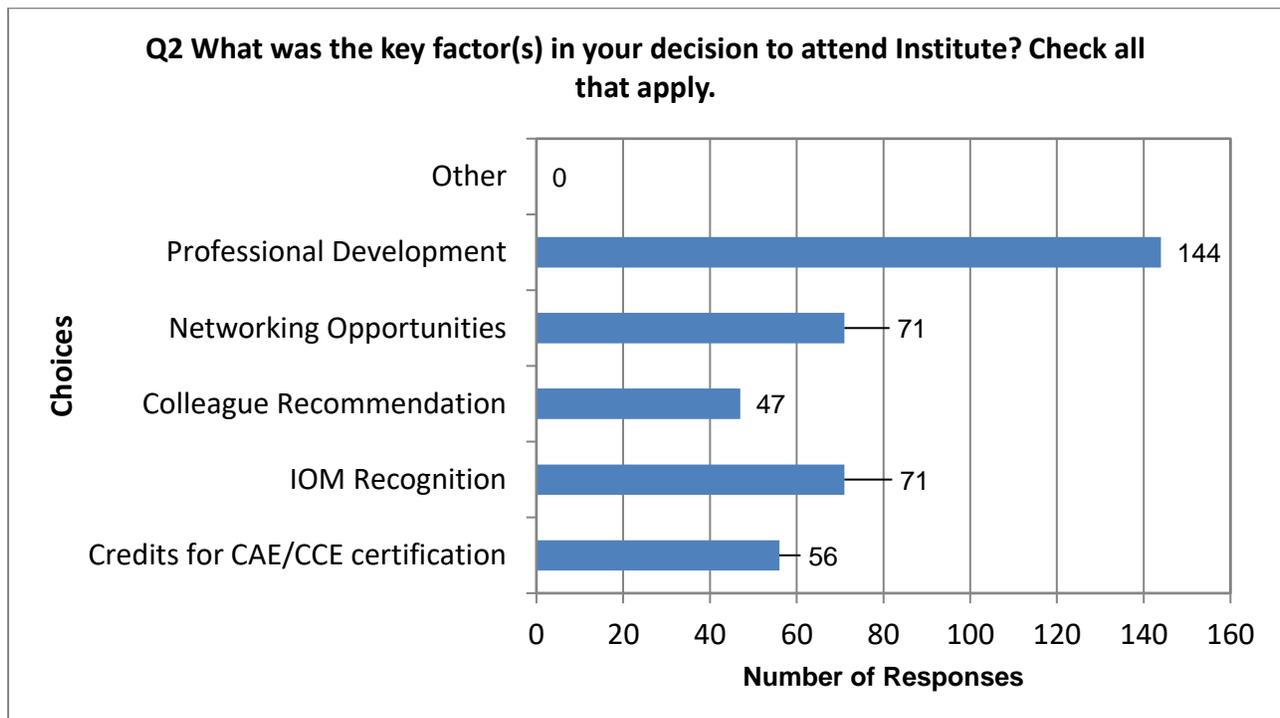
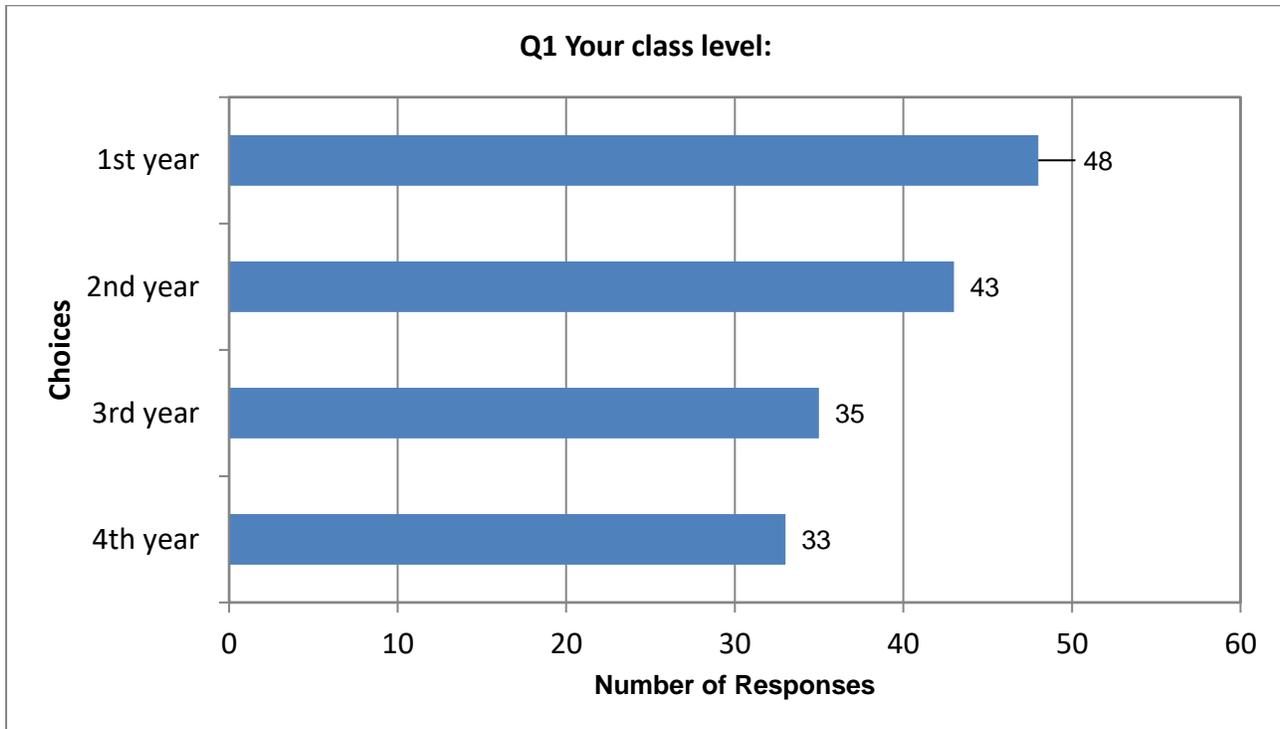


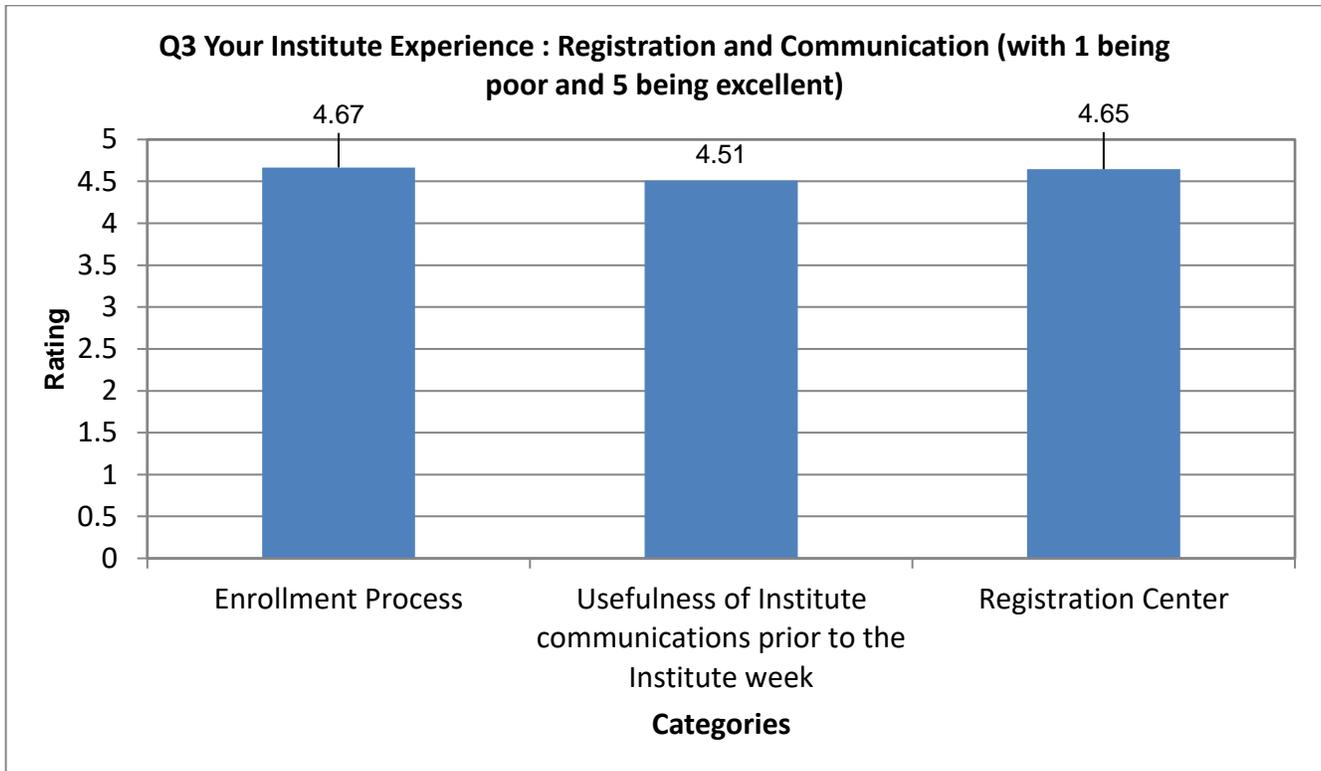


ATTENDEE SURVEY RESULTS AND FEEDBACK





ATTENDEE SURVEY RESULTS AND FEEDBACK



Q4: Additional comments about registration and communication*:

- It is very difficult to focus on emails that come in before the end of the year, which is a very busy time with many other emails. Perhaps just one email with the app info, etc. the week prior would suffice. I also noticed that many attendees did not have pre-class assignments done as that was also requested in an email. My suggestion would be to not have any pre-class assignments at all.
- Well run and very organized.
- The only recommendation I would have is to make it a little easier to obtain the discount for those organizations registering more than one person.
- The registration process is a bit clunky, and it would be helpful for non-first year's to have access to a list of previously enrolled electives.
- Too many emails!
- Very friendly, and inviting registration process & Staff.
- One suggestion leading up to institute - I was getting LOTS of emails the week before and of Christmas and NYE. I missed most of them and never read them, or got the homework assignments in advance. I'm not sure if there is a way to communicate thru the app? That way once we reach make our way thru the holidays and are ready to engage, we can log on and see all of our messages from the board and instructors? Just an idea that would help streamline communications.



WINTER

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

ATTENDEE SURVEY RESULTS AND FEEDBACK

- For some reason, I did not receive all the communications going out both from Institute directly and from the instructors. I looked in my spam/trash and didn't see them in there either.
- I wonder if it would be possible to send the app sooner and use it more for communication. My only reason is how easy it is to overlook emails in our industries if they are time-sensitive. When we are on-site and we get the text alerts as well it is helpful, so curious if that could be carried over to information from IOM as well as our advisors the weeks leading up to classes.
- I was a late registrant, so received very little communication ahead of class. My fault!
- We had a flurry of emails occurring over the weeks prior to Institute. While I thought the reason for those emails was certainly relevant, it would have been nice to have many of those emails organized into one larger email. For example, we had lots of emails from different teachers. Perhaps, coordination with Institute staff to compile all of those assignments into one location and on one email would be simpler. I notice many attendees didn't complete the easy assignments and I would suspect that was partly the reason.
- I wish I was able to more easily see the previous electives I had taken and who would be teaching the electives.
- There were a LOT of communications, and it made it hard to go back and find the one piece of information I was looking for. I missed registration, because I didn't know it was at the hotel.
- Communication prior to the event was way too much. Many emails were 'friendly' emails, introducing fellow classmates, so much so, that I began deleting or filing before reading and then ran into the risk of NOT reading important, meaningful communiques. I suggest that important information, conveying critical facts be sent to our emails and fun, fluffy emails be sent via the notification tool inside the IOM app.
- The registration and open communication prior to check in for Winter Institute was seamless and welcoming. Well Done.
- Being able to have a glance with descriptions of all the electives at once would be nice. That way you can more easily compare which electives you want and if they are offered more than once. I signed up for an association class not realizing there was once with the same name but for chambers.
- The registration software was a little confusing to use.
- I understand that communication leading up to Institute is important but I do find it difficult to 'pay attention' to some of them and I think it's really the timing of our class being right after the holidays. The emails are rolling in right before the holidays when I am trying to get things done in the office to be able to enjoy a little time with my family so It does feel like an added stressor especially when you have a speaker that is giving you 'homework' in advance.
- I think that IOM needs to figure out a different way to communicate to their classes besides email with reply all. We are all busy professionals - including the advisors, and having reply all is messy and leads to missed communications. There has to be a way to communicate more efficiently through the app or something. I understand having a few emails initially - like "download the app" and other things, but the ones where we all introduce ourselves through reply all is ridiculous.



WINTER

ATTENDEE SURVEY RESULTS AND FEEDBACK

- I never heard back from anyone about my scholarship request, so that is the only disappointment I had in communication. Even a short, "we're sorry" would've been nice to know for planning purposes. Other than that, everything went very smoothly.
- It would be great to have a system that does not allow you to take any classes twice
- Did not like the emails encouraging you to reply all to introduce yourself to everyone - that's a lot of emails in your inbox right before the holidays!
- I would say if they can limit the number of emails sent by class advisors or class reps, that would be great. I realize we had a transition between class advisors, but we received a dozen emails or more about various things to prepare for. I do appreciate the preparation, but it was hard to keep up or stay on top of them.
- It would be helpful if the classes that I had already taken were somehow denoted so that I didn't accidentally enroll in something I'd already taken.
- There were a TON of emails coming from a lot of different directions. I would maybe suggest creating Dropbox folders or something similar for a lot of the files/communication, just so it will all be in one place.
- I think the Sunday reg and homeroom should be moved to Monday. For folks like me traveling from the Midwest, this required me coming in on Saturday. I would have preferred to spend the weekend at home and fly out Sunday night. It would behoove you to think of the participants who are not from the west.
- Because I was a West transfer had to research some items but overall process was good. There was a letter sent about scholarship opportunities for West transfers and when I called the US Chamber they said scholarships were not available.
- I thought it was very convenient to have registration at the hotel. With traveling and being in airports all day it was nice to just have to walk to the lobby! Very thoughtful!!
- It works great! fast, efficient and easy! Great job! PLEASE no more dungeon classes!! I will say I really enjoyed having the classes at the hotel last year. It just seemed more hospitable.
- The instructions were clear and well thought out. The instructors and staff were helpful and friendly. Everything about the week was made as easy as possible for us. I really appreciate the time and effort that took.
- I was aware because I work with the institute staff, but some of the other 1st years didn't really know about the big bash/thought it was just something for the graduating 4th years. Maybe having a little mention of how people tend to dress nicer for that... but other than that everything was great! Thank you for putting on an amazing week!
- Overall very good.
- It would be nice to be able to tell what electives I've taken during the registration process.



WINTER

ATTENDEE SURVEY RESULTS AND FEEDBACK

- There were some events that I wasn't aware of prior to my arrival such as the KickOff Dinner after homeroom, the association mixer and IOM has talent. I had planned on using that time in other ways but I went to IOM with the primary goal of being engaged, getting connected, and fully participating. I'm glad I did those other events but it caused me to juggle. I'm a fairly flexible person, but I heard another person say they struggled with making last minute commitments or being persuaded to do something they hadn't prepared for so attendance at some events may have been lower for first year people that didn't quite know that most of our time at IOM is planned with events.



Q6: Additional comments about customer service*:

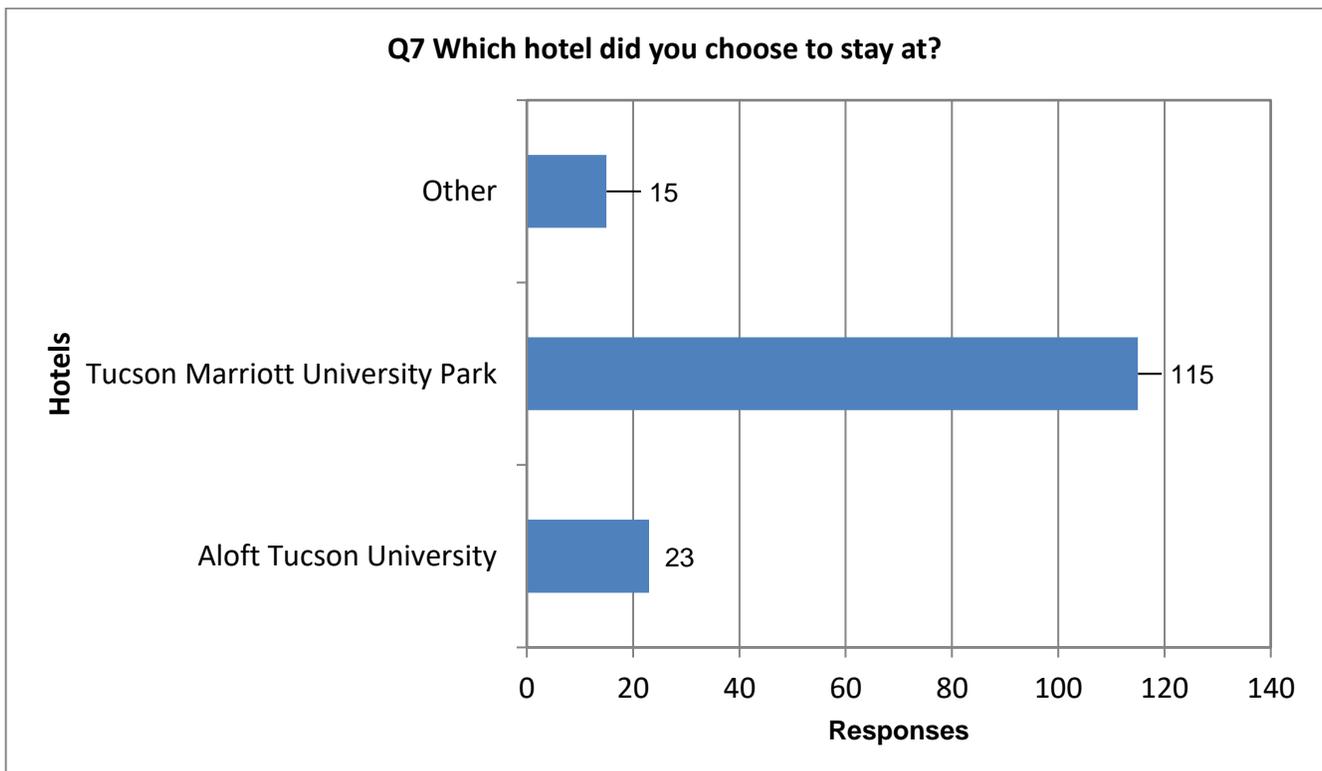
- Hotel staff does an amazing job, especially under the challenging circumstances of the seemingly never-ending renovation project. They could not have been nicer.
- The Board of Regents overall has been wonderful to deal with. This year's leadership was unnecessarily challenging at times.
- Class advisors and Board of Regents were very personable and approachable.
- All staff, advisors and regents were very welcoming and always made sure to address you when passing in a hallway.
- [Removed] was a great class advisor! All of the institute staff and board of regents were helpful and cheerful. I'm so glad to be a part of Institute!



WINTER

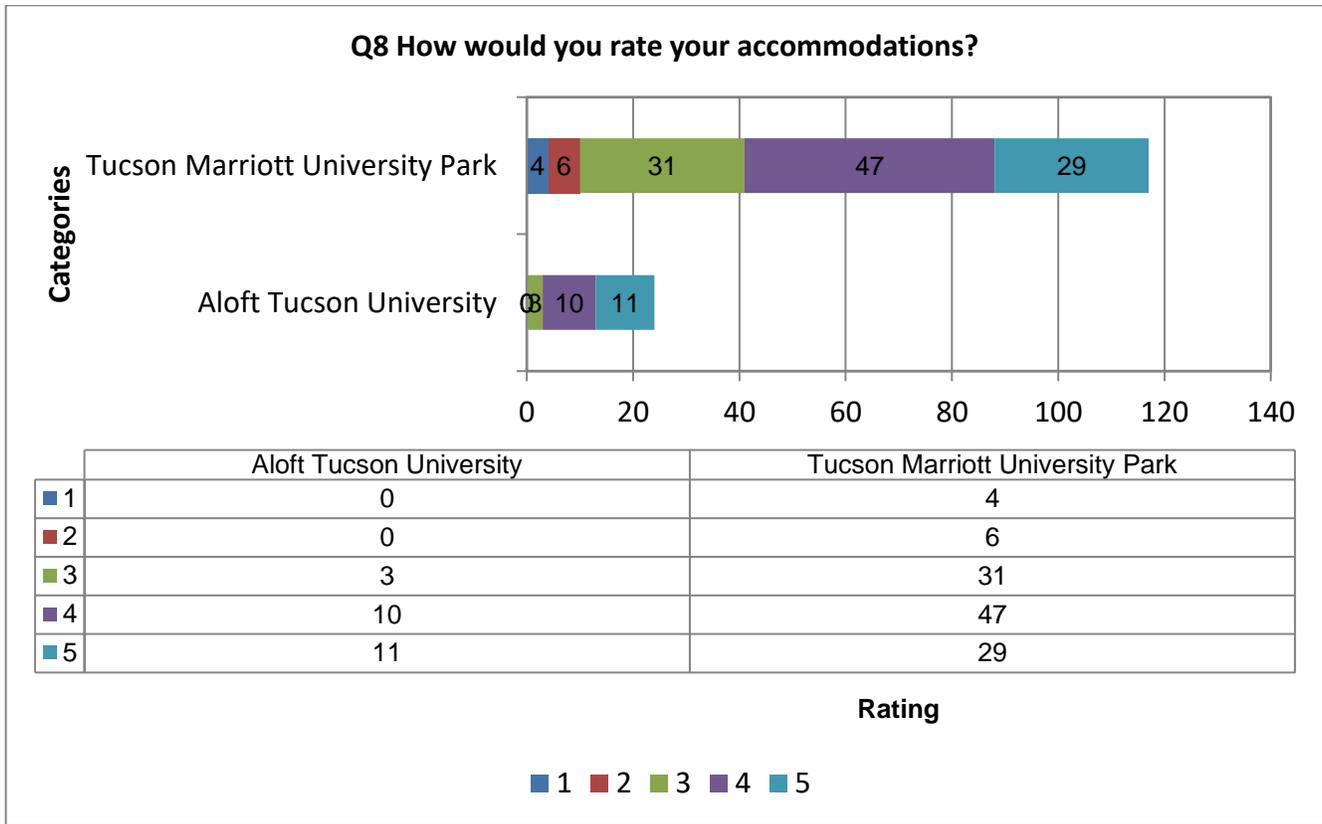
ATTENDEE SURVEY RESULTS AND FEEDBACK

- Class [removed] really enjoyed [removed] as an advisor and if possible would appreciate having him once more.
- Insitute Staff, Class Advisors and Board of Regents were all absolutely amazing!! The hotel staff was friendly but not over the top bursting with customer service, it did seem like the CS was better last year. I had great service from the little lady that checked me in and she also checked me out. The concierge was very helpful and friendly as well.
- [Removed] was an excellent class adviser.
- Everyone was attentive and professional, but friendly and personable. Advisors were eager to help and offered assistance at every opportunity. Hotel staff was very accommodating and went out of their way to be cheerful and pleasant.
- The class advisors and regents were very helpful, especially as a first year. They were upbeat and willing to answer any questions that came up.
- Tucson definitely was a wonderful experience. The Community and regents were very welcoming and helpful!
- I encourage the institute staff and board of regents to be more social and connected to the attendees. It's one thing to remind people to get to class but we are all senior level folks in our organization and that should be secondary to partnership and relationships.
- I was in [removed] and our class adviser was amazing!
- Our class advisor was [removed] and she was AMAZING!!!





ATTENDEE SURVEY RESULTS AND FEEDBACK



Q9: Additional comments about accommodations*:

- The staff at the Marriott was amazing! Very friendly and professional.
- Great location. Nothing you all can do about it, but I woke up to trucks every morning starting at 4am for the construction next door.
- Rooms were great and the upgrade is fantastic! The construction was a bit of a headache. They would start outside at 5 am and it was impossible to sleep. But that's a temporary issue. It will be great next year!
- As a 4th year attendee it was sad to see the hotel still under construction after the last 3 years being so.
- Tired of paying to stay in a construction zone.
- I know some people were put off by the construction. My room was situated in a way where I was not bothered at all by the sounds. The staff was very friendly and accommodating.
- Wish the lobby had been finished like they promised in 2019.
- Construction noise in the early mornings was a little much but I understand that some of that is not controllable by the hotel management.



WINTER

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

ATTENDEE SURVEY RESULTS AND FEEDBACK

- Every year they have a problem getting one room for the entire stay but then when you ask if the 2nd room booked is available for the whole time, it seems to work out. Terrible renovation inside and outside adjacent beginning at 5:00 am.
- Hotel was a hot mess.
- The room blocks sold out really quickly, which is why I ended up in an AirBnB.
- Funny how it's always under construction. I really enjoyed having classes offsite. I think it'd prefer breakfast provided and lunch open/free time.
- They did a nice job of greeting us with goodies late afternoon in attempt to alleviate the construction.
- Can't wait to see the hotel finished next year!
- Wish they weren't always in construction.
- The hotel is should have closed down for renovations. Unbelievable that this is not done yet, I am going to try to stay somewhere else next year.
- Construction in and out. Outside construction noise began as early as 4:30 am.
- The hotel staff and bar were excellent. Overall the hotel felt a bit used and in need of upgrades to carpet, tiles, and some ceiling areas. I came back on one evening to find a man wondering the halls, checking doors, and ultimately found he had defecated on the floor in front of the door to my room. I called the Front Desk and they resolved the matter quickly.
- I think it would have been nice to have a heads up about the hotel renovations. That we know what to expect upon arrival. However, I did appreciate and enjoyed the renovated room. I'm sure next year it will be worth all the headaches from this year. The wait staff and bartenders were not overly friendly the night of the Big Bash.
- I was very disappointed with the construction that we have been dealing with for 3 years. I filled out their survey and felt like they could have made some discounts or something to make our stay a little more enjoyable.
- It was so quiet at night and I really appreciated that. Even with the construction going on, the noise was kept to a minimum and there were no obstacles that were overwhelming or detrimental. There were no trip and fall hazards noted.
- I loved the location of the hotel but all the construction made it a real mess. Hopefully, they will have the construction completed soon.
- Hotel remodel for the rooms was better. I am not sure that it will ever not be in construction...
- Construction noise was off-putting but overall the accommodations were fine.
- The only problem I had with my stay was the showers were cold due to remodeling is the reason I was given.
- The lighting in the room & bathroom isn't conducive for getting ready in the morning.
- When will construction be over?
- The construction seemed to bother quite a few people I spoke with who were staying at the Marriott, but that's temporary. It is what it is.
- No one informed us of the ongoing construction in and around the hotel. I rarely got more than 4 hours of uninterrupted sleep all week.



WINTER

U.S. CHAMBER OF COMMERCE FOUNDATION
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ATTENDEE SURVEY RESULTS AND FEEDBACK

- Room was comfortable, but the floor being vinyl was dirty and not mopped - had stains on it. Shower leaked and we had to call maintenance to have it caulked. Our room was on the south side of the building, so that was nice, but it had an adjoining door to the next room. Because of this and the vinyl floor, sound from the adjoining room was very bothersome. It would have helped if we could have turned the fan on for the vent system, but it only came on when it called for cooling or heat. Auto on for a fan is big for a hotel to drown out outside noise. Location to the campus was very nice. Many joked about the ongoing construction in the hotel, but that was not very disruptive so not that big of bother.
- While the hotel was beautiful and I did not have any issues with the customer service there, I wish we had been informed of the construction prior to attending. While the construction in the hotel did stop in the evenings, which was very appreciated, the construction on the building next door occurred at all hours of the night. My room was right next door to the building and I was woken up at all hours due to the noise.
- I'm sure you've heard it a million times...construction! Not only from the Marriott's renovation itself but from the neighboring building (starting at 6:00 am). Also, the room renos were nice but needed to be dialed in significantly (outlets and lamps not working, poor lighting) Great location though...I wouldn't change it!
- Hotel initially assigned me an occupied room. Which was super awkward. Other than that all was good.
- Great room, staff and location; just a bummer with the construction blocking the lobby area and not having a central 'gathering' place
- Rooms were great. Lobby was completely under construction.
- My room faced the new building construction, last night there seemed there was a generator running all night. Hotel open lobby concept creates echo chamber of noise from late night out and about guests.
- Proximity to campus was great. Construction was a noise issue and not the best for sleeping.
- I stayed at the Hilton Doubletree last year too. It is a nice property, I had a large room, a great health center and a nice restaurant on site. They also have a shuttle that brought me back and forth to the student union each day for free. I had to work at night -- so I needed something away from the nightlife so I would not be tempted. They have a heated pool, an amazing complimentary breakfast for Hilton Rewards members and a large hot tub. I heard from a Lyft driver that maybe the surrounding area wasn't super safe at night for a woman to be walking around alone, but that was not part of my plans.
- Room was nice, but the construction was loud going on inside the hotel.
- It's unfortunate that the hotel has been under construction for 3 of our 4 years of Institute. I have to wonder if there may have been any other options, especially with last year's classes also being at the hotel.
- The Marriott renovations underway were not ideal, but the work-around was fine.
- At some point, they need to finish the renovation! It's been three years. They lost a lot of revenue without a full service restaurant and bar (too small).



ATTENDEE SURVEY RESULTS AND FEEDBACK

- Understand they were renovating, would have been nice to give us a bit more of a discount since we didn't get the full hotel experience.
- The construction noise started earlier than indicated in the notices. It would've been nice to have construction start no earlier than 7am.
- construction made it crazy, staff was nice, but inconsistent with service
- I heard a lot of people were not able to find/get rooms so I recommend going a larger block next year. I would look at the percentage of increase in registration over the last two years and use that as a gauge on how many to increase by. I also recommend that when you RFP next year see if you can get some accommodations for parking (for those of us who drive/carpool). If not free, a discount would be great. In past years aloft was free but it was \$6/day and next year they said it will be \$10/day. Never stayed at the Marriott but I know the parking fee on top of the higher rate was one of the reasons I didn't stay there.
- The renovated rooms were nice. It would be nice if they can finish the hotel before next January.
- I don't have much to complain about my stay. Everyone was super nice and helpful. I will say I was not a fan of the food for the dinner at the big bash.
- As mentioned earlier... I just can't wait for the construction to be done. I honestly can't understand why it's taking them THREE years to update the place!? Anyway, the staff is always nice and the breakfast was good, a little pricey, but good. I really liked the welcome back after class with refreshments and sweet treats!
- I was on the Speedway side of the building. Will know to request opposite side next year in order to avoid as much street traffic noise. (Or, hope the Marriott is under less construction next year and stay there instead.)
- One evening, there was no hot water in the shower. The heat did not work properly. My room wasn't ready until homeroom time on Sunday, so didn't get checked in until about 10pm that evening. Room wasn't entirely finished from remodel. The lobby was the pits. Big Bash was a crazy experience. Food service was really poor, timing was way off - no idea the back story.
- Other than the slow elevators, it was great. Very Clean, nice views, close to class, walking distance to all shopping and dining.
- Would like to attend one Institute without having to deal with construction at the various locations.
- The valet was not easy to use- even when we called ahead to have the car ready, it was not. Water was often cold and wouldn't get hot.
- I'm sure I won't be the first attendee to complain about the hotel construction for the third year in a row. The hotel staff was generally friendly but unfortunately that is the only kind thing I can add about the Tucson Marriott. Not once was my room cleaned. Fresh linens were never brought, the floor was dirty upon my arrival and stayed that way for the duration. The only thing the house keeping did was make my bed, poorly. For a Marriott, I was highly disappointed. It was dirty, loud and an absolute mess.
- Only lower because of the construction.

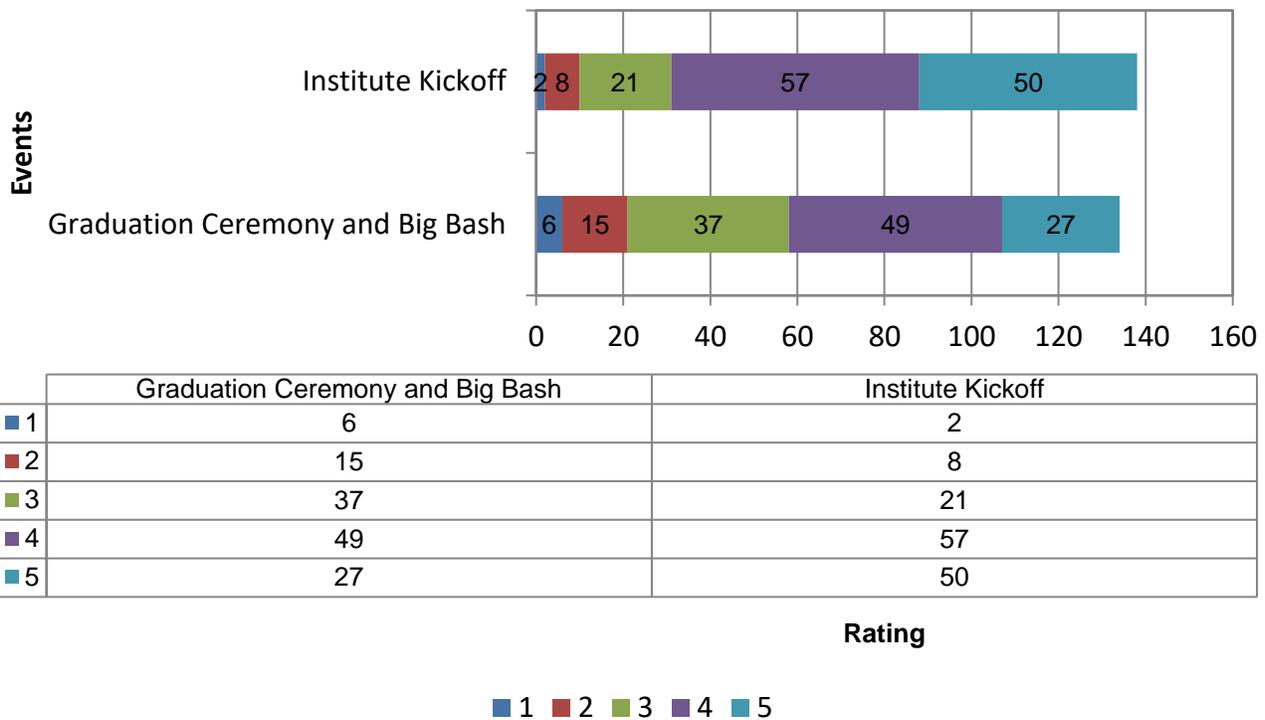


WINTER

ATTENDEE SURVEY RESULTS AND FEEDBACK

- Was very happy that they were a dog-friendly hotel but the room had mold on the ceiling, carpets and all over the bathroom. It was pretty darn gross in there. They also had zero drawers for putting away clothes and only a small closet for hanging things. Staff was very pleasant however.
- Perpetual state of renovation.
- Tucson Marriott University Park was below my expectations. Modern, soulless decor, bland food, and possibly the worst designed shower head in history.

Q10 Please rate your experience at the following Institute events.



Q11: Additional comments about events*:

- Kick off was not as exciting as it has been in past years. I wish graduation was at the J W Marriott as it has been in past years. I feel the ambiance, food, lighting and sound was far better there than at the university Marriott.
- The Big Bash was little underwhelming. I would have liked to have seen it be a little more of a celebration for the graduating class. Some photos, video, testimonials of their time with IOM. The room was very crowded and a little uncomfortable. The food was MEH and bars were hard to get to.
- The reader at Big Bash seemed rushed to get through the names. I'm not sure if that was intentional or not, but it was hard to follow along.

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



ATTENDEE SURVEY RESULTS AND FEEDBACK

- The only criticism of Big Bash is specific to the host hotel, not the event itself. I know that IOM puts a great deal of effort and time and energy into all aspects of the week, but I have to point out the complete letdown that the Graduation and Big Bash are. Last year I assumed that with the lack of use of the UofA that we were accommodating and that was why it was organized as it was. When this year repeated I felt I should say something. As chamber professionals, we KNOW events, and what I experienced felt so off and clumsy I was shocked it was organized by chamber professionals. I understand space limitations but wonder if we better serve our graduates by capturing the audience better. If you were to even do a brief welcome and then serve dinner and follow with the program and then music and networking it would be so much better than trying to accomplish everything at once. I feel there is no focus on those who organize and make IOM possible and even less on those who worked for four years to achieve such an important milestone. I know that money and set up must be an obstacle, but I hope there is a way to work within the constraints we have to make it more meaningful for everyone. Not the fault of IOM, most likely Marriott, but the DJ was absolutely awful and unprofessional. And the abrupt kick out we all received was uncalled for. I know that my class would be willing to all kick in money to keep them going later and hire someone who knew what they were doing. The DJ was "meh" but the dinner was great. Please see my comments above for the rest of my experience.
- Graduation Ceremony itself was good, entertainment and ambiance no so much. Just not celebratory and the music was mediocre. Didn't event dance much.
- The graduation ceremony was great, but if we will celebrate the graduates with a "Big Bash", in my opinion, we should have something more than just a DJ for a half hour or just end it with the graduation and allow people to do their own thing at surrounding local businesses.
- The kick off seemed very unorganized. At graduation the reading of the names felt very rushed and you couldn't really hear the name that was read. Honestly, no point in having the dj if he is going to quit playing so early.
- There needs to be a better sound system at the Big Bash. Also a professional photographer.
- The food was not as good this year as it was last year. Definitely better than my first year.
- Graduation Ceremony and Big Bash, the graduation was excellent, I felt the ceremony ended too soon, as our class was starting to enjoy ourselves, the event ended. Wish the music would have lasted longer, a lot of classmates ended up going to other places, it would have been nice to stay in the motel to continue being together.
- Big Bash venue and food sub-standard. Decor very basic and food was not very good.
- I think the Graduation Ceremony and Big Bash could use a little work. The ceremony should really probably happen during or after dessert. It was very distracting to have everyone already eating and talking during the ceremony.
- The Sunday session could have been dropped, saving my chamber the cost of one night's accommodations. While some people may find the rah-rah, school-spirit, cheerleading aspects energizing, others find it draining and alienating. As for the graduation ceremony: it's a long trip to pack for and space in my suitcase was at a premium; is it really necessary to bring a suit to wear for one function? And the food was awful. Still a nice enough event.
- The Big Bash was a lot of fun, the seat dinner and event itself was a great networking opportunity.
- Terrific events!



WINTER

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Institute for Organization Management

ATTENDEE SURVEY RESULTS AND FEEDBACK

- I recommend just doing away with the DJ and dancing. This year, even as a fourth year, I felt like the awards got short changed and were rushed. I recommend picking a place following for the after party and let people gear that cost on their own. My the award ceremony about the attendees. Hell even invite someone inspiring to speak. I am not talking about the agents for the fourth years but someone else. Could be a faculty member or someone from the Tucson community.
- Food at graduation was alright, chicken was bland, veggies were too soft and the black beans didn't taste well, dessert tasted like a freezer. Was disappointed in the after graduation part, the stage was too dark, people left. Piano music or jazz would be better for this type of event. Perhaps this should only be a 1-2 hour celebration. Also, someone snuck in alcohol in a backpack.
- The Kickoff was fun, a good note to start off on. The Graduation ceremony was also fun and lively as it should have been. The end of the part was a bit abrupt (actually it was rude), and I think it could have been handled in a more subtle, customer friendly way.
- Graduation was hard because no one was paying attention. I did attend Midwest for my first year and the facility there allowed for a different setup, with rows of seating for the ceremony, then a move into the dining room for dinner. It "forced" attention to graduation, which I felt was more respectful. Given the facility and that there is not space for that at the Marriott, I'd at least suggest not playing music. . . The meal was, well, chamber chicken. I did not leave hungry by any means, however.
- I was a little disappointed in the Big Bash. The graduation ceremony was very nice but the dinner was a little disappointing. The DJ and conclusion of the evening's event was poorly thought out. I think we danced for about 45 mins before he announced the last song and light came on. I understand the thought behind the continued celebration and to take it out among the bars and local establishments. I would suggest either cut the DJ and do just the dinner reception and graduation ceremonies or extend the celebration with the DJ.
- It was so hard to experience the graduation and big bash at the Star Pass and then to be at the University Marriott and how different and less important it felt. I don't know that much was different other than the venue. I also felt like there was inconsistency about the class speakers as we were told we could only have 1 speaker and the other class ignored that and brought 2. That should have been corrected on the stage. The DJ was rude. Any time we went up to make song suggestions, we were "barked" at about whether he liked the song or not.
- Honestly, as a group who often specializes in event planning and putting together award banquets, I expected a bit more in the program and decor. It was ok but really wasn't "wow!" I know you all have many irons in the fire so, maybe a committee could take on just the Big Bash planning (possibly even the 4th year students..?)
- While they were fine if you were a first year, it was hard if having a comparison (to 2017 and 2018), presumably before budget cuts. Preferred when there was a reception after the Kickoff so we could socialize with other attendees and when graduation ceremony was at Starr Pass and felt more special. The timing/lighting/DJ seemed off this year for the reception.
- Softer music played during the Big Bash especially before and during dinner to make it easier to have conversations. If the dinner area is not ready have a spacious area available to wait instead of everyone being jammed by the bar. It was extremely loud and made it difficult to concentrate.



ATTENDEE SURVEY RESULTS AND FEEDBACK

- In all due respect, this was a disorganized and disrespectful mess. In the past, you did not eat until the presentations were complete and I do not remember this much noise during the speakers and presentations. How anyone could hear who was graduating? Having the salads on the tables and not providing any guidance as to how the process will work - being considerate and professional while staff/board members were speaking, not eating until graduation was done, might have been helpful. Or, not have any food on the table until graduation was done. There was constant talking and clanging of dishes as years 1-3 ate their salads. Many times people had to clang on glasses to get people to quiet down. For the most part, year 4 class members refrained from eating until the graduation ceremony was complete but they even were not sure what to do. The meal was average at best. I understand we are in the Southwest, but after three days of southwest for lunches, a more neutral meal would have been better. And, to charge \$85 for my guest to attend for dinner and two drinks was shocking and close to ludicrous. Coming from a Chamber background where we provide programs, even one of our top luncheons would be \$40-45 per plate and be a much better meal. Maybe it was the venue who drove that, but \$85 was too much for that meal and drinks.
- I really enjoyed the networking aspect of the kickoff that we've done in years past. The food at the big bash was just okay, but I know a bunch of people who went out afterward for real food. It seems like a waste that a meal is provided but pretty much unappetizing to the attendees. Also, I didn't see a ton of people on the dance floor. That also seems like such a waste of funds - and maybe a redesign or something could be looked at for the future.
- Food is consistently poor.
- Three years ago the Big Bash offered music when classes were walking in and professional photographer for all class pictures, not to mention the venue. It seems the budget for this event is slowly decreasing. It would be nice to have a professional photographer available for the state and class photos or even have him/her available throughout the night for the professional headshots (at additional cost to attendees) Institute Kick-off: seems very uneventful compared to three years ago, I don't see the value of having the kick-off off-site, if registration is at the Marriott have the kick-off at the Marriott too. Maybe one day the renovation will be finalized.
- Kickoff was good - a nice way to meet and see all of the board. The big bash was a bit disappointing. We all felt it was too short. We all started to loosen up and dance and the music came to an abrupt end. At 9:30 it was kind of an awkward time to make alternative plans. Some people went out - I stayed in. I would have loved hanging with people a bit longer but wasn't up for investing in leaving the hotel at that time. I felt the bash should have lasted an hour longer.
- Rules seem pretty strict---no bar at certain moments. Strictness of opening the door.
- I live in Alaska and had to fly in on Saturday in order to make Institute kickoff - it didn't feel like a sufficient enough event to spend an extra 2 days (and weekend away from my family) in Tucson. My advice - make this more!! Or maybe this could become an optional event.
- The food at the graduation and big bash was not of the quality one would expect for this type of event. It seems odd that we are given drink tickets but that there are so many restrictions on their use...only at certain time...not at all bars. And just when the fun got started, it was time to shut it down? Was there a time constraint with the hotel for noise? Or the DJ? It seemed short.



ATTENDEE SURVEY RESULTS AND FEEDBACK

- Graduation was so anti-climatic. Food was fair. Availability to the bar was poor. The DJ was terrible and the lighting was horrible. I felt bad for class 4. I understand that budget can make it difficult to have a nice event but I have taken multiple classes at IOM that talk about events, planning, etc. and this was an event of what not to do. A speaker this week said that if you wouldn't attend your own event, then kill it. My class is already talking about doing something different in two years because of the negative experience we had this year.
- Big Bash was a huge disappointment. In the Chamber profession, we host events regularly and have a knack for it. Considering IOM is a high level of professional development, the Big Bash should reflect that, but it fell way short. This event was one of the poorest executed events I have ever attended. The run of show was very odd and did not flow well. The only positive is that the food was decent. I know planning an event from a distant location is tricky. Consider engaging the Tucson Metro Chamber to help with the event logistics or form a task force to help execute the event. It has so much potential!
- Long wait for food. Only one bar open.
- Again, the food at the big bash wasn't very good in my opinion as compared to the food at the University. I was very, very pleased with the quality of food at the University (breaks/lunches, etc.).
- Kick off is good, short and sweet.... Graduation... I was a little disappointed in a few items... 1.) I waited in line outside for 20 minutes for a drink and just as I was next to get a drink someone shut it down, rudely. There were only 4 of us left in line, we could have gotten a drink and made it into the venue with no trouble. 2.) once I did get into the venue none of the bars were open and then when they did open, the back bar did not even take tickets so I had to go to the other bar. Not sure why both bars don't take tickets? 3.) I really wish we had more time with the DJ and to dance, even if it was until 10pm. It went by way too fast and we couldn't really get into anything because of the ceremony, onion salads (haha), and photos.
- Kickoff is a little overwhelming for first year folks as you really have no clue what is going on. But, staff were great about explaining things. Graduation and Big Bash were fun, but quite chaotic. As names were being announced for graduation, we couldn't hear them because of all the cheering, hollering, etc. I get it, it's a celebration.... Also, consider having designated reserved tables for the first year class, please. (Again, because we have never attended before, we don't really know what to expect.)
- The kickoff and homeroom don't seem necessary, especially for fourth years. Having been to other graduations, I felt ours was not as special, especially the food.
- The kickoff is a great "get to know you" and pep rally! By the time we got to "Big Bash" it seemed the thrill was gone. I really feel this professional certification deserves a much better celebration. The staging, sound and photography were either below par or not present. I feel as though this event could get some sponsorships to help fund enhancements, etc. This is a big deal for the people who graduate and I felt really bad for them because it was rushed, the staging was minimal and dark and they had no photographer. As a Certified Meeting Professional and a Chamber VP of Marketing, this event is not what it could be, not even close. I'm happy to help plan this event in the future.



ATTENDEE SURVEY RESULTS AND FEEDBACK

- Institute kickoff was great. Enjoyed the opportunity to meet classmates and really loved that there was something planned for dinner right after. It was a great way to get to know everyone and catch up with old classmates the first day. The Big Bash however was quite a disappointment. The onions on the salad were so strong that the entire room smelled. Everyone at my table picked them off their plate. The flow of the event seemed extremely awkward. We were all done with our salad and waited through the entire graduation ceremony plus an additional 15-20 minutes before receiving our food. It would have made so much more sense for the food to have been served prior to the ceremony or to have served the salad right before. To top off the delayed service, the main meal was almost inedible. The chicken was bland and I am not even sure what kind of sauce was around the beans, but it was extremely unappetizing. I ate about two bites before I gave up. Knowing that it would have cost \$85 to bring a guest to the event, I would have expected a much higher quality meal. By the time we left the event, it was much too late to go get dinner elsewhere so I ended up not eating much at all. Overall, not a good experience for something that we are expected to attend.
- I think it would be nicer to have the Graduation Ceremony in one space, and the dinner in another, so that all of our attention is on Graduation. Or, don't have dinner being served until the ceremony is over. It'll make the evening go a little later, but the speakers and graduates deserve our full attention.
- Kickoff was a waste of time to me. I love seeing everyone, don't get me wrong but it didn't make sense as a 4th year to be there. Would have been better spent going to class and not having to attend on Thursday after graduation. The Big Bash was disappointing. Where was the intro music as we walked in? Pretty much a downer... would have been nice to have the Regents lead us through the room instead of the lackluster short walk around a few tables.
- Institute Kick-Off is nice, but pretty standard. The Big Bash however could use major improvement. The food was subpar, the DJ lacking, and it ended at 9:30 when people were still dancing. I also was disappointed to hear that the 4:1 graduating class was not able to sing a song during their "speech" time. All week we're taught to be innovative and "think outside of the box", yet shut-down when it comes to being creative with the graduation ceremony. We're Chamber people, we're creative and fun by nature, don't shut it down. It would also be more engaging for those not graduating. Something to think about.
- These both used to be much nicer and much more involved. It felt like there was a concerted effort to save costs on these events, which was unfortunately not reflected in a decrease in tuition - i.e. we paid as much as before and it felt like we got a lot less for the money.
- The kickoff was fun -- it's just rough that it's on Sunday. It adds travel costs and time away from home for people as I already described. The Big Bash needs a total overhaul. It's like being at a wedding you really didn't want to go to but feel obliged to. I talked two first year students into attending it who were staying at my hotel, and I felt bad about it afterward. I thought maybe last year was just a fluke and that this year would be better but it was actually worse. The food was terrible and the service was too.
- Big Bash was good, ended too early! We were still dancing! Food was not that great. It was better the year before!



ATTENDEE SURVEY RESULTS AND FEEDBACK

- Big Bash was ok...there wasn't enough plated food for everyone at our table. Also, perhaps a little more in the decor department. This is a big deal. Maybe a video screen and a camera so those in the back can see although I realize that is a cost factor.
- My flight was late Sunday...I missed it!
- I was really disappointed in the kick-off. It felt much less social than other years, perhaps the style of the room. For the Kickoff, the auditorium was a much better location than 2019, but not as nice/energizing of an event as 2018. The "Big Bash" was nicely done, however I missed the "walkup music" for each class -- that was fun in the past. It's not much of a "bash" if the DJ music ends at 9:30pm. Maybe have 2 different people saying names of the graduates as it sounded like Erin was getting tired/lost her voice at the end.
- I don't understand the kickoff, it's really not useful, seems most of these announcements could be handled during weekly lunch breaks or be prerecorded and sent via email ahead of the institute session. The big bash dinner was underwhelming. Also, half day Sunday adds an extra travel day.
- I liked pictures were taken prior to graduation.
- Kick off is just boring. You need some music playing and the regents need to be engaging with the others. After attending West and seeing their graduation, the one in the ballroom at the hotel is just lacking. There have to be additional facilities in Tucson that could hold our group and have it more elegant and kick it up a notch. The food was better than last year but please do not put raw onions on that many salads. It overpowered the room and we had people at our table that were allergic to onions and had to leave the room due to becoming sick. I would think that there might be some national companies that would like to do business with our attendees that might sponsor some of the event allowing you to move locations and make it nicer.
- The kick off was MUCH better than last year being in the auditorium with a little more space. The bash seemed very rigid. While I understand that this is a industry event, the classes not being able to have music to enter by after seeing classes before them have that opportunity, I feel is demeaning. The lack of respect and professionalism by some (I cant stand people talking among their tables) during the presentation have affected the whole and it has made the event suffer.
- I heard Big Bash used to take place at Star Pass Resort...much nicer accommodations than the Marriott Park. Would have been more than willing to pay a little extra for registration. Overall, Big Bash and graduation was nice and respectable.
- The Big Bash seemed rushed. the way the bars were set up didn't make any sense, one bar took only cash and another way on the other side of the room took tickets.
- Kick off was fine. We could really do much better at the Big Bash. I know our class would love a better meal (within reason) and more party-like atmosphere after the dinner. Bright lights and a hotel employee clicking songs on his computer isn't what most people expect for a "bash." I think even going off site wouldn't be the worst idea. We are all professional party-throwers as Chamber/Association executives and can do better. Four years of commitment, time and money should boil down to an epic celebration. Let's find a way to commit more resources (or whatever is lacking) in the coming years.
- The kick off was okay,, the graduation seemed rushed, like you wanted us out of there. And the DJ was meh, how much more would have small band been? I did like the champagne toast, that was a nice touch.



ATTENDEE SURVEY RESULTS AND FEEDBACK

- The "Big Bash" was horrible. Seriously, we are all event professionals and that's what you gave us for a "big bash?" Let's start with the food - atrocious. Disgusting and no flavor - Chamber Chicken? Really? It was gross and you all should be ashamed that you let that pass. Second the program. I think the timeline should be revisited. Have the graduates walk-in, then sit. Board chair say a few words. Everyone eat salads, everyone eat dinner. Then have ceremony - when everyone is paying attention - instead of eating the salads. After the salads, everyone got up and doddled around for 20+ minutes, while the rest of us were wondering what the heck was going on? Was that it? Were we getting dinner? Then "dinner" was served, half the people weren't sitting down any longer. Some had actually left the entire event and went elsewhere for dinner - an actual meal that tasted good. While the rest of us were left wondering again, what the heck was going on. Meanwhile the "DJ" was blasting dance music during the "meal" and even if we wanted too, we couldn't hear our neighbor to have conversation. Seriously worst banquet event I have ever attended. I am so disappointed.
- Didn't attend the Big Bash this year. Last year, was painful to sit through and instead a small group of my classmates went out to dinner.
- I felt like the graduation ceremony was unorganized. I felt like graduation rehearsals should have walked everyone through the entire process so we knew what to expect.
- Horrible food.
- Love how casual Sunday afternoon/evening is. Getting to meet everyone and mentally prepare for a full monday. Ceremony was fine! Full of recognition and fun. Food was good. The Big Bash however was a little sad (ending very abruptly and early) and actually an inconvenience - splitting up the group and suggesting people turn in for the night or find somewhere else in town to go to celebrate. If i were a 4th year, I would not want to end my IOM journey like that. Alone at a bar ... with only 2 other classmates who got an Uber to a local bar because the Marriott party got shut down so soon ... with a single tear rolling down my cheek. But really, lets keep the group together.
- I feel that I would rather have class on Sunday afternoon/evening after registration during my fourth year so that way we can be done after graduation on Wednesday. After one or two years of the kick-off, we already know the information and feel we could better utilize the time.
- The grad ceremony seemed pretty long and uneventful. The speeches were not inspiring to me. I might feel different when I am a 4th year-er. Personally, I would have liked to have had a program with a few pictures and inspiring quotes from those graduating, even if it was in the form of a place mat. The food service, timing and taste was less than what I expected, even for a first year-er. I did not stay for the music afterward.
- The Bash was great but could use a few programming tweaks. Either no salads (or any) food on the tables until the 'ceremony' portion is complete or eat the full meal before the ceremony. It tends to get loud with people eating with speeches going on.
- DJ ended earlier than we had expected. Time crunch to get pictures, and eat along with the ceremony. Maybe assigned tables for the class would help the classes stay closer together.
- Difficult to hear and be engaged at the same time of dinner service. Confusion on the bar service, which bars were open when and who took drink tickets and who took cash. Also seemed to finish earlier than scheduled?
- Big Bash could've gone until 10 pm or forego the DJ.

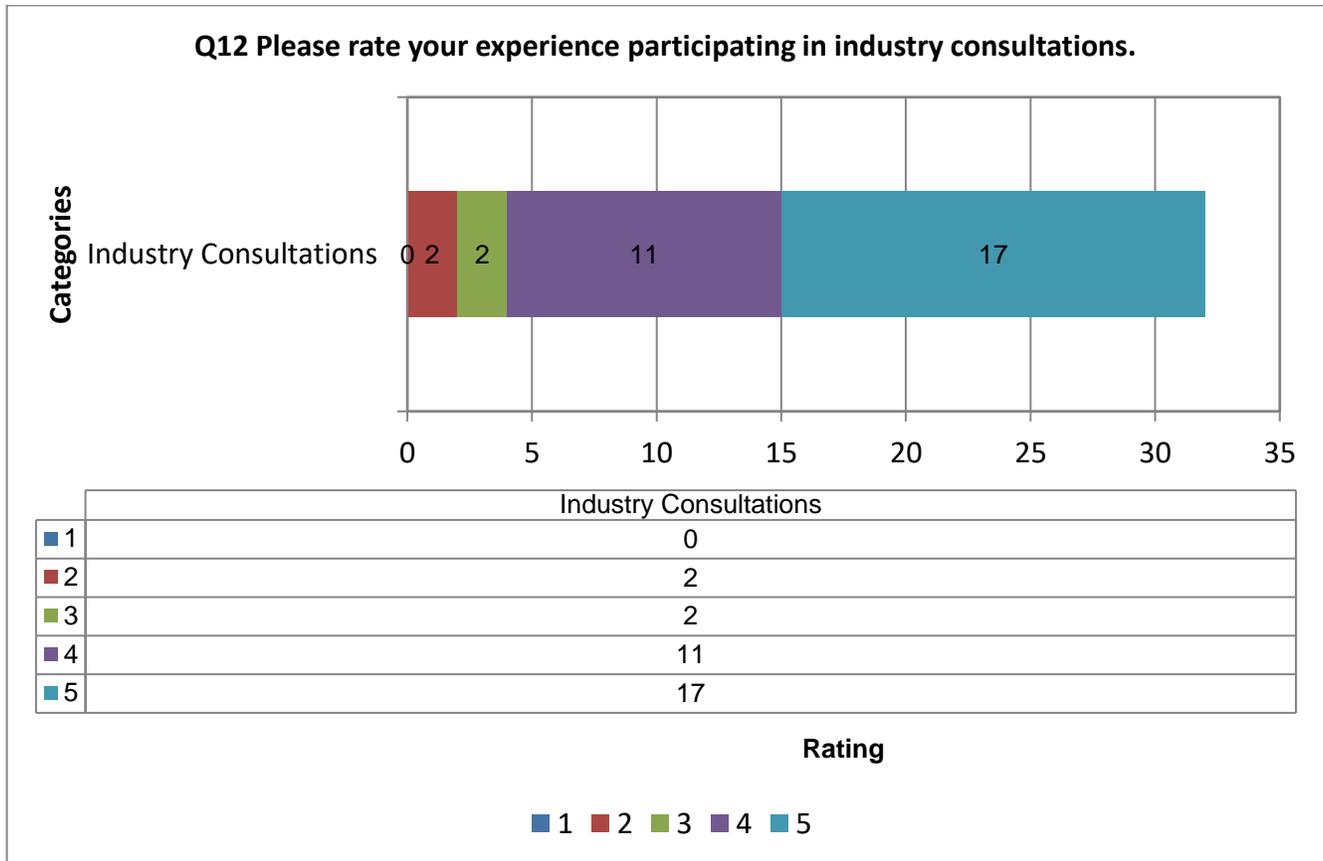


ATTENDEE SURVEY RESULTS AND FEEDBACK

- The room felt crowded. The waitress for our table was not attentive to our needs and was too quick to remove items from our table. About halfway through the evening she stopped showing up completely. We had to ask another server to bring the dessert to our table.
- Graduate recognition was rushed (we couldn't tell which person matched with the name being called). Graduates put a lot of time and effort into achieving this designation, so it would have been nice for them to receive a little more recognition. Also, the fact that the entire event shut down at 9:30 was unfortunate. Students work really hard all week long and don't have much downtime to visit with each other on a more relaxed level. Big Bash is when we hope to do more visiting and having it end so early didn't allow for that.
- I had a lot of fun at big bash, but the hotel staff kicked us out pretty quickly.
- I think it's time for Institute staff to take a long hard look at how they are doing the kick-off and the Big Bash. The big bash especially, is stale. I don't mean this to offend anyone but it is classic chamber, "stale, pale, and male." You have top chamber and association staff from across the country who are either paying for institute out of their own pocket or their employers are paying for it and allowing them the time out of the office to attend and it feels like the celebration is sub-par. One of the sessions I had this year was on events and the speaker said, "you need to think about if you want to attend your own events." I would challenge Institute staff to think about this, because it appeared from the body language I saw from both staff and Board of regents that they couldn't wait to get out of there. The food is horrible, "chamber chicken" which we all joke about but I can tell you there is no way I will be inviting my husband to the graduation when my time comes because it is not worth \$85.00! AND the 'Bash' isn't really a party. The DJ looked like some guy who was found in the back alley and couldn't wait for his next smoke break. Just when everyone is having fun and getting into the celebration spirit, it's lights up and over at 9:30 PM. It's not a BIG BASH... It's not even a fire cracker that fizzled. Here's the the thing, you have a room FILLED with people who plan events for a living, what kind of event do we want to go to?... ONE that is over the top and amazing, that INSPIRES us! And as far as the kick off goes, It doesn't feel necessary. I have to give up an entire weekend with my family because there is no easy way to get to Tucson, so I leave on Saturday, I still had a major delay due to weather and was concerned that I wouldn't make it to home room on Sunday in time and then I do make it and it feels like a waste of time. Maybe for year 1 students for orientation it makes sense but not sure it is beneficial and honestly having to arrive by Sunday afternoon is stressful. I'd rather see the program run Monday-Friday.



ATTENDEE SURVEY RESULTS AND FEEDBACK



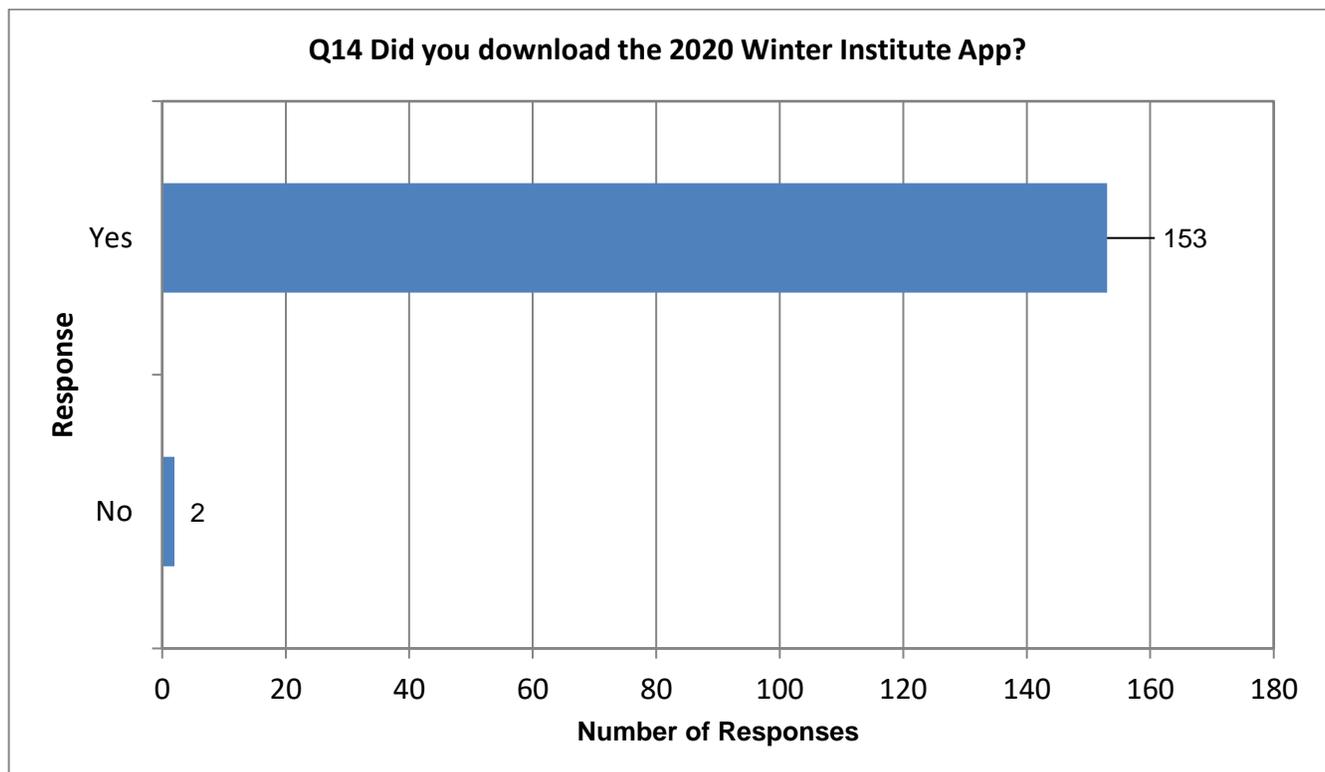
Q13: Additional comments about industry consultations*:

- Great information from [removed] -- although she missed our first scheduled appointment as she was on her phone while I waited.
- I wanted to do this but never fit it in the little time we had.
- I cannot thank my consult enough. I needed direction and feedback and I needed it to be honest and I received and more. This is a great service to us all. Thank you!
- I requested a consultation last year and never received any follow up so I didn't try this year.
- [Removed] was really helpful.
- I requested an industry consultation with [removed] and it went great! Helpful practical information.
- The one that I had was great. They are a little squishy though and for someone new can be challenging to schedule. A little prep for first years and beyond on how and when would likely benefit everyone.
- [Removed] ... exceptional as always...how does he know so much...lol
- I didn't take part in the consultations.



ATTENDEE SURVEY RESULTS AND FEEDBACK

- Met with [removed] and he gave me some helpful insight into the question I had regarding membership.
- I requested someone with specific experience on a specific issue, and got someone with zero experience. So it wasn't very helpful for me.
- Institute staff was so awesome, they made it so easy to work with them. Very responsive!
- Oh my goodness.... each and every consultant was top notch. The information they all shared was phenomenal. It will take me all year to decipher and put into play all I learned.
- Great opportunity I wish I would've taken advantage of. Next year for sure!
- I tried to secure a consultation with [removed] and was not connected with her.
- I didn't love all the many texts encouraging me to buy something at the silent auction. And it made my phone ding during class which I felt bad about.
- I requested one, but it never got scheduled, even with the class adviser engaging.
- My consultant was fantastic, he really helped me talk through a lot of the challenges I'm facing and gave me new insights.

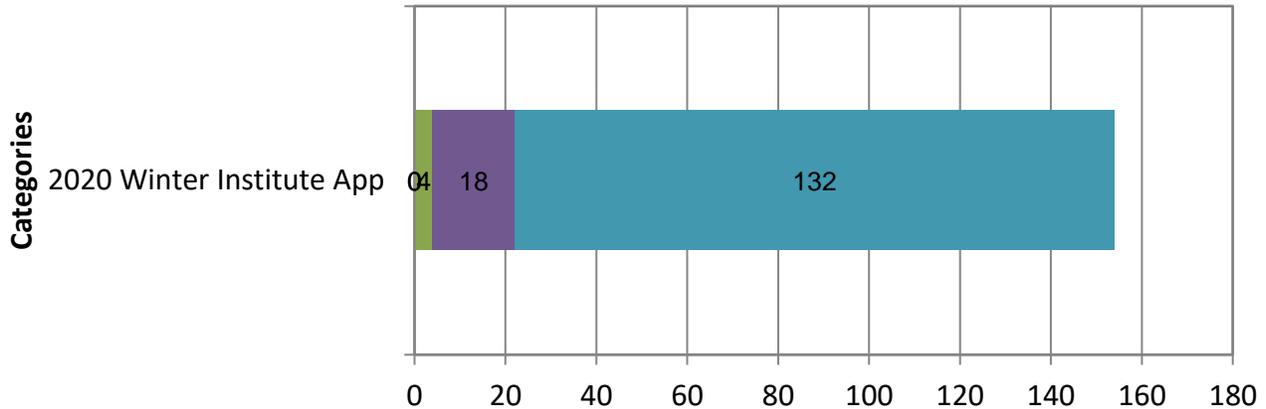




WINTER

ATTENDEE SURVEY RESULTS AND FEEDBACK

Q15 If you downloaded the app, how beneficial was the app to you?



| 2020 Winter Institute App | |
|---------------------------|-----|
| 1 | 0 |
| 2 | 0 |
| 3 | 4 |
| 4 | 18 |
| 5 | 132 |

Responses



Q16: Additional comments about the app*:

- Very helpful with lots of information at our fingertips. Much appreciated.
- I had trouble with the app so accessed using the web. There was no info listed for faculty otherwise it worked find.
- The app is vitally important.
- Loved the app. I wish all of the instructors had their materials uploaded to the app on time, though. Still waiting for materials from some of the instructors.
- The app really helped me keep on track with my classes and where to be. I also liked being able to find my classmates and their info in the app.
- I like the map in it for the class room and the presentations.
- Love the app, although had to be reminded to use it! Appreciate having everything in one place, not having to print out all materials.
- There should be a least one sign with schedule and details for guests who are unable to use the app.



WINTER

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

ATTENDEE SURVEY RESULTS AND FEEDBACK

- Make it available sooner!
- Amazing. Would have died without it.
- I'd like to see if this app could be used as a communication tool instead of our emails.
- Loved having everything in one place.
- App was great this year!
- Loved having our schedule and the class presentations right there.
- The app is awesome! Better notifications the first day about state photos would have been good.
- It was great for my schedule. For its potential functionality with connecting with others in the program, it felt like I was the only one using it. Not so helpful.
- I liked that I could look up the attendees, find my classes, and other information provided by the app.
- So very helpful in quick finds to information.
- I love the WI App! Don't change it!
- Love the app!
- Loved it!
- Loved the app! Very helpful to see my schedule at a glance, connect with others in attendance and have all the documents attached for each session.
- It is so nice to have a play by play at your finger tips at any time of the day! I appreciate the app greatly! It is so much useful information in one place! The fact that it is user friendly makes it awesome, too!
- The app is great!
- I used the app multiple times a day. My search function didn't work in the attendee roster, so it was super helpful to have the names alphabetized by first name. I don't think it was clear that you had to "release" your contact information for others to see it. Communicating that in the kick off document or having the class advisor make that as an announcement would have been helpful.
- The app is fantastic. I REALLY like it.
- The App was so helpful. It was a quick way to reference everything.
- Love the app!
- Great and easy to use.
- That was what I used to see where my elective classes were being held.
- Very useful and easy to access/ use.
- The app was awesome. Per my previous comment I think we should use that more prior to institute.
- The app was good, but I would prefer to still receive a hard copy of my personalized schedule with electives, etc.
- The app was great. I just wish all the instructors had uploaded their presentations in handout format.
- Fantastic app - seriously, everything was there!
- Definitely keep it. Thanks!



WINTER

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

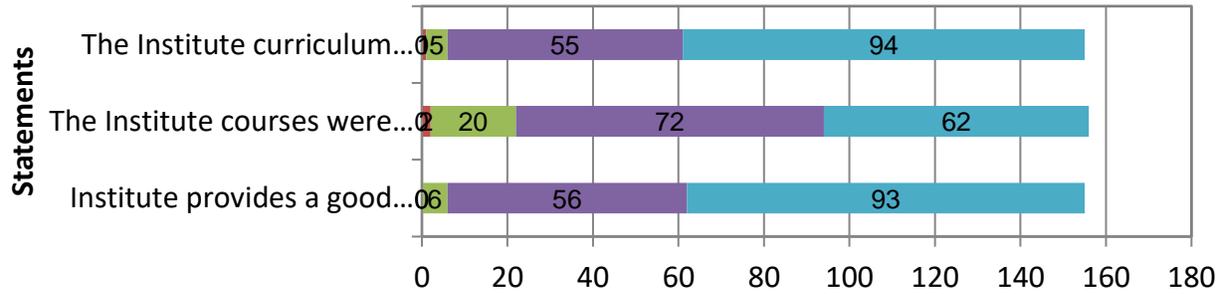
ATTENDEE SURVEY RESULTS AND FEEDBACK

- I can't think of a thing to change - it was so helpful, this year and last. Especially with Bidr and the maps!
- Loved the app. Especially when looking at electives and being able to switch if possible as you learn you might want to take a different course.
- The app was great and easy to navigate. Such a great way to find all required information.
- Having to go through the verification process each time that I used the online version was a bit cumbersome.
- App seemed easier to navigate than last year. I really liked the addition of the auction platform this year so everything was in the same place.
- easy to use
- I loved it! It was so easy to use and a great resource as to what and where my next class was. I didn't have to scrounge around for papers.
- The app is great! Definitely something I would recommend using in the future.
- Really enjoyed the app and found the info useful. Thanks!
- It was nice to have the schedule, but other than that I didn't really use the features.
- The app is great to keep me on track, download presentations, etc.
- The Bidr portion was a bit dicey at times. It would kick you completely out and sometimes require you to log back in.
- Great job. The only thing that could have made it easier to use would be if the floors were different maps. It was a little hard to find where you were going at first.
- Loved it!
- Great app, very valuable.
- Very beneficial... now I'm trying to figure out how to get all of the files from the app to my computer? I haven't really looked into it yet but I'm hoping it's easy.
- Many of us like to prepare for Institute BEFORE leaving home, so having the slides prior to class is really helpful for note taking and such. I'm sure you try to get faculty to upload content, but it is tough when you are in class and are told they will do it later (especially when it means you would have taken less notes if you had the slides).
- App was very beneficial - please keep for next year!
- Great tool.



ATTENDEE SURVEY RESULTS AND FEEDBACK

Q17 Rate to what degree you agree with the following statements.

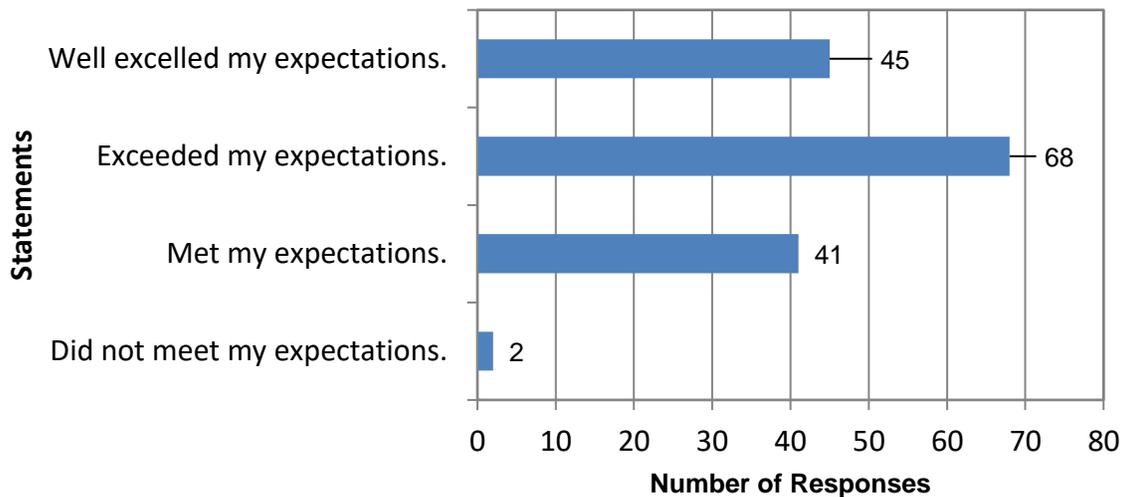


| | Institute provides a good networking opportunity in nonprofit management. | The Institute courses were conducted at a suitably challenging level for me. | The Institute curriculum provided valuable professional development. |
|----------------------------|---|--|--|
| Strongly disagree | 0 | 0 | 0 |
| Disagree | 0 | 2 | 1 |
| Neither agree nor disagree | 6 | 20 | 5 |
| Agree | 56 | 72 | 55 |
| Strongly Agree | 93 | 62 | 94 |

Disagree or Agree Distribution

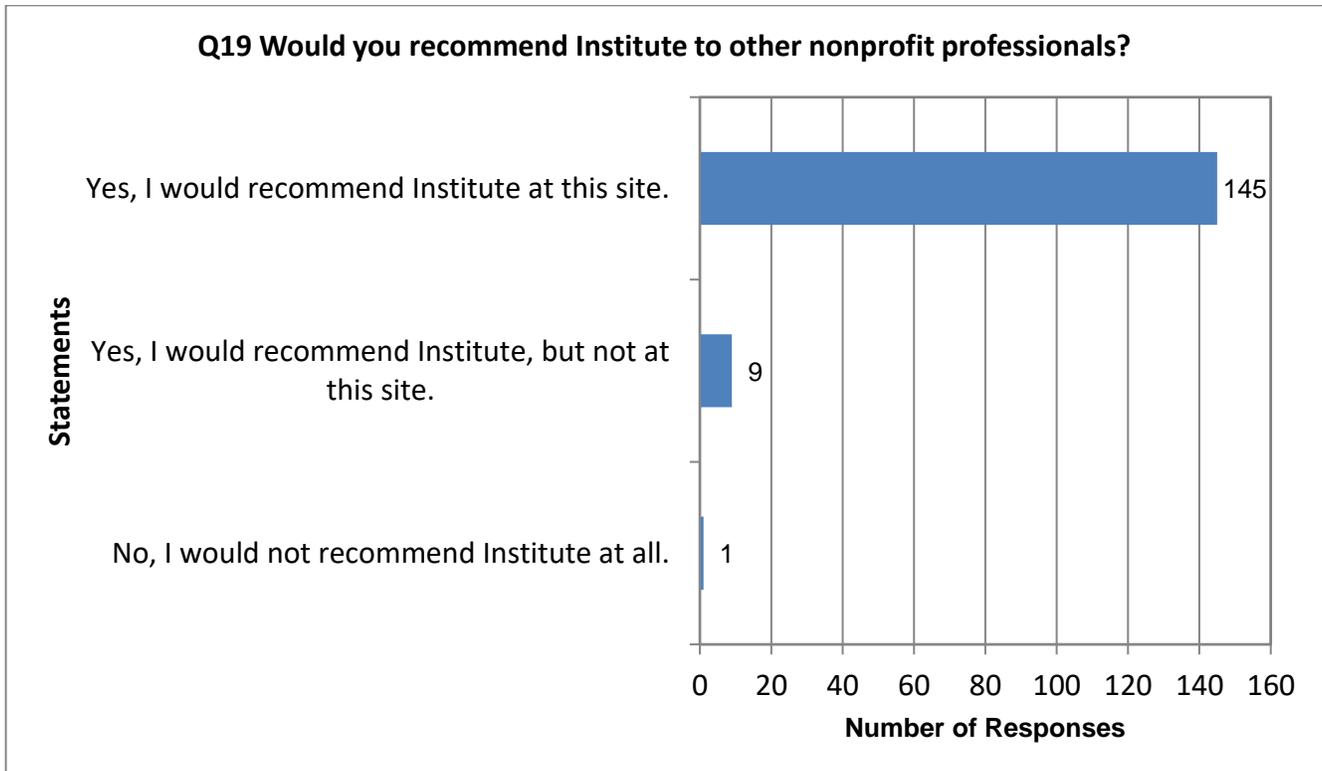
Strongly disagree Disagree Neither agree nor disagree Agree Strongly Agree

Q18 Overall, to what extent did Institute meet your expectations?





ATTENDEE SURVEY RESULTS AND FEEDBACK



Q20: Additional general comments*:

- I had a wonderful experience all around. The curriculum for the most part was fantastic, and the people were even better. Really looking forward to next year.
- Overall everything was great! It keeps getting better year after year. I felt the classes this year were on point for where I am professionally. I did give individual feedback on each class so you can check that. As I'm sure you hear, year after year, the camaraderie and classmates is what can make or break your week there. We have the BEST class ever and am so thankful for my IOM classmates!
- Overall, I thought that the classes were much better for year 3 (than year 2). There was one MISS for me. That class was [removed]. I was very interested in the topic and what I might learn from this class as DEI planning is big in our industry. The description read "Inclusive leadership is paramount to successful orgs and thriving communities. Equip yourself with the tools necessary to create a community that is welcoming to all". That is NOT what was presented. We encountered an odd mix of information, dates, and facts related to some aspects of DEI delivered in a way that made dialog uncomfortable and non-existent. I would not recommend having this instructor back.



ATTENDEE SURVEY RESULTS AND FEEDBACK

- The campus was beautiful and the education spaces were great - except for our class, which was in the lowest level. It was very chilly with dark lighting and skinny tables. We didn't even really have comfortable chairs and with concrete floors, every time someone got up it was very loud. There were a few times we had disrupting noise from the 'open air' hallway. We made it work. The instructors were fabulous! Kudos on getting some of this industry's best presenters. I only had one that 'read off of the slides' 80% of the time but that was an elective so I'm not heartbroken over it. Our class advisor [removed] was awesome. He was always advocating for us, trying to help fix the issues with our room and he was very engaged with all of us throughout the week. HUGE improvement over last year. Our class has requested him back even though we know that is not done. I do believe that there are invaluable connections made at Winter Institute. Both on student and faculty levels. One more suggestion for the 2020 class is if you break us up to help with class size, I recommend putting the fast-trackers in the second class. Last year we did say that we wanted to stay together but now that the original class is much smaller, we could probably make an average sized class at this point. It would take some strategic thinking but it would make a huge difference for those of us who are 'staying Winterized' our whole journey. Thank you for listening and any negative feedback is meant to help improve the program, not as a slight to anyone's hard work.
- I like that the dates are already set for next year for planning purposes.
- So many wonderful people made Institute fun and memorable! Everyone was kind, welcoming and encouraging! Thank you all! The Arizona campus was wonderful! Love the fact that we had 30 minute breaks plus an hour for lunch. Gave ample time to get off our butts and go outside to walk around the beautiful campus and stretch our legs a bit. Food at the campus was great as well! Loved the healthy snacks and creative lunches! Plus, Starbucks right next door! Great place to hold Winter Institute!
- My head is still spinning from the education I received over the course of 4 days. The staff, attendees and instructors were second to none. It was great to hear others talk about their challenges and successes. It was comforting to me to know I was not alone in some of the challenges that are inherent in running a chamber of commerce.
- I previously attended West Institute. Comparing the two, I would definitely say that this location was much more appealing. The ability to walk to restaurants and to the campus was very nice. The food at this location was also better, but could still stand to be improved. As expensive as this week is, I would definitely expect better quality and some breakfast as well. Overall, the experience was great and I plan to return again next year, however I would love to see some improvements, especially with the Big Bash. I know if I were a graduate, I would have been disappointed the event this year.
- Some of the instructors were wonderful while some were more conversational; and though obviously very knowledgeable on the designated subject, didn't provide much actual information. Perhaps their presentations could have been more tailored and focused.



WINTER

ATTENDEE SURVEY RESULTS AND FEEDBACK

- All-in-all I had a great week and learned a lot. However, I do have a few suggestions. Our class 2-1 is large. I understand that. BUT, please don't put us in the basement next year. It was cold, dark and not very nice. None of us were happy about being put down in the dungeon. The meals were not good. I think you need to not have so many ethnic foods and do something that appeals to most pallets. The Indian food day and the paninis were really gross. The paninis didn't have any cheese or sauce left in them because they had been cooked for so long. I liked it better when we had breakfast and all the meetings at the hotel and then were able to have lunch on our own. It got us out into the community more. I didn't like the 10+ min walk to/from the conference. It was difficult because we weren't able to run back to the room quickly if we needed to. I thought the snack break food was good. I personally had a better IOM experience in 2019 than in 2020. I hope that 2021 will be better. For \$1400/attendee, I think you can do better. Thanks.
- The meeting space was freezing, the whole time. No access to powerstrips the first day that was remedied the second day. Food was good the first day and not the second. Break/snacks were awesome. The AM snack was enough to have been breakfast. Please break up 2-1. The class is too big to make deep authentic connections with more than 2-3 people, which is a huge asset from the IOM experience. More information about continuing education and how the IOM credits link into other certs would be helpful, please share!
- The room was very cold and I was disappointed with the Marketing instructor as this is an important topic with how quickly technology is changing. [Removed] are phenomenal!
- I really learned a lot in my first year and am excited for next January. Thank you to all who put this on, well job!
- You are going to hear this a lot from the Year 2 attendees, but our homeroom location was absolutely awful. We tried to make the best of it, and nicknamed the room 'the dungeon'. I run continuing education programs, and I would have never held day-long classes in that room. The lighting was terrible, there were technology issues with the LCD projector, the acoustics were bad (thank goodness the microphones worked) and the list could be longer. If there isn't another room big enough for that class for Year 3 at the Union next year, then another location nearby on campus needs to be found. Sonora needs to be taken off of the list for classrooms. [Removed] (our class advisor) went above and beyond to try to help the situation, including buying extra extension cords and power strips for student computers, but there was only so much he could do. I also started eating my lunches elsewhere, since food often ran out if you were at the end of the line for lunch. Soda and other beverages often ran out at lunch as well. I will admit, I was spoiled by the facilities at Madison, and can't wait to go back there.
- I have been promoting IOM participation at my association.
- The food at the university center was mediocre, strange choice of items sometimes. My class was in the Sonora room in the basement-terrible room, no electrical, cold and uninviting
- Overall IOM was good for my professional development. I found our adviser to be helpful and enthusiastic. Overall experience was good and I have already shared items with my board.
- Great experience. Content for 3rd year was exceptional. It's time to recognize [removed] with a plaque and invite another industry professional to present as his presentations are dated and repetitive.



ATTENDEE SURVEY RESULTS AND FEEDBACK

- I think Institute is the most valuable professional development I have ever experienced, including in my prior career in another industry. I have appreciated the many outstanding instructors we've had the privilege to learn from, many of whom are still available to us. At times it felt like some classes were covered by regents and/or other volunteers who did not seem completely prepared for those sessions, which was even more apparent in comparison to the other phenomenal instructors we had for other classes. I have been a little suspect of some of the attendance and other requirements and punishments for missing some class as they do not seem to have been uniformly required. For example, a classmate of mine was required to write a paper in less than 48 hours for missing an hour of class due to illness to be allowed to graduate. Last year, a member of the US Chamber staff who was in our class routinely flitted in and out of our sessions, and spent much of her time in class shopping online, and ultimately earned the same certification. I wonder if she was required to complete the same kind of paper? Another example: we were instructed to dress professionally for graduation, while the organizer of the graduation event did not. Perhaps making expectations more clear for these portions of the schedule would be helpful - is it intended to be serious or fun, or a combination of both?
- Thank you for creating a truly educational, professional development venue for the non-profit sector. The institute is far better than any ASAE learning sessions I have attended.
- It seemed that the Institute experience got a little less and less special with every year. Not within my class, the better we got to know one another, the better we got but just the bang for the buck.
- Institute exceeded my expectations even though the bar was already set high from the recommendations of colleagues. The quality of instructors was impressive.
- [Removed] was a great class mentor. Be sure to bring him back.
- The 4th year was the best year. Faculty was excellent, with the exception of one. The topics were very good and helpful. This was a very beneficial experience!
- In year 1, I was surprised at the quality of the programming. Thought I was prepared for year 2 - blown away yet again!
- The basement class room with no windows, poor sound, and no heat was not the best choice. The main auditorium where we held the opening session would have been better.
- I will continue to sing the praises of IOM. It is an incredible program and I hope my involvement lasts for many years to come. IOM validates that I was meant to work in this industry and gives me the tools I need to grow and develop!
- I would suggest having separate tracks for emerging leaders and experienced leaders. Some of the coursework represented more of a review of best practices rather than teaching moments.
- I would like to suggest a look at the schedule to possibly extend Tuesday and Wednesday to allow for easier travel opportunities in Thursday. We have one option on travel and it's inconvenient at best. Thank you so much to all of the staff and volunteers. You all did a fabulous job!
- I can't wait for next year!
- A great job to the staff and regents! I really liked how the big bash was at the Marriott this year; it made it very convenient. The only thing I would say is consider having the Sunday evening class for fourth years so we can be done after graduation.



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ATTENDEE SURVEY RESULTS AND FEEDBACK

- During my 4 years of attending Institute did felt like less than 40% of the content was could be applied to the association community. In your literature you mention courses in IOM help prepare you for the CAE exam, I did not find this to be true. I'm not sure if your curriculum mandates a certain percentage should speak to chambers and a percentage to associations but if not, perhaps evening content to speak to both could up your enrollment of association attendees. I would suggest if faculty is unable to speak to both you have either have the 2 faculty of offer it for both association s and chambers. It would also be helpful to know who would be teaching the course. I think improvements could be to make to appeal to the growing association world. My I also recommend having some sort of guide to help the advisors create more cohesive family type of experience for newbies to the class. I also completed the form to volunteer and would be happy to assist in anyway I can. Thank you so much for the experience. Excited to see the future of IOM.
- As a third year student we have been moved around a lot at the Winter location. This year was the most organized of them all! Loved having class in the student union. It was close to amenities and was not a far walk from the Aloft. The food provided was great along with the snacks. Again, the best choices we've received. The room were freezing but I'm sure you'll hear that anywhere you go. I have a suggestion to do the Bash in the Student Union Ballroom. It is equal distance from both hotels. Provides a stage and plenty of space (if not more for networking!) adding cocktail tables in the back where the bars would go would provide an opportunity for attendees to chat and get a breath from the dinner area but still feel connected to the event.
- Thank you for your time and talent in setting up such an intense, helpful training program for me.
- I thought all my classes at Winter Institute were relevant. However, there was at least one class where I recall the majority of the 3 hour session pertaining to local chambers. Most of that discussion was driven by the fact that 75% or so of our class were, in fact, chambers. But with that being said, it wasn't all the relevant to any association attendees. Loved Institute as whole though. I'm considering whether I stay at Winter or if I go to the Summer Institute, where it's my understanding that there's a lot more association attendees.
- I didn't realize what I was exactly signing up for. It exceeded my thoughts and I will come home with much more implementable material than I had planned for.
- 1) It is my understanding that the curriculum is set to accommodate the chamber and association knowledge base requirements. However, based on my experience in this class, it seems faculty need to keep this mind. Some content of core courses was totally focused on large sized chapters only.
2) The titles of the sessions are somewhat misleading. Please make sure they are reflective of the content.
3) Few topics are missing and I recommend adding: a) Artificial intelligence and how it is affecting the nonprofit operations. b) Soft skills and emotional intelligence are more relevant now-a-days than education. c) The emerging new business models of associations.
- Thank you to the Institute staff team for your hard work in putting together a great program.
- Too bad there isn't a way to put the 4th years last class another day other than Thursday morning.
- I liked the fact that the caliber of instructors and courses were at third year level.
- LOVED IT.



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- As a fourth year, and having attended 3 years at West and my final year at Winter, for the fourth year students only, I would suggest holding the first class on Sunday in place or in addition to home room. That way, after graduation, the fourth year students don't need to attend a class on Thursday after they've already graduated.
- I loved it. I am also considering fast tracking but realize I may lose valuable time/opportunities with my class, so may ultimately not choose this option.
- For reference, the final two lunches were not very good. I think the choices made by IOM were fine, but the quality of the lunch served at the University was not.
- The rooms were too cold. I froze the entire time.
- I'd recommend that there is networking time for first-years before or during the first homeroom. Outside of introductions, we dove right in and it was difficult to get to know each other in the first day or two. I sat toward the front of the room during core classes so I developed a good relationship with those around me but I don't feel the same to those who sat in the back.
- It would be helpful to break the larger groups down to network by state and by the size of chamber or association. There may have been individuals there who don't live far from me but I would never have had the opportunity to meet or even know they were there. I think breaking down by size of chamber would be helpful because we probably face similar challenges and solutions, that larger or smaller chambers may not handle the same. Maybe this could be done as simply as putting signs on table during lunch or breaks and you could sit with the group?
- Overall, this is an outstanding program and site. I would like to see the regents more thoughtfully engage with the attendees. Same goes for the institute staff. The relationship building seemed lost this time. Reflecting over the past four years, this has been a remarkable experience and one that I will highly recommend to others at my chamber and in the industry. Very nice work.
- I have one request for future speakers. Nothing politically or racially connected where ones opinion is allowed to take the floor.
- One other thing - the campus was nice and it was a nice walk from/to the hotel - enjoyed this. No issues here. The homeroom class room for 4-2 was very cold on Monday which made the classes difficult. I enjoyed Tucson, but an expensive venue.
- LOVE LOVE This program! Keep up the great work!
- For Year 4, it might be nice to come in a few hours earlier on Sunday and have that last Core class and then have an easier time on that Thursday morning. We all had a hard time focusing on the class.
- Winter Institute was a great experience overall. I look forward to seeing everyone again in 2021!
- I keep going to Institute hoping it will get better but it just doesn't seem to be happening. On my flight home I was trying to determine the "take-aways" that I learned from Institute and wanted to start implementing at my Chamber and there weren't very many. I feel like we have a lot of the same faculty telling the exact same stories we heard last year and everything seems very basic. I don't want to be a Debbie Downer but it is a major investment of time and money and if I am going to be completely honest I get a lot of more out of our regional and even state conferences. Sorry!



ATTENDEE SURVEY RESULTS AND FEEDBACK

- I would like more opportunities to network with a purpose - such as roundtables at breaks/lunch to find other colleagues. I know my class well, but I can't tell you who else are 3rd years, or frankly know much about the other attendees that I didn't know prior to attending Institute. When many of the outside of classroom activities are driven more by socializing and drinking, it is difficult to network in a more meaningful way.
- Good program, like to see a more welcoming environment for fast trackers or people who hand to adjust to another year.
- You should re-consider Monday's schedule. The time difference and 3 content heavy classes, I missed my team dinner from fatigue. Consider pushing Thursday out longer would be an option, or add the extra class on a non-team dinner night.
- As a first year Chamber Exec the Institute was extremely helpful, the courses provided so much helpful information and the instructors were very knowledgeable. Our class instructor, [removed] was so upbeat, friendly and helpful. Can we keep her for our 2nd year Institute session? Breaks and lunch were excellent and much needed, and location was ideal for everyone to get to know all classes, not just our core class. I highly recommend Institute and hope to be back again next year!!
- This being my 2nd year, I had a better understanding about the courses I took, it can be overwhelming but very knowledgeable, I was able to take what I learned from my professors and classmates back to the Chamber, this has helped me to become a more professional and has developed me into a stronger person. Everything I have learned I will bring back to the Chamber, this will help me and my Chamber succeed that much more. I look forward to my 3rd year with the Institute. The people that I have met and relationships that have grown, this will be with me forever.
- The venue for our class was in the basement which had poor lighting, few outlets and was cold. Other than that everything was good. Hopefully next year our class can be somewhere a little more inviting.
- Thank you for organizing IOM. I enjoyed my time and training.
- One thing that I would improve upon is the location of our homeroom. I was in 2-1 and while I know we are a large class, the room we were in was COLD, DARK and basically a dungeon. To sit in a room like this for most of the hours of each day was VERY difficult. I brought my coat each day to try and stay warm. I am flying from a cold and dark midwest state in January to Tucson for a reason! We need some sun and fresh air please. With only a 30 minute break it was very difficult to get upstairs, through the food line and use the restroom within that 30 minutes, particularly because there were 60 of us. Thank you!
- The survey's were good for each class. Networking was great. Enjoyed the after hours events and glad there was coordination of things to do. Our class dinner was great too – [removed] from our class did a great job.
- Thank you for the opportunity to attend Institute. Only one slightly negative thing is the timing between classes and activities. I.e. scholarship run scheduled to start 20 minutes after classes were do to finish. We finished our class late and still had to get to the hotel/start as well as change. Was very tight turn around.
- With more experience in the Chamber now, some of my first year classes that were so overwhelming at the time would have been useful to somehow get a recap in my fourth year.



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- My only suggestion would be to avoid using the basement room for core classes if possible. I understand space can be limited but it wasn't the most conducive room for learning. We also seemed to be short on tables and some attendees sat in chairs without a table to take notes on in the back row. Overall, our 2nd year class advisor was incredibly accommodating and worked diligently to meet everyone's needs. Major kuddos to [removed].
- Fantastic instructors for the most part.
- It would have been helpful if all the presentation slide decks had been numbered.
- 2020 Winter Institute was great overall save from that one experience. My one dread was that it was going to be a marathon like the first year but I felt the classes were way more substantive and ended up making the week fly by. It's probably because the first year classes are more "101" in nature. Can't wait for 2021!
- I hope to return sometime. It was a very enriching experience.
- The teachers were of a greater caliber this year...and the ones I struggled with last year improved. I left feeling inspired and with a long list of to-dos. Thank you!
- I am in class 2-1. I know some of my classmates have different views - but this class is too big. I don't feel like I get the full Institute experience in a class of 56. I blend in and don't know 2/3 of my classmates.
- A later start time would be beneficial (half hour or otherwise). Overall, great experience I am glad I did it and very appreciative of the considerations given to WACE Academy grads and integrating those into the program.
- This year's Institute was amazing! I feel that I got something from all of the classes. I can't wait to attend next year!
- I am fast tracking so this was the third group I have been with. From the moment that the 5 "fast trackers" joined the group on Sunday we were not made to feel welcome. Our class adviser kept calling us "Fast Trackers" and the rest of the group took on her attitude. I finally mentioned that I had loved fast tracking because my network of friends and classmates was double and now triple. I have a huge pool of friends that I can call on to ask questions or get advice from so it has been a blessing to me. I just did not LOVE the curriculum this year. So much of it was common sense and many times I kept thinking, how do people not know this? Every class needs to have a [removed] as a teacher-- one that motivates and gets you excited about what we do everyday.
- Very pleased with this site- I am fast tracking and have heard all positive things about this campus, all true!
- I would say please, please make sure that the speakers you have are tailoring what they say to meet ACCE standards. I mentioned it in our class survey, but [removed] - while perfect for the Monetizing Events class, may not have been the best choice for Revving your Revenue stream or whatever he taught to class 1. My colleague was in year 1 and was appalled at the fact that when asked about how they tracked retention, said "I'm not sure if its right or wrong but we don't track retention. We don't care about our retention rate. All we care about is revenue." That's not a good thing to say - especially to a year 1 class.



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ATTENDEE SURVEY RESULTS AND FEEDBACK

- I enjoyed being back on campus. Being at the Marriott last year was close to torture. The networking with peers and mentors is an invaluable benefit of this program.
- Please improve the banquet. Maybe ask some of your rock star speakers that excel at this to help.
- Of my eight classes, six were good or very good, one was fair and one was horrible. So that's a pretty good average. I suggest that the curriculum committee review each instructor's full PPT in advance. Instructors should not be allowed to go around the room and ask "What do you hope to learn from this class," it's just a time-filler. They also should not be allowed to recommend we do a SWOT analysis, all of us are very familiar with this concept. Not sure why there was only one bar open at the Big Bash, the line was very, very long. As a fourth year, I would rather go to class on Sunday night so that we are done with classes at graduation. Then maybe we could meet up for an hour on Thursday to have breakfast, debrief and say our goodbyes. The Marriott was kind of a mess, but that is not the fault of Institute, the hotel is very well-situated. Despite some issues, overall it was a very good conference with lots of good information. I am glad I got to attend and honored to have earned my IOM certificate.
- It would be nice to have a clear indication of which electives are created for chamber OR association professionals. If we knew the speaker and their background, that could also help drive the decision as to which elective to attend.