



PROGRAM UPDATES

MARKETING

While it is only the start of 2020, Institute's marketing efforts have been advanced through the hard work and collaboration of volunteers and Institute staff. We appreciate the social media interactions, helping us spread our messaging, and recruiting new attendees for the program each year. Our goal is to create new messaging and outlets for promotion of the organization in addition to sustaining successful practices from past years.

Advertisements:

- *Chamber Executive* magazine has been an important medium for us to advertise Institute testimonials and upcoming registration dates. This publication is now digital and we've been submitting digital ads for their online work.
- Our "scholarship stuffer" postcard was updated with the new 2020 summer sites and 2021 Winter Institute dates, and added to the post-site thank you letters sent to Institute attendees. This card is also included in conference shipments and other meeting materials.
- The Institute planner is our largest and most prominent advertisement. It is distributed to all Institute attendees at site registration and is also included in conference shipments around the country this summer.

Promotional Materials:

- Institute will continue to send blue tablecloths with our logo and hashtag to different conferences, such as W.A.C.E., MAKO, and ACCE where we have an on-site presence.
- The cobalt blue-colored water bottles given to attendees with their planner during Winter Institute registration were well received and are a high-use item onsite.
- Institute screen cleaners continue to be a valuable marketing tool featuring both association and chamber testimonials. They are unique, high-quality items, and printing them in full-color makes them an attractive collateral piece. We are in the process of creating new designs for 2021.

Further Marketing:

- The #TestimonialTuesday social media posts are a weekly post we plan to continue. These give prospective attendees insight into what the program is like and what past attendees have gained from the experience.
- We saw much success with the #ROIInstitute campaign supported by high engagement numbers. This insightful campaign highlighted Institute classes and gave an inside look at what the classroom experience was like. In 2020, we will continue to run the campaign #ROIInstitute, which features attendee testimonials that reflect the usage of Institute-learned skills and what the true ROI for Institute education means.
- We're taking a new approach with Twitter this year and discontinuing all of the tweets that link to articles outside of our website and ecosystem. Twitter should be a platform where people can find important information from our profile and cluttering our feed with links to other professionals doesn't support that.



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

SOCIAL MEDIA

	2019	2020*	Percentage Increase
Facebook	3,050 Likes	3,364 Likes	10%
Twitter	1,878 Followers	1,933 Followers	4%
LinkedIn	-	341 Followers	-
Instagram	509 Followers	593 Followers	17%

**Numbers as of January 24*

On-site Social Media 2020

Winter Institute

256 attendees
Tucson, Arizona
January 5-9



982

Engaged users on Facebook
vs. 815 in 2019



34

#IOMeducates Tweets
vs. 23 in 2019



24

#IOMeducates
Instagram Posts
vs. 17 in 2019



20

New Likes
vs. 21 in 2019



Weekly Total Facebook Reach=

5,498

vs. 5,731 in 2019



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Institute for Organization Management

SCHOLARSHIPS AND FUNDRAISING

FUNDRAISING

2020	Winter	Midwest	Southeast	West	Northeast	Total
Funds Remaining From Previous Year's Scholarship Allocation	\$497.67	\$ 640.00	\$ 1,271.26	\$ 2,997.84	\$ 1,368.00	\$6,774.77
Silent Auction and Onsite Fundraising	\$16,940.57	\$4,428.32	\$ 6,956.03	\$ 7,874.02	\$ 3,083.02	\$39,281.96
#GivingTuesday	\$510.00	\$1,455.00	\$ 225.00	\$ 540.00	\$ -	\$2,730.00
\$1,000 Gift from IOM	\$1,000.00	\$1,000.00	\$1,000.00	\$0.00	\$1,000.00	\$4,000.00
Total to Allocate to 2020 Sites:	\$18,948.24	\$7,523.32	\$9,452.29	\$11,411.86	\$5,451.02	\$52,786.73

2021	Winter	Midwest	Southeast	Northeast	Total
Funds Remaining From Previous Year's Scholarship Allocation	\$ 3,500.00	\$ -		\$ -	\$ 3,500.00
Silent Auction and Onsite Fundraising	\$12,585.49	\$ -	\$ -	\$ -	\$12,585.49
#GivingTuesday	\$ 236.31	\$ 726.28	\$ 140.55	\$ 93.80	\$ 1,196.94
Total to Allocate to 2021 Sites:	\$ 16,321.80	\$ 726.28	\$ 140.55	\$ 93.80	\$17,282.43

2021	Winter	Midwest	Southeast	Northeast	Total
INVESTED	\$ 1,215.50	\$ -	\$ -	\$ -	\$ 1,215.50

- Please note that Winter's 2020 fundraising figures are still an estimate. We are waiting for the final auction check, as well as checks for additional onsite fundraising from their annual 5K walk and a scholarship kick back event.



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

SCHOLARSHIPS AND FUNDRAISING

2020 STATE PARTNERSHIP SCHOLARSHIPS

Attendee Organization	SPS Partner Organization	Site
Sauk Valley Area Chamber of Commerce	Illinois Association of Chamber of Commerce Executives (IACCE)	Winter
New Albany Chamber of Commerce	Richland Area Chamber & Economic Development	Winter
Harrison Regional Chamber	Arkansas State Chamber	Winter
Malvern Hot Spring County Chamber	Arkansas State Chamber	Winter
National Poultry & Food Distributors Association	Georgia Society of Association Executives	Southeast
Kansas Soybean Association	Kansas Society of Association Executives	Midwest
Kansas Bankers Association	Kansas Society of Association Executives	Winter
IMPACT Virtual Services	Wisconsin Society of Association Executives	Winter
Executive Director, Inc.	Wisconsin Society of Association Executives	Winter
Shawnee (KS) Chamber of Commerce		Midwest
Franklin Chamber of Commerce	Indiana Chamber Executives Association	Winter
Michigan City Area Chamber	Indiana Chamber Executives Association	TBD
Riverton Chamber of Commerce	Wyoming State Chamber of Commerce	TBD
Goshen County Chamber of Commerce	Wyoming State Chamber of Commerce	TBD
Lander Chamber of Commerce	Wyoming State Chamber of Commerce	Winter
Shawnee (OK) Forward Business Alliance	OK Chamber of Commerce Executives	Winter
Tuttle (OK) Area Chamber of Commerce	OK Chamber of Commerce Executives	Winter
Perry (OK) Chamber of Commerce	OK Chamber of Commerce Executives	Midwest
Executive Director, Inc.		Midwest
Dixon Chamber of Commerce	Illinois Association of Chamber of Commerce Executives (IACCE)	Midwest
Madison County Economic Development Authority	MEDC	TBD
Mississippi Gulf Coast Chamber of Commerce	MEDC	TBD

- Partners have until April 3rd to submit their candidates.
- Rather than offering two SPS Scholarships for Winter, and two for Summer, we now offer four for the entire year to our partnering organizations.
- We now offer a free first year tuition to all of our SPS main points of contacts.



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CURRICULUM

Institute Programming Committee

The Institute programming committee has submitted the following three proposals and recommended faculty to ACCE for their annual meeting:

- Chambers as Change Agents – big initiatives for thriving communities: Nika White
- Board Meetings: Leading with Purpose: Bob Harris
- The Meetings Issue: Brad Lacy

The committee will hear back around February 7 with next steps.

Industry Consultations on the App

Starting at 2020 Winter Institute, attendees were able to sign up for Industry Consultations on the app. This saves on paper and allows the IOM team to track the number of consultations and trends on issues. This is also more convenient, as Class Advisors no longer have to pick up additional forms from the staff office when they run out. One area of concern on-site was the confidentiality of consultations, as the forms are not destroyed after conducting the consultation. However, the regent managing Industry Consultations is the only person aside from staff with access to the electronic form responses. There were over 40 industry consultations conducted at 2020 Winter Institute.

Absence Response Manager

As a result of a discussion at the Fall Curriculum Committee Meeting, an additional slot was included in the 2020 Board of Regents Responsibilities Checklist at all sites for an Absence Response Manager to assign make-up work. This takes the responsibility off of IOM staff and allows the regent to make the decision whether or not an attendee is required to submit make-up work. Regents are better equipped to make this decision because they interact with the attendees on a daily basis. The Absence Response Manager at 2020 Winter Institute only needed to assign make-up work to two attendees and received one of the blogs on-site.

Course Audits

The courses audited for 2020 Winter Institute were:

- C185 Recruit, Engage & Retain Members
- E142 Fundamentals of Community and Economic Development
- E150 Diversity, Equity, and Inclusion
- E240 Strong Association for the Future
- E241 Strong Chambers for the Future

Curriculum Changes

E340 501(c)(3) Foundations Management, which was updated and approved last fall, is included as a part of the 2020 summer elective offerings at Southeast and Northeast.

The Curriculum Committee will discuss the E150 Diversity, Equity, and Inclusion changes in an April meeting. IOM staff discussed with ASAE and ACCE contacts about changing E150 to a core class and C130 Unleash the Leader Within to an elective. This will be implemented at 2021 Winter Institute if approved.