governance and Financials. Change the first sentence of the course description to “If you currently have a Foundation or are thinking about creating one, you need to be fully cognizant of how to make this powerful arrangement work.” Change the first objective to “Building a solid governance structure for your Foundation.” Change the second objective to “Reviewing restricted funds and grants.” Add suggested resources section that includes a link to The Council of Foundation’s “Starting a Foundation.”

Why: Feedback indicates that there is more interest from attendees looking for information on starting a Foundation vs. deep dive into financials when one is already established.

Full class outline is located on page 45.