

# MIDWEST



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

---

## 2019 BOARD OF REGENTS

### CHAIR

**Angela Whitcomb, IOM**

President

Shakopee Chamber of Commerce

1801 East County Road 101

Shakopee, MN 55379

952-445-1660

[awhitcomb@shakopee.org](mailto:awhitcomb@shakopee.org)

Term: 2018-2019

### PAST 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](mailto:johnsond@muskegon.org)

Term: 2018-2019

**Jason Ball, IOM, CEcD**

President and CEO

Round Rock Chamber of Commerce

212 East Main Street

Rock Rock, TX 78664

512-255-5805

[jball@roundrockchamber.org](mailto:jball@roundrockchamber.org)

Term: 2018-2020

**William Fleming, IOM, ACE**

Executive Director

Pekin Area Chamber of Commerce

402 Court Street

Pekin, IL 61554

309-346-2106

[bill@pekinchamber.com](mailto:bill@pekinchamber.com)

Term: 2016-2020

### VICE CHAIR

**Jeffrey Griffin, IOM**

President and CEO

Peoria Area Chamber of Commerce & The CEO

Council

403 NE Jefferson Avenue

Peoria, IL 61603

309-495-5920

[jgriffin@peoriachamber.org](mailto:jgriffin@peoriachamber.org)

Term: 2018-2019

**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](mailto:jarmstrong@lakehouston.org)

Term: 2016-2020

**Desiree Bennyhoff, IOM, ACE**

President and CEO

Edwardsville/Glen Carbon Chamber of

Commerce

One North Research Drive

Edwardsville, IL 62025

618-656-7600

[ceo@edglenchamber.com](mailto:ceo@edglenchamber.com)

Term: 2018-2020

**Heidi Gullickson, IOM**

Executive Director

Brookings Area United Way

PO Box 750

Brookings, SD 57006

605-692-6125

[Heidi@brookingsunitedway.org](mailto:Heidi@brookingsunitedway.org)

Term: 2015-2019



# MIDWEST

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

---

## 2019 BOARD OF REGENTS

### **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

### **Lisa Hoyt, IOM**

Membership Director  
Petoskey Regional Chamber of Commerce  
401 East Mitchell Street  
Petoskey, MI 49770  
231-347-4150  
lisa@petoskeychamber.com  
Term: 2014-2020

### **Corey Hutcherson, IOM**

Vice President, Community Relations  
Wake Forest Area Chamber of Commerce  
350 South White Street  
Wake Forest, NC 27587  
919-556-1519  
corey@wakeforestchamber.org  
Term: 2018-2020

### **Peter Murphy, IOM, CAE, J.D.**

President and CEO  
Illinois Association of Park Districts  
211 East Monroe  
Springfield, IL 62701  
217-523-4554  
pmurphy@ilparks.org  
Term: 2017-2019

### **Jodie 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: 2013-2019

### **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: 2016-2020

### **Heidi Zich, IOM**

Chief Executive Officer  
Home Builders Association of the Fox Cities  
920 West Association Drive  
Appleton, WI 54914  
920-731-7931  
heidi.zich@hbafocities.com  
Term: 2015-2019



# MIDWEST

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

## AGENDA

OCTOBER 4, 2019

10:15 A.M. – 12:00 P.M. EDT

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

- |      |  |                               |
|------|--|-------------------------------|
| I.   | <b>Welcome and Introductions</b>                     | Angie Whitcomb, IOM           |
| II.  | <b>Approval of Minutes</b>                           | Angie Whitcomb, IOM           |
| III. | <b>Institute Staff Update</b>                        | Institute Staff               |
|      | A. Program Updates and Looking Ahead                 |                               |
| IV.  | <b>Nominating Committee Report</b>                   | Jeff Griffin, IOM             |
| V.   | <b>Analysis of 2019 Midwest Institute</b>            | Board Members/Institute Staff |
|      | A. Final Enrollment Report                           |                               |
|      | B. Survey Results and Discussion of Institute Week   |                               |
| VI.  | <b>2020 Midwest Institute</b>                        | Jeff Griffin, IOM             |
|      | A. Create 2-3 Strategic Goals                        |                               |
|      | B. Discussion of Week/Assign Regent Responsibilities |                               |
| VII. | <b>Other Business/Adjournment</b>                    | Angie Whitcomb, IOM           |

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



**MINUTES**  
**JUNE 9, 2019**  
**11:30 A.M. CDT**  
**BOARD OF REGENTS AND CLASS ADVISOR BRIEFING**

**In attendance:** Angie Whitcomb, IOM; Jeff Griffin, IOM; Dawn Johnson, IOM; Jenna Armstrong, IOM; Jason Ball, IOM, CEcD; Desiree Bennyhoff, IOM, ACE; Bill Fleming, IOM, ACE; Tracey Halliday, IOM; Lisa Hoyt, IOM; Corey Hutcherson, IOM; Jodie A. Perry, IOM, CCEO-AP; Peter Murphy, IOM, CAE, J.D., Lisa Weitzel, IOM, CAE; Heidi Zich, IOM; Tami Alexander, IOM; Logan O'Neill, IOM; Charlie Moore, IOM, CCE; Megan Schlimm, IOM; Karyn K. MacRae, IOM, CAE, CMP; Katelynne G. Cox; Mandy Pan

**I. Welcome and Introductions**

Angie Whitcomb, 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**

A group photo was taken and participants 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 prior to advisors being dismissed.

**VI. Board of Regents Business**

- Approval of minutes
  - The minutes from the May 6, 2019 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.



**MINUTES**  
**JUNE 9, 2019**  
**11:30 A.M. CDT**  
**BOARD OF REGENTS AND CLASS ADVISOR BRIEFING**

- Visiting Homeroom
  - Regents discussed the possibility of visiting each Homeroom.
- Importance of fundraising
  - The group was reminded of the various ways to fundraise and that all funds raised on-site go to Institute scholarships.
- 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.\*\****



# MIDWEST

## 2020 SCHEDULE OF ACTIVITIES

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

### **Sunday, June 7**

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** (*4<sup>th</sup> year participants*): Grainger Hall  
**Homeroom:** Individual Classrooms, Grainger Hall  
**Institute Kickoff:** Morgridge Auditorium, Grainger Hall 1100

### **Monday, June 8**

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  
**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 Dinners**

### **Tuesday, June 9**

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.–1:30 p.m.  
1:30 p.m.–5:00 p.m.  
2:00 p.m.–2:30 p.m.  
5:30 p.m.–6:30 p.m.

**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  
**Lunch:** Gordon Avenue Market  
**Core Classes:** Individual Classrooms, Grainger Hall (*Break: 3:00–3:30 p.m.*)  
**Class Advisor Meeting:** Grainger Hall  
**Best Practices After Hours:** Fluno Center, Study Pub

### **Wednesday, June 10**

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:** Discovery Building

### **Thursday, June 11**

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  
**2020 Midwest Institute Concludes**



# MIDWEST

## 2020 BOARD OF REGENTS RESPONSIBILITIES CHECKLIST

---

### Class Advisors

Jenna Armstrong

### Silent Auction/Fundraising

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

### Industry Consultations

1. \_\_\_\_\_

2. \_\_\_\_\_

### Scholarships

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

### Opening Welcome

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

### Graduation Ceremony and Celebration

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

### State Photos

1. \_\_\_\_\_

2. \_\_\_\_\_

### Volunteer/Faculty/Staff Dinner

1. \_\_\_\_\_

### Social Media Strategy (Optional)

1. \_\_\_\_\_

2. \_\_\_\_\_

### Best Practices After Hours (Optional)

1. \_\_\_\_\_

2. \_\_\_\_\_



# MIDWEST

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

## GEOGRAPHIC BREAKDOWN

### 2019 Midwest Institute

146 Attendees from 26 states and the District of Columbia

### State, Number of Attendees, %

Alaska	1,	1.34%	Minnesota	10,	6.71%
Arkansas	1,	0.67%	Missouri	7,	4.70%
California	1,	0.67%	Montana	1,	0.67%
District of Columbia	13,	8.72%	Nebraska	3,	2.01%
Florida	5,	3.36%	Nevada	1,	0.67%
Hawaii	1,	0.67%	North Dakota	1,	0.67%
Illinois	27,	18.12%	Ohio	7,	4.70%
Indiana	5,	3.36%	Oklahoma	3,	2.01%
Iowa	6,	4.03%	Oregon	1,	0.67%
Kansas	10,	6.71%	South Dakota	4,	2.68%
Louisiana	1,	0.67%	Texas	4,	3.36%
Maine	1,	0.67%	Utah	1,	0.67%
Michigan	14,	10.07%	Virginia	7,	4.70%
			Wisconsin	10,	6.71%

Most attendees in 2018, Illinois with 37

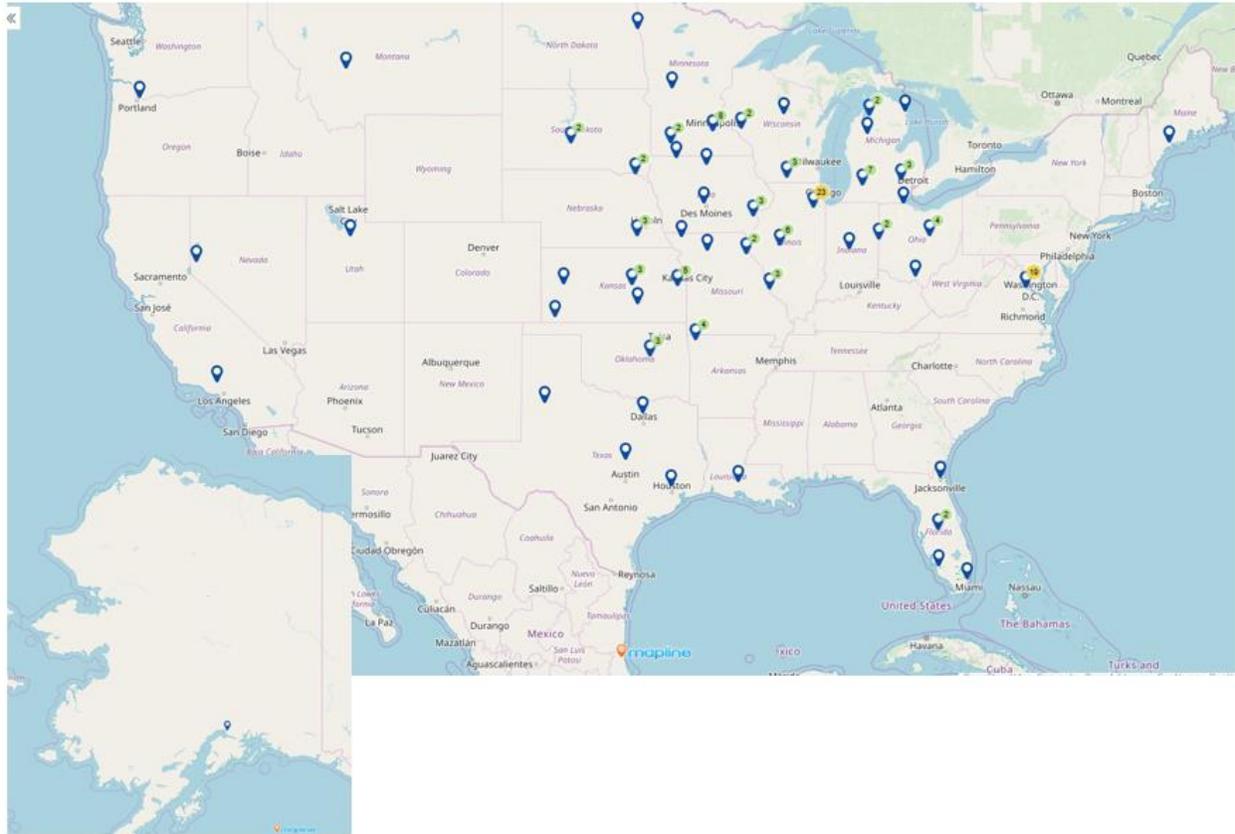
Most attendees in 2019, Illinois with 27



# MIDWEST

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

## GEOGRAPHIC BREAKDOWN

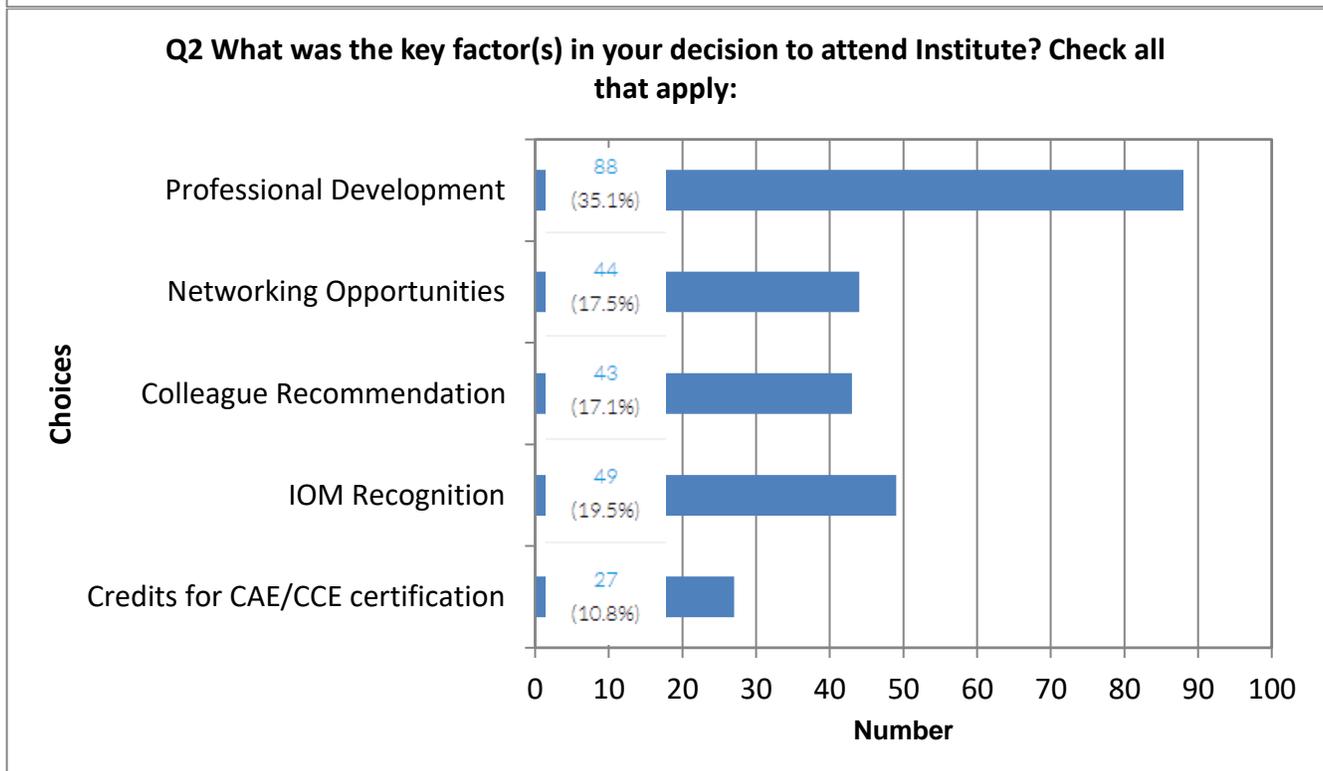
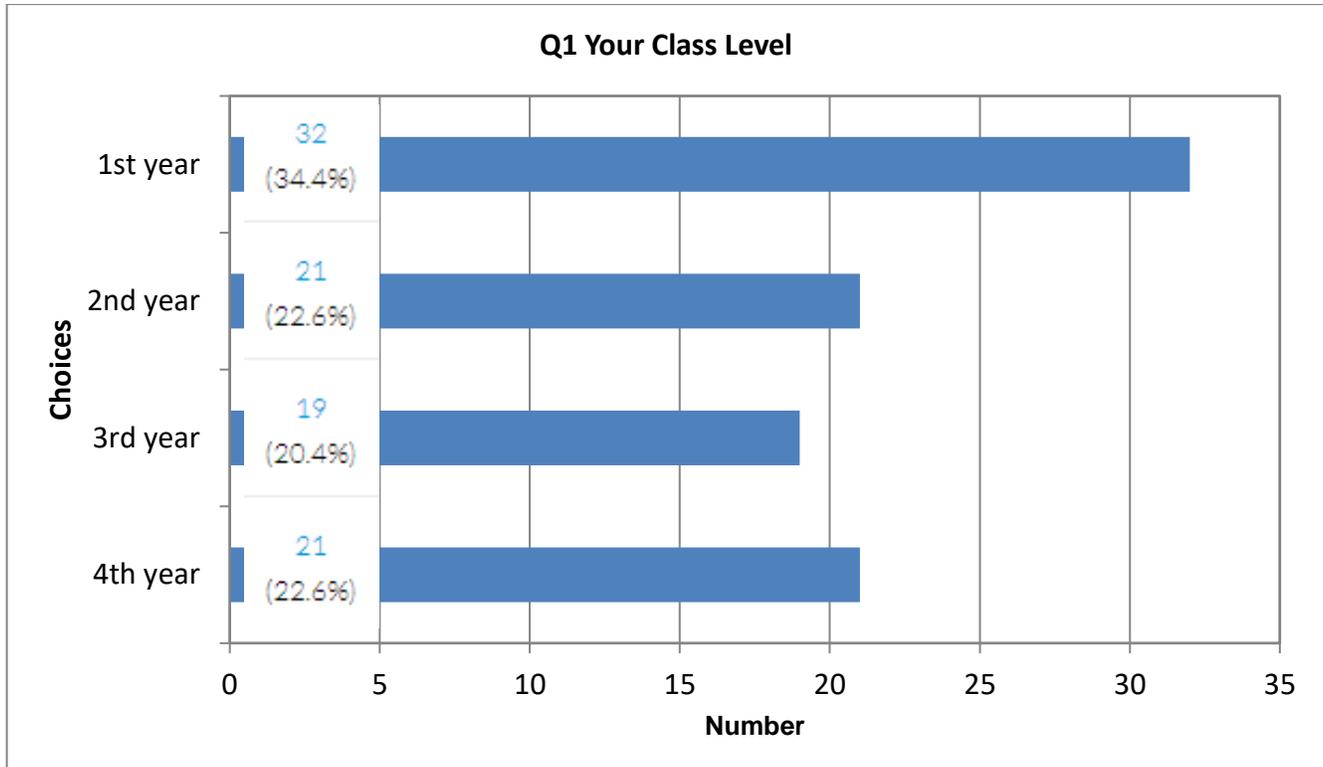




# MIDWEST

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

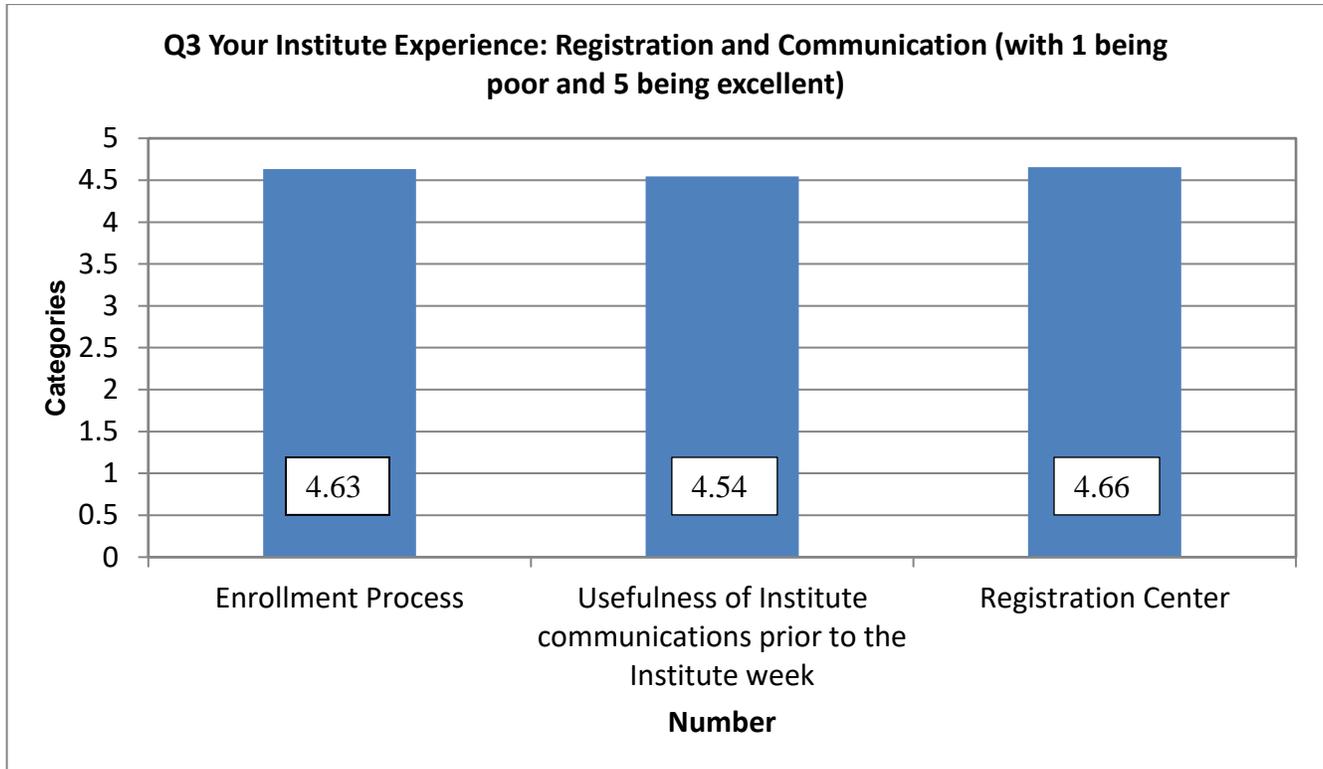
## ATTENDEE SURVEY RESULTS AND FEEDBACK



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



## ATTENDEE SURVEY RESULTS AND FEEDBACK



### Additional comments about registration and communication\*:

- The registration process for me was smooth and efficient for all four years.
- I would like more information regarding class handouts. I searched all over the IOM website for handouts prior to attending and couldn't find anything. It turns out that they were in the app which did me zero good as we didn't have the app information until I was on site.
- The key factor I think I would have liked a bit more guidance on was choosing electives. I knew what I wanted to learn more about, but I could've done a bit better not duplicating topics against the core courses. If there are (especially for first year) entry level courses that will duplicate electives being taught, it might be better to not have them available for first years. The result of my having chosen a finance course is that I got two of the same courses essentially. As far as the registration goes, it was so quick and efficient, it almost needn't have the weight of communication it had. [Removed] were there and visible the second I walked into the space, my registration was complete in less than a minute. Which is great! But I was imagining a much more in depth process. Again -- the only comment is the ratcheting down of expectations of a more intense ""airport-like"" screen of information shares and check points." It was confusing on how to get the group registration discount. I had to contact the US Chamber. One thing that would be good looking back on my experience is if the class advisor would serve as more of a concierge for the city, by recommending places to eat, visit, grab a drink, go for a walk - just some general information about the city that attendees will be in for the week. Also, maybe be more helpful in planning evening events for the class.

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



# MIDWEST

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

---

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- [Removed] kept us updated so well!
- The app didn't work correctly. I had to login every time I used it.
- Last year, we had an attendee service center that was accessible a week prior to the event. I enjoyed being able to download and review documents in advance of the meeting. Though much info was in the app, it was more cumbersome and less user-friendly as it relates to class materials.
- Somehow missed the communication to not registering prior to applying for a scholarship.
- Very thorough. I felt very prepared with all of the logistical details.
- I have used Cvent before so it was very easy for me.
- Communication from Institute staff and the registration process have always been easy... each year. Thank you for everything you put into that part of the program.
- One communication was to a link that was not active. I missed at least one communication regarding the app instructions (perhaps that was communicated via facebook?). On my day of travel to Madison I sent an email to an Institute staff member regarding the app, and did not receive a response. Not good.
- I received a scholarship and know why registration couldn't happen until that was done but it made me a little nervous to wait so long to register for IOM. Maybe the process for scholarships should start earlier?
- The new app is a huge improvement in communicating with attendees.
- For some reason, one of the recommendations on my scholarship application did not come through, when I know for certain that I uploaded both recommendations. Therefore my application was automatically kicked out. I spoke with others at Institute who experienced the same situation. I would appreciate IOM moving away from an automated application if there is room for machine error. Or at the very least send out an email to the applicant letting them know that there is a piece of information missing.
- Registration process is very smooth.
- The registration prior to site is useful but gets overwhelming because of the amount of it coming in from IOM and your class advisor.
- Partly due to my creature of habit and not reading all the way through the email prior to registering, this year I was unable to apply for a scholarship through IOM due to registering first. This was changed from years past where we registered and then applied. When I called immediately after recognizing my mistake, staff was less than pleasant or helpful and basically told me that I should have read all the way through. I did not feel that the situation was handled according to what we teach or learn at IOM. Going above and beyond is the way of life in the Chamber world and I felt it could have been a big win for the Institute Staff to be a little more understanding.
- Although there was a lot of information prior to arriving, it was all very welcomed and useful! Super simple check in.
- I personally was very impressed with the communication, and it was nice that prior emails that were shared with the new attendees. This offering no gaps in communication.
- Very smooth and if I did have a question, responses came quickly.
- I love how you formed groups of our class on Facebook and via email. It gave us a chance to connect a bit, even as a new class.

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



## ATTENDEE SURVEY RESULTS AND FEEDBACK



### Additional comments about customer service\*:

- I think that the work of all involved is superb. I found support, information, and warmth in all that I came in contact, including staff, regents and our class advisor. Our 4th-year class advisor was simply terrific this year.
- [Removed] was great at providing information prior to Institute and during classes. I would have liked her to be more engaged in more evening events bonding with our class as well. However, maybe that's not a role of an adviser. If not, she did great in all other areas.
- Everyone was very helpful and accommodating.
- Our class advisor, [removed], was amazing. Great energy and communication before, during, and after Institute.
- Stayed at the Hampton and would highly recommend it. Institute Staff, for the most part, were worth the price of the course. However, there were some definite misses. It is difficult to structure such a long course, and not every class really had enough information for 3 hours. On class advisors, please see note above. Not much interaction with the Board of Regents.
- [Removed] was an outstanding class advisor. She did a great job communicate with us what the week would entail and kept us up-to-date on everything we needed to know.

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



# MIDWEST

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

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- The Doubletree was amazing - and their staff so kind (especially the shuttle drivers). The only suggestion I have is that we all be offered a late check-out since class on Thursday does not end until 11:30am and the check-out time was 11am. Given the block of rooms we utilize and the room nights most of us book (I had 5), it is a rush to be out the door, checked out and bags checked at the front desk by 7:30am. Also, most of us wish to change before flying back to our homes and that is harder to do with no room. Food for thought...especially if they could move the needle to 1pm. As for the Class Advisors/Regents, being a third year in a new venue, I felt a bit out of place and as if I "missed something" in Madison. Granted, being the "new kid" may do that - but being aware and sensitive to the fact that not everyone has been in Madison prior to this year is worthy of noting. I loved [name removed] - she was amazing. She spent a lot of time with me in a Consult and we have had two follow-ups via email. I had never taken advantage of this opportunity but was SO glad I did this year. We have much in common and I feel rejuvenated after talking to her. Wow! Finally, I must share one difficult comment. I dealt with a very awkward situation with my Advisor and a Regent confronting me on Tuesday afternoon about a comment I made the night before at our class dinner that was perceived/believed to be sexual in nature (I did not know inviting people to a gay bar was sexual, but maybe my unnamed, complaining colleague is not as open-minded as me or others) and well, it was handled in a way that made me feel even more uncomfortable and singled out. When information is received third-hand and then you are confronted, it tends to create that scenario. But, as leaders and executives of Chambers - of which both of these gents are - or any organization - I expect better. I expect transparency and most of all, I expect to be spoken to directly - not third-hand. Isn't this the point of IOM and professional development? I have to say, after that happened, it shut me down for the remainder of the week and left me very upset and well, disappointed."
- I stayed at the Hampton Inn this year after a cancellation from Fluno. I've stayed now at Fluno, Doubletree, and Hampton for the conference. Hampton is by far the best experience in customer service and offerings.
- Everyone is great!
- Everyone is always very friendly, welcoming and helpful.
- Everyone has always been super friendly. I just don't interact much with the staff or Board of Regents. It always feels like there are quite a few people around, but I'm not sure what their purpose is.
- Some Institute staff do not seem genuinely friendly, and are not approachable (and do not proactively engage in conversation with students). Same with some Board of Regents.
- We had a fantastic experience last year with our class advisor so it was a high standard. [Removed] was great, but she also came off as a bit rude when she shamed a classmate for coming in right at 8am by requesting we all boo this person (who I know for a fact was dealing with a personal issue before entering the room). She was also a bit forceful with some aspects but didn't provide enough info on other things like the testimonials. I would have liked to have done one to try to win a free registration as I may not have funding next year, but it was never mentioned.
- Hampton Inn seriously had the best hotel staff I've ever experienced! They were wonderful! Loved [removed]. She is awesome! I didn't have a ton of facetime with Institute staff but all seemed well. It was very nice to see such involvement from the Board.

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



# MIDWEST

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

---

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- Customer service is never an issue when in Madison. The Institute staff is always easy to talk to and I can always seem to find one around if I need them. I even emailed them before the week and got a quick response from them with the answer I needed. Hotel staff was excellent for a third year in a row. Every single person I come in touch with there is kind and helpful. Class advisors... they rock! Our class always seems to have the best!! Board of Regents, I think we have the best one. Each of them that I have met have been so wonderful, encouraging and supportive.
- Didn't really interact with class advisor this year.
- I loved the woman who was the head of Board of Regents who taught the community development class. Other than that, I felt that the other Board of Regents representatives didn't really want to interact with the first year students.
- The Doubletree staff made the reservation process difficult. The room blocks were booked before the block expired and they were not in the least flexible about extending the number of room blocks for the IOM participants. I would highly reconsider partnering with them in the future. I do not share these strong feedback lightly.
- Outside of my registration issues with IOM Staff, on several occasions while at Institute the IOM staff was not the representation that you would expect. When you are in the event planning industry, you have to be understanding and hospitable. This specifically is targeted toward graduation evening - there could have been more information given regarding graduation details and flow.
- [Removed] were great. This is definitely a section of the survey that would receive increased positive feedback based on personal contact. I had the benefit of knowing [removed] from the state conference in Peoria in Fall 2018. Membership and participation -- as is true in each of our respective organizations -- is what you make of it. [Removed] positive attitude and consistent spirit of support buoys any uncertainty or ambivalence present in a first-year attendee.
- [Removed] has a similarly welcoming energy and the two together steered me into a open space where I was able to process the beginning if Institute and feel confident that my well being was being considered. The feeling of collegial support and oversight of my well being only increased over the course of Institute."

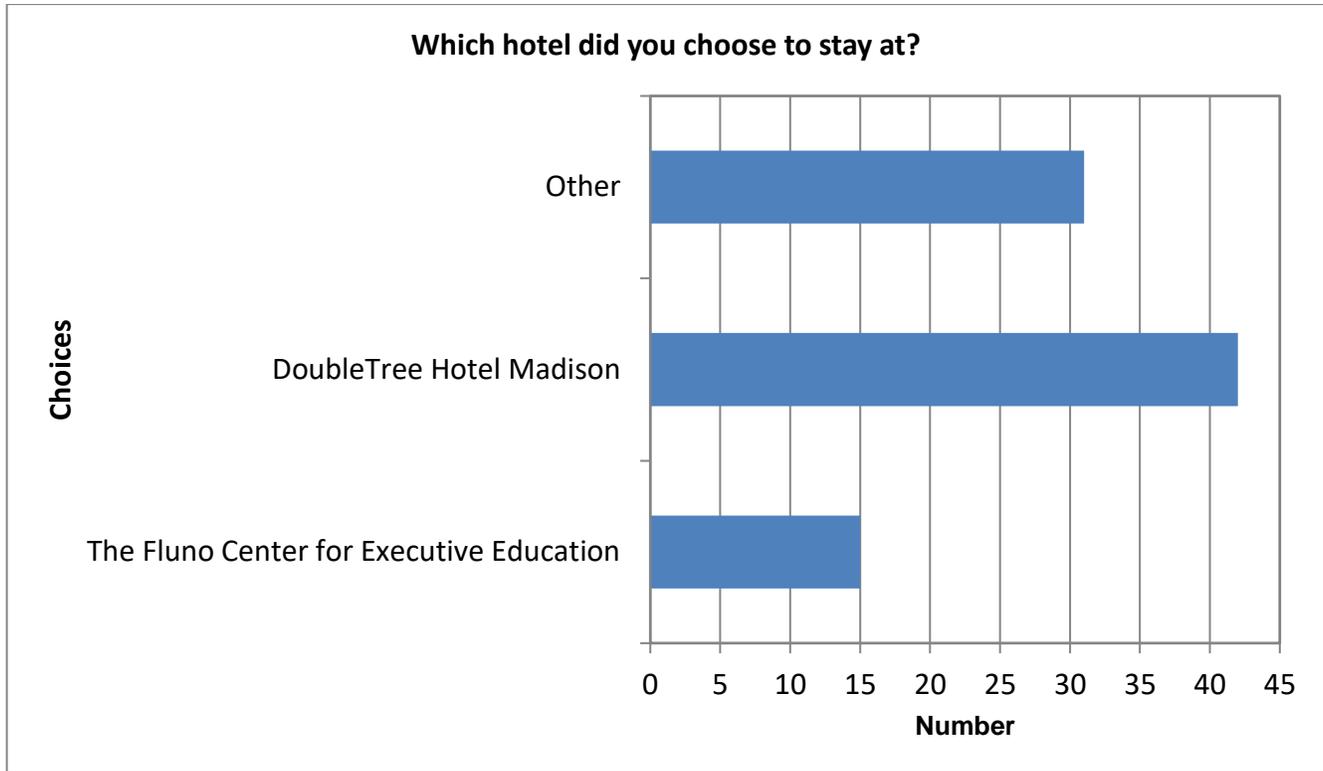
*\*ATTENDEE COMMENTS ARE LISTED AS WRITTEN BY THE ATTENDEE AND NOT EDITED FOR GRAMMAR.*



# MIDWEST

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

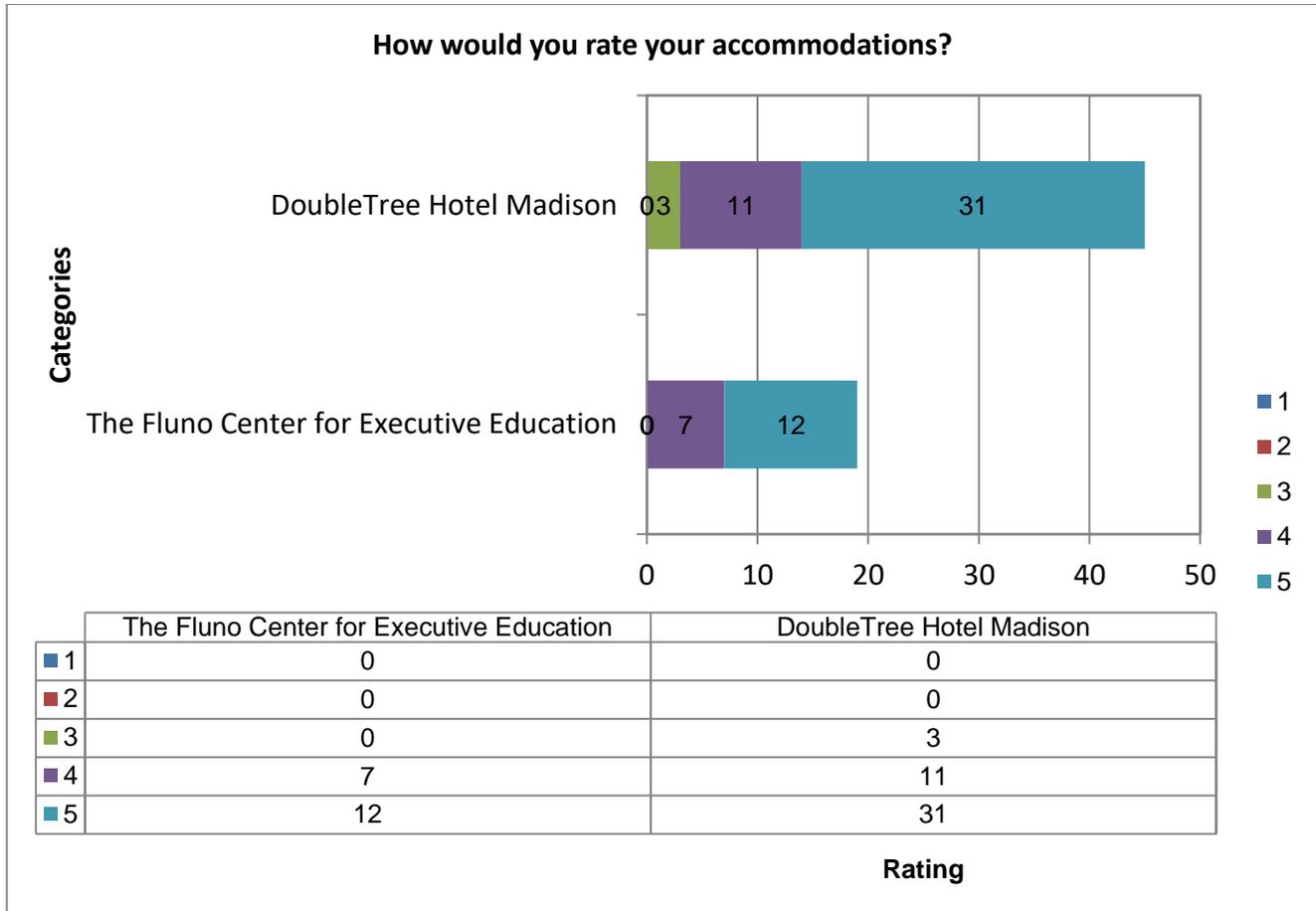
## ATTENDEE SURVEY RESULTS AND FEEDBACK



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



## ATTENDEE SURVEY RESULTS AND FEEDBACK



	The Fluno Center for Executive Education	DoubleTree Hotel Madison
1	0	0
2	0	0
3	0	3
4	7	11
5	12	31

Answer Category	1	2	3	4	5	N/A	Totals
DoubleTree Hotel Madison	0 (0%)	0 (0%)	3 (4.5%)	11 (16.7%)	31 (47%)	21 (31.8%)	66
The Fluno Center for Executive Education	0 (0%)	0 (0%)	0 (0%)	7 (13.5%)	12 (23.1%)	33 (63.5%)	52
Totals	0	0	3	18	43	54	118

### Additional comments about accommodations\*:

- Having the ability for late check-out on the last day would be helpful.
- Hampton Inn was great!! I got moved due to a maintenance issue but was very happy with the room and staff!
- Hotel staff at the DoubleTree were AMAZING!
- The Hampton Inn had great rooms, service and breakfast. Enjoyed my stay there.

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



# MIDWEST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

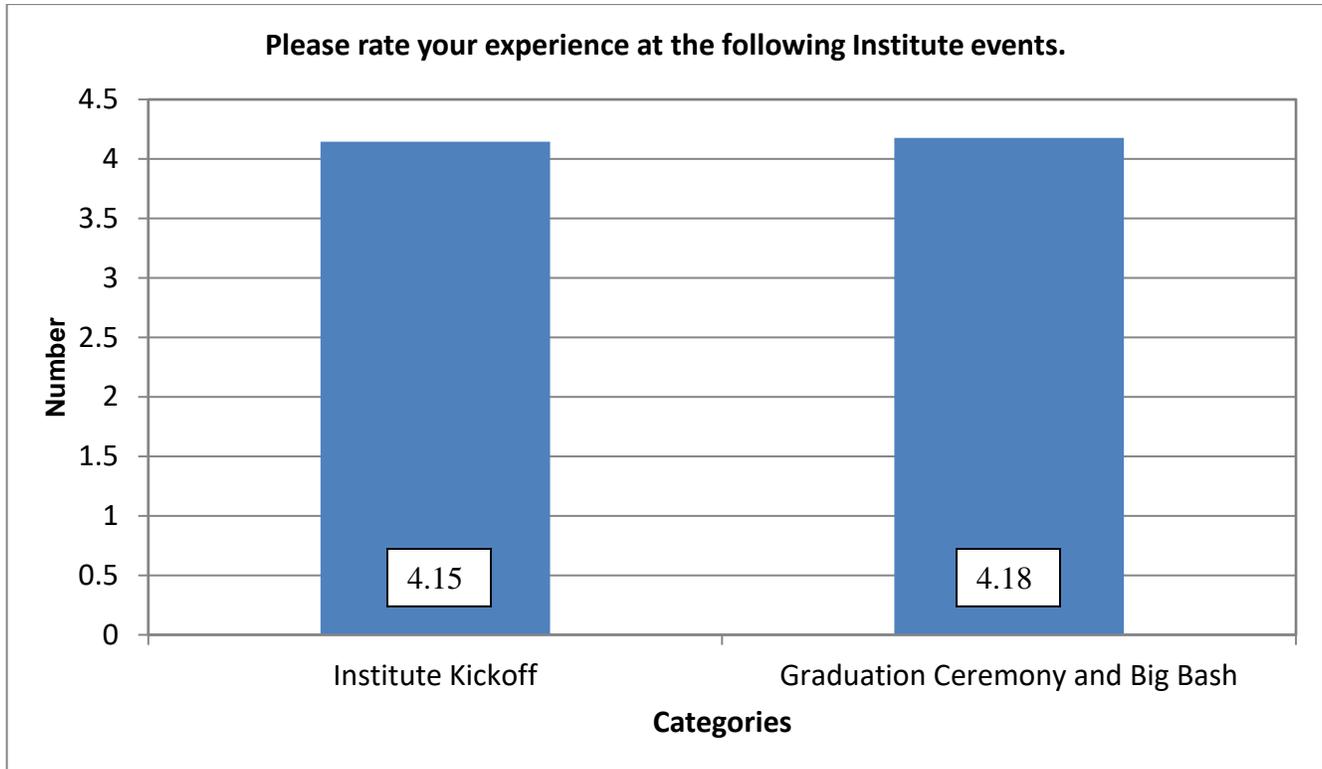
---

- The Hampton is by far the best hotel in the surrounding area!
- Communications from DoubleTree GM regarding relocation to Hampton Inn was top notch.
- The team at the DoubleTree is phenomenal!
- Great accommodations, parking, customer service, breakfast, location.
- See my notes above about late check-out!
- We had a room booked at the Double Tree, but were one of the rooms that was moved to the Hampton (I believe, the reservation was not under my chamber.) The hotel was fabulous, the breakfast was delicious, staff was welcoming and the walk was easy!
- Great location in terms of ease of walking to class and night life. The shuttle service was very helpful as well.
- Stayed at the Hampton Inn - loved the stay. Not sure if it was comparable on price, but Institute should look into blocking off rooms there as well and asking for a block rate.
- Staff was friendly and accommodating.
- My flat iron was damaged in the course of the day. It was working in the morning and when I returned to my room that afternoon it was not working. I had to replace my flat iron while in Madison.
- Doubletree provides both great service and amenities. Their service is top notch.
- The hotel was nice, however, I was initially reassigned which was communicated via email without explanation. I ended up reaching out and they put me back at the Doubletree - but it was a frustrating experience.
- Wish their restaurant was open before 5 pm.
- I also heard that those who were relocated to the Hampton Inn were very pleased with their stay.
- This year I had a unique circumstance and actually drove home each day. I plan to stay in the Fluno again next year. I have always enjoyed Fluno and found the registration (and cancellation) process to be quite easy.
- Fluno center once again is a great location, but the bedding was off. Numerous of my classmates noted the horrific pillows that caused us all bad night's rest.
- As stated above, Hampton Inn (which we ended up in due to a water main break at DoubleTree...as we were told) was phenomenal! We thoroughly enjoyed our stay there!
- Totally fine but nothing to write home about.
- Pricey.
- The US Chamber can't go off the grid and recommend places they obviously wouldn't have the ability to certify, but as a regular user of AirBnB for both economic and experiential reasons, I doubt I would opt to stay in the hotel in Madison. At the time of the reservation, I had the benefit of being reasonably familiar with the layout of the City of Madison and the incentive (I was responsible for the cost of my accommodations) to keep the cost down. These two factors plus my own independence and curiosity make this option really ideal for me.
- I would highly suggest securing a room block next year at Hampton Inn - the accommodations are much nicer than Doubletree and Fluno and breakfast is included!

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



## ATTENDEE SURVEY RESULTS AND FEEDBACK



### Additional comments about events\*:

- I did not attend the Big Bash.
- It would have been nice if the graduation reception could be located closer to our hotels or near places that we can easily get to afterwards without walking ten blocks. Also, if the above consideration is not an option, than it would have been nice if the music could have continued until 10 or 10:30.
- Hard to hear speakers at the graduation ceremony. Otherwise, quite enjoyable.
- The sound at Big Bash was very low. It was difficult to hear most of the speakers from where we were sitting. I would like to see an organized time when each class takes a class photo rather than a couple of us trying to wrangle everyone in. Could this be organized by the class advisers?
- The Institute Kickoff was the best back in 2016 when we went to the Double U and did a Bingo type get to know you activity. I would say the Homeroom time could be shortened to 30 mins and Kickoff could then be done by 5:15.
- Nitty Gritty - nothing to do with us - but warm temps in the establishment with having it held there.
- Could not hear at graduation and there was not enough space to even sit comfortably in the chairs. A lot of people didn't even have a chair. Did not seem very inviting for something we were told we needed to go to.

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



# MIDWEST

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

## ATTENDEE SURVEY RESULTS AND FEEDBACK

---

- The Graduation Ceremony and Big Bash were particularly meaningful to me this year. Thank you for providing a beautiful send-off of our four years at Institute!
- The entree was a little...sparse.
- I heard that this year Big Bash was a little shorted, my class had a ton of fun dancing! I am sure we would've stayed as late as the dj played.
- As a first year, kickoff was a little clicky and I felt like the outsider and everyone else was in on the joke.
- The kickoff was kind of a painful experience - especially the first year. Like IOM was being sold way too hard. The Pep-Rally experience was unnecessary and a little off-putting for a professional course. It wasn't so bad after the first year when you knew it was coming, but again, unnecessary. The Graduation Ceremony was, for the most part, done well. Probably could have opened the bar sooner. The food was pretty poor. Nice venue this year.
- Graduation dinner was very slim and the little leg on the breast was gross. I had two tiny slices of carrot on my plate. They could have done better for IOM, I feel they took advantage of the consistency. The DJ acts like he is from the 80's...could use more variety in music choices. One line dance song every few is fine not all at once...made everyone leave.
- Really enjoyed the previous snacks that were distributed and disappointed those weren't there this year. Kickoff seems like a waste of time. I would've rather fly in later to be prepared for Monday vs. the need to be at kickoff. Never really understood the point to that event. Graduation "rehearsal" didn't really provide any information outside of what was re-communicated during Wednesday's class. Graduation felt very unorganized and all over the place, especially in regard to graduation ceremony seating. A large portion of the 4th year class left rather quickly following dinner. Not sure what you could have done about it but I hated to see that the majority departed so early - maybe add some ways to entice attendees to stay for the full event or at least make it a point to request full attendance ahead of time.
- I think the graduation could be updated in a way that would be more enjoyable for everyone. Open up the graduation and maybe 1 drink to all classes and then do the dinner as a smaller affair, maybe at a nice restaurant, for just the 4th year class. It would be more intimate and fun for the graduating class, the food would be better and it could be tailored more to the interests of the group. This year, the food was mediocre, dancing didn't start until late, and when there is so much to do and see in Madison it seems silly to try to keep people in a conference center with mediocre conference food.
- Suggestion would be to have input from the 4th years in planning the Big Bash if you would like them to stay. We were very unsure of what was going to happen (if anything) after dinner so we ended up leaving. I remember Year 1 the Big Bash being so much fun. Hate to say it but the food was horrible. Disappointing that it is exactly what we serve for Chamber Luncheons. I guess I was hoping for more at a graduation party and after just spending about \$12,000 at Institute. Graduation was very unorganized. Again, could Year 4's help with this?
- Would like more interaction and/or comradery with the other years. I think we could learn a lot from those graduating, whom we will not have the opportunity to see again in the next years of our journey.

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



# MIDWEST

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

## ATTENDEE SURVEY RESULTS AND FEEDBACK

---

- Kick off was fair. Nothing too exciting. Would have been fun to have a social on site for the kick off or something to encourage classes to mingle instead of forcing them apart. Graduation meal was fair. Wish more IOM attendees would have stayed longer. Class seats may be a good idea with reserved tables for classes.
- The atmosphere at Big Bash was different this year than last; felt like less of an evening event. Sounds crazy, but I think the fact that we were in full lighting during dinner made a difference, as many of us elected to leave earlier than we likely would have. I think the graduation was well-run and special for the graduates.
- Traveling all day on a Sunday for just the kickoff is a little difficult. Especially since I drive seven hours. If you had the kickoff and then had a dinner for all classes, that seems like it's a better use of time.
- Graduation process needs to be better communicated to 4th years.
- My experience was only average because I'm not comfortable in those kind of events.
- Kick off was just fine. The graduation ceremony was very nice- love the location. I would recommend having the dinner served earlier (move up the ceremony time) and the dancing time extended. It felt like the evening came to an abrupt halt.
- Unfortunately I wasn't able to attend either though I would have loved to.
- I could've missed the kickoff and it would not have had an impact on my education.
- I had a guest attend the post-graduation dinner and I must say that for a fee of \$65.00, the actual dinner was less-than-dollar worthy. I tiny piece of chicken on a bed of mashed potatoes was rather embarrassing for me to have served to someone who drove all the way from Chicago to see me graduate, not to mention the price. Catering at Discovery should step up its game, or perhaps consider previous venues which did a better job, if I remember, first and second years.
- I find that the kick off hasn't really been all that useful these past two years. The first year there was a gathering that evening where we all were able to mingle and get to know each other. It's beneficial for the first timers.
- I find the kickoff to be a waste of Sunday. I understand wanting people there to ensure a successful Monday but It just feels like a waste of time at this point. As a 3rd year, I knew the expectations, I knew the schpeel, etc. It just felt like a waste of time.
- I love all the class spirit at Kickoff (especially us, YAY Class of 2021!). For graduation, I liked the ceremony seemed shorter this year, so that was good. The big bash was a bit of a flop- the DJ is not usually very good and noticed a lot of people leaving early to spend time elsewhere. Also, where was the cider option for a drink from last year?!
- Institute kickoff to include a meet and greet mingle. Great kickoff with the rooftop social and scavenger hunt card. Graduation Ceremony - include a short motivational speaker while attendees are eating? Eliminate the DJ, feels like a wedding reception.
- The Big Bash could be enhanced with a little input from the graduating class. Perhaps they could all sit at a "head table" for extra attention.
- The meal at the Graduation Ceremony was a bit light. It may be better to go with heavy hors d'oeuvres.
- Graduation was seem less this year.

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



# MIDWEST

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

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- In the 4 years I attended IOM in Madison, the graduation reception has become less and less of an event. We didn't get any input on the graduation process, we didn't get flowers, we didn't even have flags on our name badges. My guest did not stay for the dinner, and I am glad because that dinner was NOT worth \$50. I would encourage making next years 4th year students feel a little more special. Maybe have flowers sent to their office AFTER the week is over, maybe have everyone attend graduation but instead of a meal for everyone, they break out in class dinners and the graduates get a NICE meal.
- I am not one for inflated displays of spirit, replayed oaths of success and allegiance, or promises of incredible life-long friendships or life-changing growth. If this is all true, confidence in the product is better displayed with simple, direct delivery of fact and personal interaction. C+ for the auditorium portion of the kickoff. A for the Nitty Gritty. We are all social beings. We will all fall into place with the proper support rails in place. I state the above with the knowledge that many do not desire a low-key intro to a demanding schedule of events. Enthusiasm is necessary in our field and sometimes faking it until it is genuine is the best way to roll for large groups. Obviously my first year status plays into this. The other factor I believe makes my perspective different than other attendees is the proximity of my chamber and it's programs and events to other City of Chicago neighborhood chambers. We have collegial good will and networking in every direction and up and down the food chain. Whatever sense of ""filler enthusiasm"" is sensed in the beginning of the program was for the most part substantiated for me by the end of the program. The graduation was not without it's expected repetitive comments and addresses from folks relatively unknown to first years (I realize this is necessary and the unknown drives attendees to search for the "ah has" obviously present in the 4th years. The conversations and particularly one I had at dinner occurred naturally and provided me with the sense of camaraderie I felt thrust upon me in the opening days of Institute. I actually really commend the planners for the structure of the final day. No big farewell -- folks move on in their own time at their own pace -- get up for class at the same time, no fizzling out -- boom and gone. That's the right balance for the conference.
- The Big Bash seemed to be shorter this year... Still fun, just way shorter.
- There needs to be more instruction/guidance shared about the details for graduation. We were asked to arrive early for pictures and it was a bit chaotic and no one seemed to know what was happening. No one instructed us once the actual graduation ceremony started of where to go/ line up order / if we sit or stand or when to make our way to side of stage to walk across stage to receive certificate. It just seemed very clunky to me...
- Walking in, line up and pictures did not go smooth. They seemed very disorganized and rushed. Graduation dinner was not impressive and if I had purchased a ticket for my spouse, I would have been very disappointed.
- It was hard to hear at the Graduation Ceremony.
- Seemed like a lot of wasted time prior to meeting in auditorium. Maybe have ice breaker or activity of getting to know each other again. Refresh memory or give reminder of week long activities.
- At the kickoff I loved how the regents took time to mingle with everyone, that was noticed and really nice. The venue was very loud and very, very hot. Networking was pretty much impossible. The ceremony was nice and so was the big bash, we all had a great time. It was hard to hear the ceremony so it would be nice to get the audio all figured out.

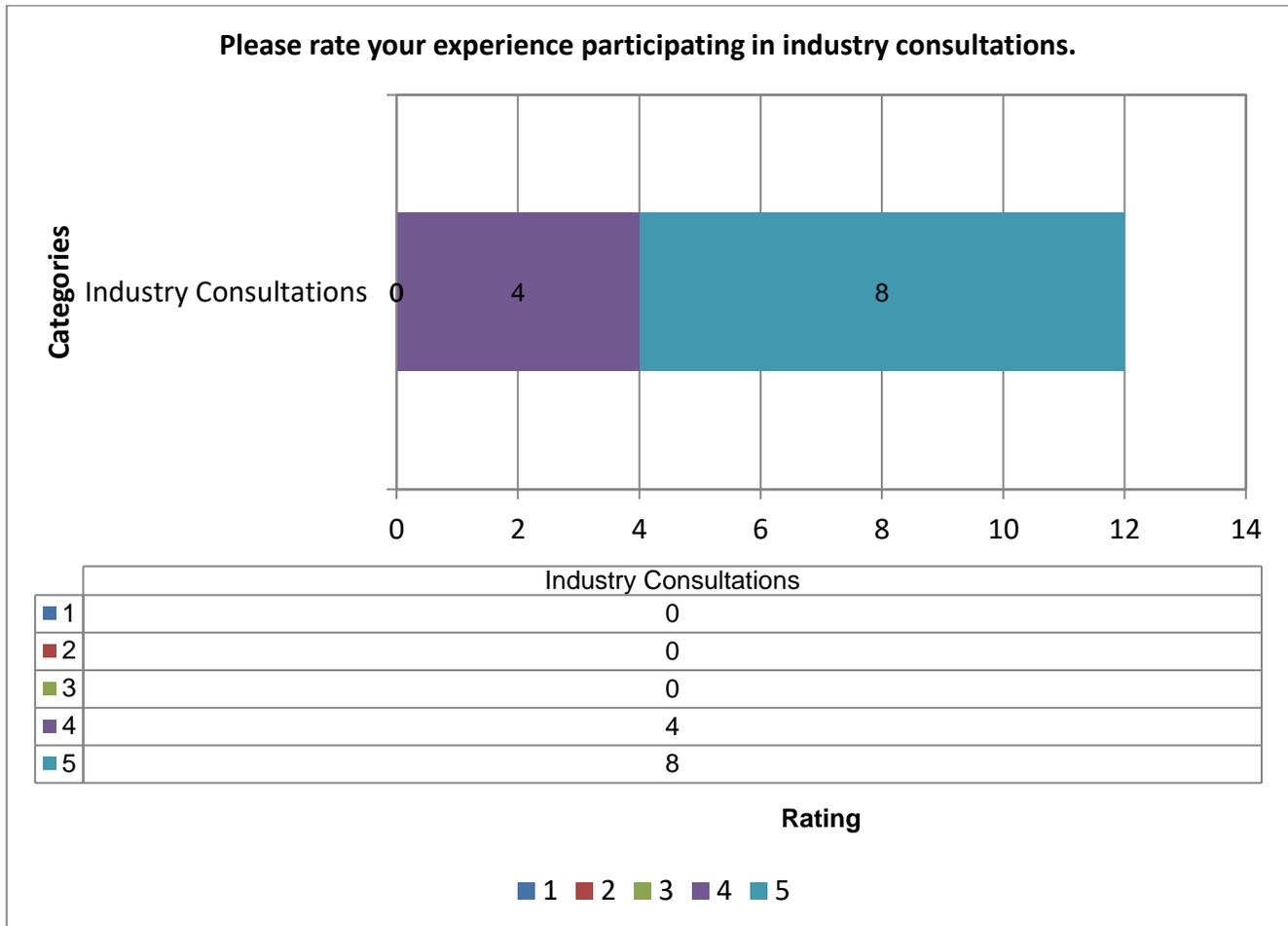
*\*ATTENDEE COMMENTS ARE LISTED AS WRITTEN BY THE ATTENDEE AND NOT EDITED FOR GRAMMAR.*



# MIDWEST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- I appreciated the opportunity/flexibility on Sunday evening to network with classmates instead of attending a required IOM networking event.
- My first year we had a kickoff bash which I think set the tone for the rest of the week. I understand reducing extra expenses (if that is the reason for it disappearing) but I think that needs to be brought back in some way. We could all meet at a local bar/restaurant and all cover our own food/drink tabs. It was just a great way for first year people to begin meeting people from other classes, a good way for other classes to network with those outside of their core group. I found this year harder than previous years to get to know those from other years and getting to know people is pretty easy for me. The Big Bash is always a fun event and I love the location we have had it had the last two years. My one suggestion is for the bar, can you have sweet drink options. The last two years there have been great beer and wine drinks BUT nothing for us sweet drinkers. Just maybe have a moscato option please!!



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



# MIDWEST

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

## ATTENDEE SURVEY RESULTS AND FEEDBACK

Answer Category	Choices						Totals
	1	2	3	4	5	N/A	
Industry Consultations	0 (0%)	0 (0%)	0 (0%)	4 (4.5%)	8 (9%)	77 (86.5%)	89
Totals	0	0	0	4	8	77	89

### Additional comments about industry consultations\*:

- Always good to talk one to one with another professional on a topic!
- I did not find a use for this, but I'm sure if I was a new CEO of a Chamber I'd be full of questions that might be best answered through a one-on-one consultation, so I would encourage you to continue finding experienced Chamber executives to help provide these consultations.
- [Removed] was an excellent and encouraging resource.
- I have learned so much from so many of the consultations that have presented at IOM. This year it seemed that some of the regulars weren't as sold on presenting us new and exciting content as they have in years past. There seemed to be a few in our class that were not happen with [name removed] as he seemed to "sell" his expertise more than he has before.
- Most thankful for [removed] time and ideas.
- He connected me with a colleague that was more knowledgeable in my specific request.
- I met with [removed] and we had a great conversation about Workforce and Community Development. He even linked me to [name removed] for additional insight.
- Did not do one this year as I felt like I knew people to connect with on specific topics but have in the past and they are excellent. Keep them available.
- I still have an interest in these but have not yet taken advantage.
- This is an area that is perhaps impossible to convey clearly to the first years. I was unaware it was peer counseling until day 3. It seemed to me to be something the regents could be available for as well. Not knowing most of the people, I was unsure how this fit into the greater picture. And reflecting back, it seemed to me that I would've had to have missed class to accomplish one of these consultations. I would've needed a prompt on what the available areas of expertise were for individual consultation. Of particular interest to me would be leveraging Chamber skills and experience to gain employment in an adjacent field. Another topic similar in scope would be pathway to ACE or AAE after IOM is complete.
- I was exhausted and didn't attend this. Perhaps this could be done via webinar a few weeks after IOM, I think there could be separate ones for each breakout and they would be well attended.
- See my notes above about [name removed]! Amazing professional and generous colleague. Thank you!
- I meant to sign up and never got it done. I like the idea, though.
- Didn't even know these were an option?

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

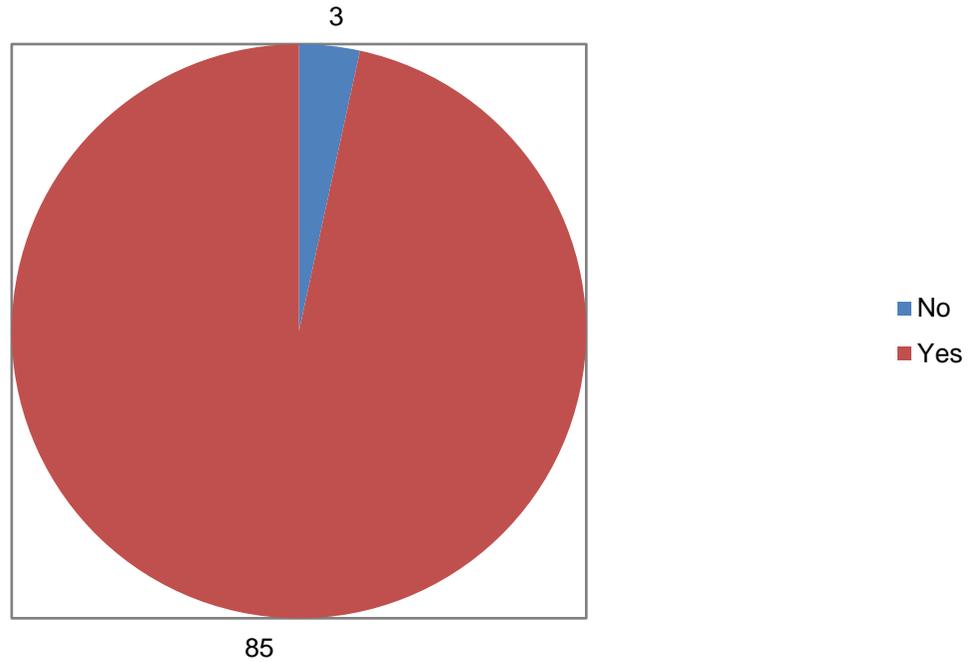


# MIDWEST

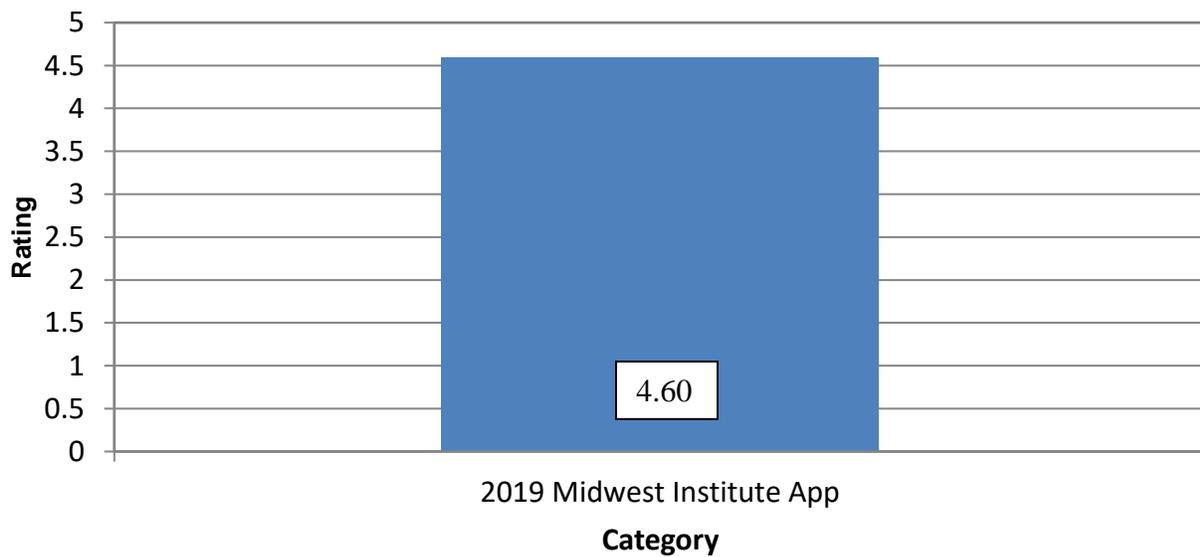
U.S. CHAMBER OF COMMERCE FOUNDATION  
Institute for Organization Management

## ATTENDEE SURVEY RESULTS AND FEEDBACK

Did you download the 2019 Midwest Institute App?



Midwest Institute App: If you downloaded the app, how beneficial was the app to you?



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



# MIDWEST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

---

### Additional comments about the 2019 Midwest Institute App\*:

- Please consider attendee roster sortable by year cohort. I could not find this filter in the app.
- Too dependent on the app. Those who are unable to download the app do not know which rooms to be in, times of events, any updates. Many lost opportunities to participate. A single poster in the hall with the most basic information would have been beneficial.
- The app was very user-friendly, nice to check in and have access to slides with some of the presentations.
- Extremely Effective!
- I found the App extremely helpful.
- Having my schedule and class locations/instructors/PPTs at my fingertips was really helpful; it greatly alleviated the stress of the first day!
- The app was amazing. Easy to use and very helpful. I used it for my schedule, classmates information, speaker information, and handouts.
- As a two-step process, the App was a little clunky. I tried doing it myself, but did not have the IOM course actually loaded until I got to the course and had someone show me how to do it. After that, it was nice to have quick access to the full schedule and my personal schedule. Regarding the course reviews, without having the physical paper in front of me I forgot to complete most of the reviews once the class was over and we got up to leave.
- Love the new app this year!
- I liked having the schedule, access to faculty info, etc. I feel some items are better served hosted on the website, though (E.g., surveys and materials). I likely would have been willing to spend more time on surveys on my laptop than on an app; it's difficult to type out all of my thoughts on a phone.
- This was a great idea. The app was very helpful.
- The app this year was better than the app from last year. Although this app completely drained everyone's phone. I absolutely didn't like the bidding process. It actually put me off from bidding because I didn't like that I needed to put in my credit card information first before even seeing the items to find out what the bid was. I'm wondering if you lost dollars because many people were having trouble with the bidding. I guess I'm old school and like the paper format.
- Using a different app each year was a hassle, and not everyone are app users. Some of us are still "paper" people and would like the option of handouts.
- Quite useful to download course materials and check schedule.
- The app was great! I wish we could share notes with each other, there were times we were all taking pictures and there could be an efficiency there. Maybe even a Dropbox of sorts for us to not duplicate so much.
- I thought it was great and much better than last year. I have to say that again I was a little concerned when we didn't have handouts and such prior to the app but it all worked out great.
- It was nice to have everything in one place, however, I am slow to learn new apps and where to find the answers to my questions. A brief (VERY brief) overview of the app would be nice, or even an email communication with some highlighted features would be helpful.

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



# MIDWEST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

---

- It was very helpful but I couldn't find the handouts in there until probably 2 sessions in.
- Much improved over the previous app. The schedule was tremendously helpful.
- See earlier comment. Also, staff adviser should have provided instructions at opening homeroom.
- Although I feel like I floundered with it some, it was helpful to be able to check schedules, class locations and other important information. I used it regularly throughout the week.
- The app was extremely helpful in accessing our class notes, as well as helping remind me of the schedule, classmates, and leaders contact.
- This app had everything you needed in one place. One item I noted was to add the graduation ceremony location to the map. . .but otherwise it was very useful.
- I liked the app although I could not get the desktop version which meant that I had to email myself all the attachments from the app. It wasn't hard so it didn't seem like that big of a deal. It would be awesome if there was a software that could hold all our schedule stuff plus the auction.
- Please choose one app and stick with it.
- Over the past few years there has been a lack of continuity with the apps used. Would be great to stay with the same one if possible. Really liked that the slides were added to the classes this year - very helpful! This app was my favorite of the previous ones used.
- I didn't download, but I did use it on my web browser on phone. It was okay. It would be nice if the master schedule could be in the planner book (but realize that probably cannot happen).
- Didn't really care the apps changed but there was a lot of talk in the classes that people did not like that there wasn't consistency.
- Loved the name/face recognition. Also appreciated all the professors information.
- The app was super helpful and I was really pleased that I could switch classes when I wanted/needed to.
- It was beneficial to view my schedule but hosting the class materials solely on the app was worthless during the event. I need handouts PRIOR to the event. I didn't bring a computer and I take notes with a pen like an old man.
- Although I relied on the desktop version to download materials, I think I interacted with the app for all scheduling and location. I used it. It worked. I would continue to include it for folks as an option.
- Kudos on the app! It was an excellent tool!



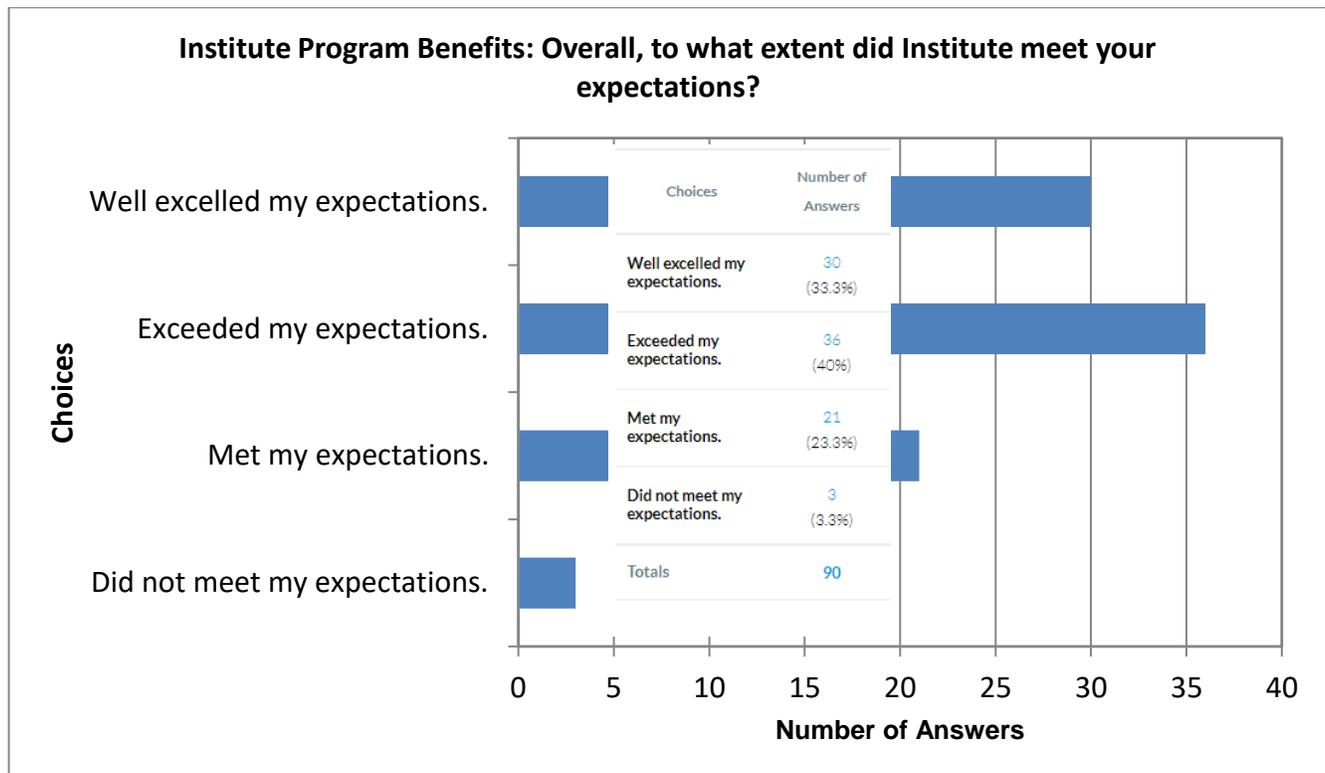
# MIDWEST

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

## ATTENDEE SURVEY RESULTS AND FEEDBACK

Institute Program Benefits : Rate to what degree you agree with the following statements.

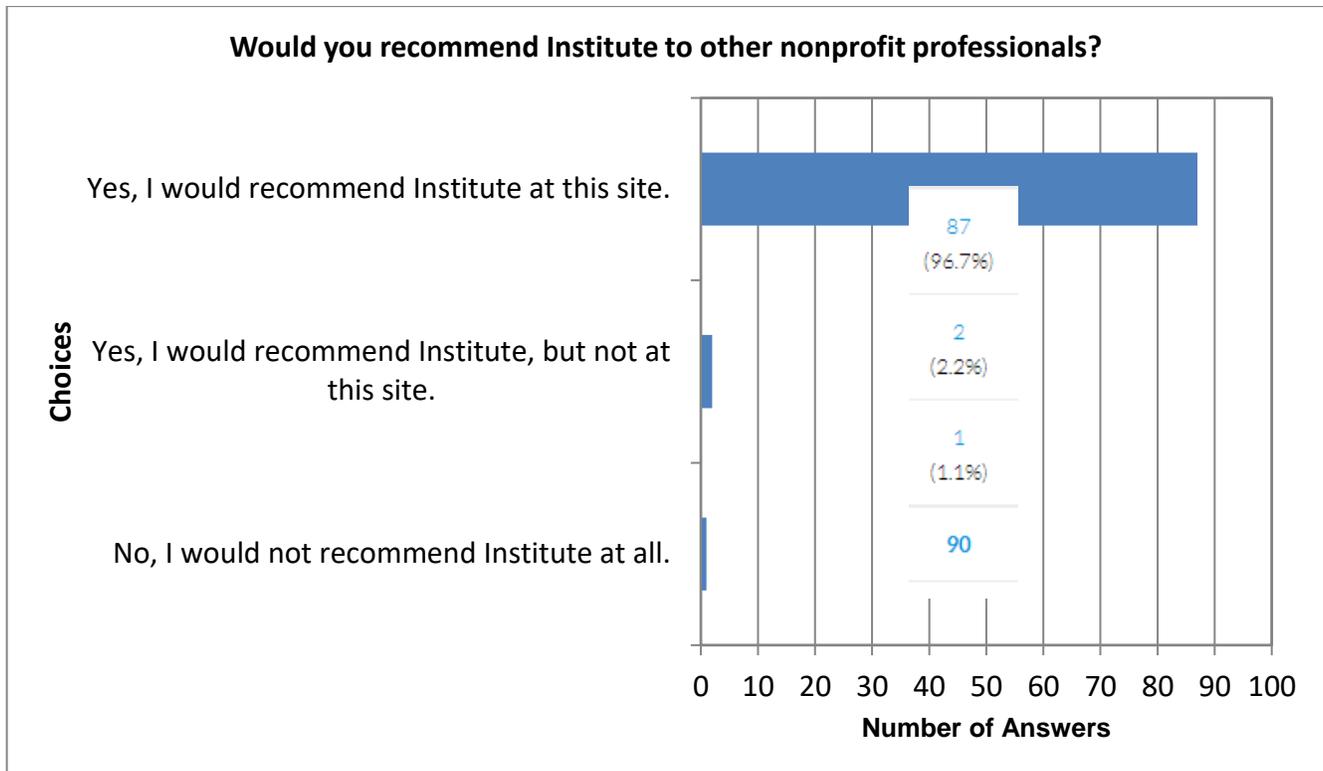
Answer Category	Choices					Totals
	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	
The Institute curriculum provided valuable professional development.	0 (0%)	2 (2.2%)	3 (3.3%)	41 (45.6%)	44 (48.9%)	90
The Institute courses were conducted at a suitably challenging level for me.	0 (0%)	10 (11.1%)	11 (12.2%)	43 (47.8%)	26 (28.9%)	90
Institute provides a good networking opportunity in nonprofit management.	0 (0%)	0 (0%)	3 (3.3%)	32 (35.6%)	55 (61.1%)	90
Totals	0	12	17	116	125	270



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



## ATTENDEE SURVEY RESULTS AND FEEDBACK



### Additional general comments about the 2019 Midwest Institute\*:

- Great people and connections made. I found many of my courses interesting, but found a few instructors less professional or engaging than I'd hoped (reflected in my surveys). I would LOVE a programmed time to discuss hot topics and solutions with my industry peers; I feel like that is an untapped resources that is missing in programmed time. While the less programmed networking helps with that, it's much more difficult for engagement on specific topics in a round-table setting. This year was significantly more beneficial for me than last, and I look forward to next year.
- I would recommend fewer slides and more conversation - interactive opportunities during class.
- I feel the breaks are a tad longer than needed. Maybe just 15 minutes and let our lunch be an hour and a half?
- I wish we could keep the class advisor with us as we move up in years. We had a fantastic time with [removed]! I already miss my whole class, and can't wait to come back next year.
- I was informed that IOM used to include testing. I think that even if the testing was straightforward, and the courses "taught to the test", I would feel like I came away with more concrete information. Right now, I've been told that I probably have most of the information that would appear on the CAE exam, but I really am not convinced. To be more useful, the IOM courses should be taught as preparatory for the CCE/CAE exams, with some easy testing at the end so attendees have more confidence in the information that was provided and their mastery of that information.

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



# MIDWEST

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

---

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- I liked the format and layout of the days. It was good to have the longer days in the beginning and the shorter day at the end.
- Year 2 instructors did a MUCH better job applying content and discussion to BOTH associations and chambers. Year 1 was extremely Chamber focused and I was thrilled to have this year's discussion more focused on associations and chambers. That said, the advocacy session made no effort or attempt to try and apply discussion toward associations.
- I think that the curriculum is excellent in terms of the content covered. For the most part, the instructors are outstanding, or at the least, very good at presenting the material. For me, the majority of presentations this year were more didactic than I usually prefer. More interaction and back and forth, versus lecture-dominated sessions would be great. I note, however, that this feedback is subjective and representative of my personal preference; I prefer more back and forth discussion. [Removed] is a standout presenter who encompasses the best of both worlds: a skilled lecturer who mixes it up with back and forth interaction with the class and small group work.
- Have also been to Tucson, by far preferred Madison - the facility, the size, the people overall - entire event felt more "professional" and less about a party.
- The staff and volunteer leadership are amazing here! They truly are a model on how an organization should work! I have referred one person who is attending currently, I have three others I am trying to get to attend!
- Overall WONDERFUL experience for me, my entire visit was with ease although being relocated for my Hotel stay, no biggie. Doubletree was proactive in reaching out. I would highly recommend this site, Madison is a great city and very walkable.
- I enjoyed the IOM experience. It was great leadership development. As an experienced association professional I did find it too heavy on chambers but that also reflects the composition of participants which was overwhelmingly chamber in each of my four classes (I fast tracked so was with a different class each year).
- Placing the Finance class on the last day of institute, I believe, is misplaced. After a week of classes, attention on that very important topic can wane. Everything we do in our work is built on the premise of a strong financial position.
- I would have liked to have a little more time for lunch. One hour was tight. It did not leave a lot of time for networking, or even just enjoying the outdoor weather a little longer. I wonder if you could shorten the breaks to 20 minutes and tack a little extra onto the lunch hour?
- I think the cost of tuition justifies a more intensive training experience, perhaps bringing back testing to qualify for graduation.
- It was great to see my class again! I wish there was more time for inter-class networking - maybe during the lunches. I only have a few associations in my class so it would be nice to meet other association executives.

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



# MIDWEST

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

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- Thank you for better temperature management. It wasn't freezing like it normally is, so thank you. As I mentioned in one of the other survey questions, I think the bidding process was horrible. I didn't do it because I shouldn't have to put in my credit card number to look at items. A lot of other guests were complaining about that as well. Also, there was a lot of miscommunication between what was told to advisors/regents and what was on the app. Sometimes phone numbers and text were incorrect. Times for event was incorrect. I also felt that this year's core classes were a little light. Meaning, they could have been in the first year's class. I was expecting a little more management difficulty. But I still love coming!
- Most of my classes were amazing however, there were two classes that I thought were either a repeat or maybe even a 1st year course. I love [removed] but his Everyday Ethics was exactly the same information he gave us last year. Same stories, same info, same everything. I have ZERO notes from his course because I took them all last year. There were several of use that thought the exact same thing. Another class that I felt should have been an elective is Win Win Partnerships. There was nothing I took away from that class. I also have no note on this class, as I felt there was nothing I needed to write down. What was most disappointing about these two classes is that they were core classes and very long core classes. Give me more [removed]. Best class of the entire week was hands down, Strategic Planning by [removed]!! Overall, great job to the board, staff and advisors!
- I expected to leave Institute feeling overwhelmed but I honestly left feeling empowered and ready to take my Chamber to the next level. I attended for the first time after being in the industry 5 years so I came in with a decent amount of knowledge however I still gleaned so much new information that I know, when put in to action, is going to transform my Chamber, my professional life and my way of leading our organization.
- It is an intensive, overwhelming (in a good way) 4 days of learning and bonding. I am grateful for the opportunity to continue my education in non-profit management there. Madison is an incredible location for the conference. I will be back! Please pass along to the college their team did a fantastic job as well! Thank you!
- There may be too many differences between Associations and Chambers to continue with a combined Institute. There were classes where Associations were completely omitted from the curriculum and entire conversations did not apply.
- I would say start the mornings off at 8:30 am; the 30 minute breaks are too long; go down to 15-minute breaks and a 45 minute boxed lunch. I would also like to see break out sessions during the lunch hours based on Chamber sizes/association and within those, we can discuss issues/ideas unique to them. The final day could start off at 9 am with a 15-minute break and conclude at 12:30; would be nice to start an hour later.
- It is exceptionally disappointing when you have presenters that present the exact same material and stories as they did in previous years. Additionally when presenters are not prepared. I had a combined total of one full day wasted on these presenters. This is the exact thing that happened in my second year. I feel that I should receive my 4th year free due to my second and third year experiences.
- Thank you for listening!

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



# MIDWEST

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

---

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- Give a little more time at lunch and less at breaktimes? Felt rushed at lunch after waiting in longer lines. Shorten the 3 to 3.5 hr classes to maximum of 2 hrs and include more electives.
- Institute is a great asset to someone that is looking to enhance their impact in nonprofit leadership roles. There are also an immense amount of networking opportunities that are available through Institute.
- This has been an amazing experience for me. I am so grateful to be able to attend and learn so much that will benefit our industry.
- The lunch breaks were incredibly too short. There should be a 20 minute transition time pre- and post- the hour designated for lunch.
- As this was year three, some of the courses could have been a bit higher level. I find that real world, take home, practical resources are best. Things you can actually implement when returning to the office. Each course had small nuggets of information that I could use but overall I found some of them to be at a lower level.
- Thanks to the entire IOM staff and volunteers for an excellent 4 years of professional development training in Madison.
- I was really pleasantly surprised with how much I took away from Institute. Overall I would really love (selfishly) to see corporate responsibility incorporated in the curriculum and a more advanced fundraising strategy conversation.
- The faculty were excellent. [Removed] could teach for a full day and I would be happy! As far as the mechanics of the program, I would suggest shortening the break times and adding onto the lunch time, esp given the walk and the lines that occurred during lunch. We were very rushed and did not have the time to decompress and network as we would have liked.
- More communication about class materials, less about where we're having dinner and t-shirts. Otherwise a well run event.
- I might take a look at the length of some of the classes. Some classes I felt were too long based on the content and others I thought could definitely be longer based on content. I am sure it is a balancing act and not sure how long it has been since these have been revised. Just a suggestion if they haven't been looked at in awhile. Suggestion: 1st class on Sunday instead of the last class on Thursday. We have to be there for registration, home room & kick off. How about the 1st class be right after that? Maybe just for 4th Years so that the other three years do not try and leave before the Big Bash. Just some thoughts.
- I have stated each year that I think this program could benefit from new instructors. When most of your instructors start by saying they have been teaching the same course for 20 years it is quite a turn off...especially when it comes to topics that have changed greatly over the past 20 years. I believe that bringing in a more fresh, more diverse group of teachers and topics would attract more students and a stronger involvement from participants.

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



# MIDWEST

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

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- I would recommend Institute at ANY site. It is a great way to make friends nationwide that are in a similar field to you. The greatest benefit of Institute is the network of peers. However, the courses were sub-par. By 3rd year, we all know the basics of our job. We should go into more detail on each subject. For example: The Budgeting class was useless. We should all know how to budget by now. It would have been great to dive deeper into the budget and look into examining our expenses, or auditing ourselves or building a forecast for the next 5 years. Another example: The ethics class that we took could have been wrapped up in 15 minutes. However, let's actually discuss ethical issues we face such as sponsorship fulfillment and favoring members or staff. It would have been nice to learn how to audit our staff and volunteers for ethical behavior as well.
- Add a kickoff attendee engagement. Reduce the breaks to 15 minutes. Host a lunch session (box lunch) for Best Practices)Host a lunch session (box lunch) for Chamber clusters by size and Associations with a survey to capture critical topics prior. Start the sessions at 8:30 - several things to tackle in the mornings (catch up with family, work, workout, breakfast and walk to class) Start Thursday at 9:00 (ending at noon)Thank you for all your dedication and time in hosting. Overall it was well worth time and money with walking away with excellent implementation strategies and ideas, new perspectives and new friendships.
- Per earlier comment, the Board needs to understand their role as related to integrating with students at breaks, lunch, etc. It's ok for them to sit at lunch tables with non-Board members and meet new people. Put themselves in the same situations as their members at events.....This is a premier professional development program. Thank you for the hard work that goes into making this happen across the country and for challenging all of us to get better.
- I think the courses are all great, but as an association professional, I struggle sometimes with core classes that are chamber focused (think Government Relations class). While my organization has a program, it is not the same as a chamber nor will I ever be involved, so this was a challenge for me to engage during this 3 hour class. The speakers also seemed much better this year- more engaging, more humor- KEEP IT UP! Lastly, I like that we have open evenings to make what plans we want as many of us in class like to go unwind after long day of education and have some fun, so that is helpful, thanks!"
- Being my second year, I felt like I really began to know my class (as we were split last year). We had some new people join us and they fit right in. I have gained a wealth of knowledge that I can definitely use in my Chamber. It is also very interesting to me the work of associations. I am learning and that is what I signed up for. Thank you for the scholarship and the opportunity.
- Some classes at Institute (anything taught by [removed], budgets, governance, etc.) are knock outs. Others are just boring and not applicable/too basic/basicly group think. I appreciate classes that make me think, have clear and actionable take-aways and challenge my thinking. I really love those classes and those are what keep me coming back. I wish they were all that way.
- Unfortunately there was a lot of repeat from previous years. Having the same instructors year after year for multiple courses limits the viewpoint and the content. Event though I took different classes then I've taken in the past, much of the information was a repeat - right down to the examples and handouts. In addition, many of the speakers continue to hold an old school version of what a Chamber is. It would be outstanding to get some more progressive speakers in that can challenge us to develop into a strong Chamber for the future!

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



# MIDWEST

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

---

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- It would be extremely beneficial to break up the classes by organization size, or at least offer electives based on org size. As one of the largest chambers, my challenges are much different than smaller organizations (we don't have more or fewer challenges, just different). Because the majority of my cohort came from small organizations, the information wasn't as useful. Also, I'd love to see more time for exchanging ideas and problem solving together as a cohort, rather than stiff presentations with little time to interact. A roundtable where people bring their biggest issues and share with a group for feedback would be great. Each roundtable could be themed around fundraising, HR, member benefits, events, finance, government relations, communications, etc.
- Another great year! I would like an advanced class with a topic related to teamwork and how to do this well in the office and community. Different models related to teamwork environments. Another topic on; networking, collaboration, partnering and coalitions/alliances. The difference, how to do each well. I was very impressed with the diversity, equity and inclusion course.
- Thank you to the Board of Regents, Institute staff and Class Advisors for the time and effort it takes to offer this program every year. The program is outstanding and I cannot say enough about the value of the courses and the networking.
- Monday goes too long. Since we have to be there on Sunday, couldn't we squeeze a quick two hour class in to reduce the length of time we spend in class on Monday?
- Overall a great program. The education, networking, and relationships created during this 4 year program only enhance us as professionals.
- I loved my experience with IOM! I would recommend this program to anyone who is interested. The connections with class advisors, industry professionals, and professors was outstanding, I feel I can call them and ask for help anytime.

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