

U.S. CHAMBER OF COMMERCE FOUNDATION



Institute for Organization Management



# Fall Board Meeting

September 23-24, 2021



## AGENDA

SEPTEMBER 24, 2021  
2:00 P.M. – 2:45 P.M. EDT  
VIRTUAL MEETING

- |      |                            |                               |
|------|----------------------------|-------------------------------|
| I.   | Welcome and Introductions  | Jeff Griffin, IOM             |
| II.  | Approval of Minutes        | Jeff Griffin, IOM             |
| III. | Staff Update               | Institute Staff               |
| IV.  | Terms Update               | Jeff Griffin, IOM             |
| V.   | 2022 Midwest Institute     | Board Members/Institute Staff |
|      | a. Returning to Site       |                               |
| VI.  | Q&A                        | Board Members/Institute Staff |
| VII. | Other Business/Adjournment | Jeff Griffin, IOM             |

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



## MINUTES

NOVEMBER 16, 2020

3:00 P.M. – 4:15 P.M. EST

VIRTUAL MEETING

**In attendance:** Jeff Griffin, IOM; Jenna Armstrong, IOM; Angie Whitcomb, IOM; Jason Ball, IOM, CEcD; Des Bennyhoff, IOM, ACE; Justin Groenert, IOM; Tracey Halliday, IOM; Lisa Hoyt, IOM; Corey Hutcherson, IOM; Charlie Moore, IOM, CCE; Erica Mulder, IOM; Peter Murphy, IOM, CAE, J.D.; Lisa Weitzel, IOM, CAE; Heidi Zich, IOM; Jeremy L. Arthur, IOM, CCE; Karyn K. MacRae, IOM, CAE, CMP; Katelynne G. Cox, IOM; Andrew Weller, IOM; Isabel Stone

### I. Welcome and Introductions

Jeff Griffin, IOM welcomed everyone to the meeting and introductions were made.

### II. Approval of Minutes

Minutes from the June 24, 2020 meeting were approved with no changes.

### III. Institute Staff Update

Staff shared a variety of updates.

#### A. Centennial Celebration (*Karyn MacRae and Andrew Weller*)

Excitement to celebrate Institute's 100<sup>th</sup> year was expressed. Highlights include a new logo, various promotional items, social media campaigns, and fundraising opportunities.

#### B. Registration (*Karyn MacRae*)

It was noted that registration for the three summer sites will launch shortly on a new platform.

#### C. Scholarships and Fundraising (*Katelynne Cox*)

Regents learned of the new general fundraising campaign to sell 100 challenge coins for \$100 each, in recognition of the centennial celebration. It was confirmed that all Regent Scholarship Funds will be rolled over to 2021, with the addition of an even split of West funds, which will be awarded to former West attendees. Also confirmed was that any previously awarded SPS's will be honored in 2021. Moving forward, each state partner organization will have one SPS scholarship to award. New sponsorship offerings and a new DEI scholarship were referenced, with more information on both is coming soon.

#### D. Webinars (*Isabel Stone*)

It was reported that staff is in the process of finalizing details for Institute's Winter Webinar Series, which will consist of six webinars in the months of January – March 2021. The group also learned of plans to continue webinar offerings on a once per month basis during the months in which Institute does not occur.

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### E. Additional On-Site Programming (*Karyn MacRae*)

Regents were informed about the discussion that took place at the recent Curriculum Committee meeting regarding an optional on-site bonus session. Potential topics are included below, and attendees can also be surveyed as it gets closer to site.

- Natural disasters
- Emergency planning
- What to do if your community is declared a disaster by the government
- What would you do if...?
- Productivity
- Selfcare
- ‘Pop the bubble’ and safe space conversations

### F. Graduation and Big Bash (*Karyn MacRae*)

While not originally listed on the agenda, staff informed the board of a recent program decision to discontinue the Big Bash moving forward, in addition to re-working graduation. With COVID-related restrictions and uncertainty serving as the main driving factors, general liabilities, finances, and feedback received over the years were all contributing factors. While disappointing, this presents an opportunity to get creative in recognizing the graduates and all attendees throughout the week. Preliminary discussion thoughts are included below.

- Consider smaller group celebrations.
- Have graduation committee meet offline to create/share proposal with the team.
- Re-survey previous attendees to get a sense of plans, concerns, restrictions, etc.
- Meals/breaks present an opportunity for extra special touches and recognition.

## IV. 2021 Midwest Institute

### A. Create 2-3 Strategic Goals

A conversation surrounding goals took place and the group concluded that specific goals and metrics would be finalized as more information regarding COVID-related restrictions and guidelines is learned. This being said, the following general goals were discussed.

- Focus on acknowledgement and recognition of attendees throughout the week.
  - Consider having regents serve as small group leaders interacting with attendees throughout the week.
- Focus on pre-event fundraising.

### B. Discussion of Week

Discussions focused on program changes took place earlier in the meeting. The difficulty of discussing/planning for the week with so many unknowns at this time was recognized and it was confirmed that many more conversations will take place once more information is known.

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### C. Assign Regent Responsibilities

Specific assignments made at the 2019 Fall Board Meeting were not reviewed during the call, however, they are included below for quick reference. The group decided to keep the same assignments for 2021.

- **Class Advisors** – Jenna Armstrong
  - Jenna will reaffirm interest/availability with those who were previously selected as 2020 Class Advisors. Regent Partners will remain the same.
- **Fundraising** – Peter Murphy, Justin Groenert, Tracey Halliday, Erica Mulder
- **Industry Consultations** – Des Bennyhoff, Angie Whitcomb
- **Scholarships** – Heidi Zich, Tracey Halliday, Lisa Weitzel, Jenna Armstrong
- **Opening Welcome** – Lisa Weitzel, Corey Hutcherson, Tracey Halliday, Justin Groenert, Jason Ball, Heidi Zich
- **Graduation and Celebration** – Charlie Moore, Angie Whitcomb, Peter Murphy
- **State Photos** – Lisa Weitzel, Charlie Moore
- **Volunteer/Faculty/Staff Dinner** – Jeff Griffin
- **Social Media Strategy** – Jason Ball, Corey Hutcherson, Jenna Armstrong
- **Best Practices After Hours** – Corey Hutcherson, Lisa Hoyt
- **Absence Response Manager** – Angie Whitcomb

### V. Other Business/Adjournment

Regents were encouraged to join the Social Shindig: A Virtual Board Get-Together, taking place on Wednesday, December 16 at 12:30 p.m. EST. This gathering will provide an opportunity for Institute volunteers from all boards to touch base and share successes and challenges from the past year from their own organizations. The calendar invite will be sent through Microsoft Teams shortly.

Staff shared that there will be no room block at the Fluno Center in 2021. All staff/faculty will stay at the DoubleTree Madison, which should be accepting reservations.

In light of the changes to Wednesday night's activities, a suggestion was made to consider adjusting the schedule and shortening the week by one day.

It was confirmed that tuition will remain the same amount in 2021.

There being no additional business, the meeting was adjourned.

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# PROGRAM UPDATES

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## WEBINAR SERIES

Based off feedback from our 2020 Summer Webinar Series and the further cancellation of on-site programs, we continued to provide online content to the Institute community and public. Utilizing the Microsoft Teams platform, we worked with Institute faculty members to present six biweekly webinars as part of the January-March 2021 Winter Webinar Series, which continued with the ongoing Monthly Webinar Series. Topics, PPT slides, additional materials, and recordings may be accessed on our website here: <https://institute.uschamber.com/iomcurriculum/resourcecenter/>

Over 840 people participated in 10 webinars in 2021. 183 people have viewed recorded webinars available on YouTube. Subject matter of the most popular webinars included running virtual meetings, utilizing strengths, personal resilience, and organizational sustainability.

Date	IOM Faculty Member	Webinar Title	Number of Attendees	YouTube Views
<b>Winter Webinar Series</b>				
6-Jan	Eileen O’Grady	Leading the Self, Resilience in the Era of COVID-19	144	N/A
21-Jan	Libby Spears	Start With Strengths: How to Find Purpose, Power, and Potential in 2021	148	N/A
3-Feb	Joyce Weiss	Energized Virtual Meetings: No More ZZZZZ’s!	152	64
26-Feb	Artesha Moore	Why DEI Matters!	53	15
16-Mar	Steve Swafford and Jill McCrory	Designing Strategy for Sustainability: Focus on Yourself, Staff, Leadership, Volunteers, and Organization	102	32
30-Mar	Greg Roth	5 Skills for Turning Ideas into Innovations	68	15
<b>Monthly Webinar Series</b>				
7-Apr	Nika White	Leading as an Intentional Inclusionist®	51	15
26-May	Erin Bemis	Buckets, Vines and Blooms	60	20
24-Jun	Lowell Aplebaum	Strategy Outside of a Plan	64	12
15-Sep	Claire Louder	Keeping Your Board Focused on Their Responsibilities (and Out of Yours)	50	10

Institute has plans to continue the Monthly Webinar Series through the end of 2021.



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## SCHOLARSHIPS AND FUNDRAISING

### REMAINING FUNDS FROM 2020-2021

Winter	\$18,527.04
Midwest	\$8,249.60
Southeast	\$11,505.66
Northeast	\$11,505.66

- Centennial Institute Scholarships: A grand total of **\$27,350** was awarded to 46 scholarship applicants. Institute awarded \$5,500 from the general scholarship fund.
- There are 14 confirmed SPS attendees for Centennial, also funded by Institute, totaling \$7,000.
- West Scholarship Funds: Institute awarded \$14,850 to former West attendees attending Centennial Institute with the remaining funds. Should any go unredeemed, they will be made available to former West attendees who applied for a 2022 Winter Institute scholarship.

### 2022 FUNDRAISING AND SCHOLARSHIP GOALS

- Secure Platinum Sponsor of \$25K and introduce Institute's Diversity, Equity, and Inclusion Scholarship.
- Raise \$15,000 for Institute's General Scholarship Fund.



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## SOCIAL MEDIA

	2021	2019
<b>Facebook</b>	3, 559 Likes	3,278 Likes
<b>Twitter</b>	1,874 Followers	1,930 Followers
<b>LinkedIn</b>	619 Followers	264 Followers
<b>Instagram</b>	684 Followers	568 Followers

Hashtags for 2022:

#IOMeducates

#EdLeadership