



# Prospective Student Toolkit

for

Chambers of Commerce

Institute for Organization  
Management



U.S. CHAMBER OF COMMERCE FOUNDATION

#IOMeducates





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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 four 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 28 points toward the CCE.
- 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 your community your commitment to and understanding how to lead a chamber.

"Institute has helped me develop my leadership skills and provided the knowledge to elevate my small chamber to become a change agent in our community. I now have the vast network of classmates and Institute faculty to lean to when I encounter a situation requiring assistance. Institute is by far the best professional and personal development I have participated in." **Cheryl Hamilton**, *Executive Director, Linton Stockton Chamber of Commerce*

### 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 chamber 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 chamber governance and finances, thus helping to ensure the chamber is legally protected.
- Staff members will be mentored by industry experts.
- Staff members can earn 28 points toward their CCE.

"Institute is a must for all Chamber professionals who are looking to further their education and networking with others in their field. My Chamber has not only benefited but grown due to all that I have learned and implemented from Institute." - **Margaret Titterington, IOM**, *President, Schertz (TX) Chamber of Commerce*



## WHAT'S IN IT FOR YOUR BOARD?

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

- Chamber staff will gain a greater knowledge of chamber governance and finances, thus helping to ensure the chamber is legally protected.
- Chamber staff will learn about non-dues revenue programs that have been successful at other chambers across the country.
- Chamber staff will learn how to better lead and manage their teams.
- Chamber staff will learn how to increase membership recruitment and retention.
- Chamber staff will learn how to effectively advocate for pro-business policies in local and state politics.

"If you are looking for a program to grow your knowledge, benefit your organization, build your network, spark your own personal goals, and just flat out drive you to be a better leader and professional, Institute is it!" **Nikki Devitt**, *Events/Communications Director, Belgrade Chamber of Commerce*

## WHAT'S IN IT FOR YOUR MEMBERS?

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

- Chamber staff will be kept abreast of industry trends and how to effectively translate those trends into success for the community.
- Chamber staff will learn how to effectively advocate for pro-business policies in local and state politics.
- Chamber staff will gain a better understanding of how to increase the return on investment members receive from paying dues.
- Chamber staff will learn how to more effectively develop value-based events.
- Chamber staff will learn about programs that have benefited members of other chambers throughout the country, and will be able to adopt those practices to meet the chamber's needs.

"Institute is a great opportunity to develop, sharpen, and refine your organizational management skills that will, in turn, directly benefit you in your professional development and enrich the skills toolbox your organization will have when facing the many and varied challenges a not-for-profit and board of directors may encounter." **Robert Leonard**, *Accreditation Specialist, Board of Certified Safety Professionals*



## 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 Building Strategic 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 Evolving Membership Models
- E330 Keys to Delegation and Empowerment
- 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



## DATES AND DEADLINES

<p><b>Winter Institute</b>          University of Arizona          Tucson, AZ          January 5-9, 2020          Scholarship Deadline: October 18, 2019          Early Enrollment Deadline: November 15, 2019</p>	<p><b>Midwest Institute</b>          University of Wisconsin          Madison, WI          June 7-11, 2020          Scholarship Deadline: March 20, 2020          Early Enrollment Deadline: April 17, 2020</p>
<p><b>Southeast Institute</b>          University of Georgia          Athens, GA          June 28- July 2, 2020          Scholarship Deadline: March 22, 2019          Early Enrollment Deadline: April 19, 2019</p>	<p><b>Northeast Institute</b>          Villanova University          Villanova, PA          July 26-30, 2020          Scholarship Deadline: April 24, 2020          Early Enrollment Deadline: May 22, 2020</p>





## 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.*