

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

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

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



MINUTES

NOVEMBER 17, 2020

1:00 P.M. – 2:15 P.M. EST

VIRTUAL MEETING

In attendance: Douglas O'Flaherty, IOM; Mike Smith, IOM, CAE, CPA; Pete McNamara, IOM, CAE, J.D.; Heath Barret, IOM; Marvin Bond, IOM, CCE; Kate Conroy, IOM; Michael Kasparian, IOM, CAE; Cheryl Kuhn, IOM; Dan Lemyre, IOM, CAE; Jackie Lovejoy, IOM; Patty Montgomery, IOM, CAE; Susan Spears, 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

Douglas O'Flaherty, IOM welcomed everyone to the meeting and introductions were made. Special welcomes were given to the newest team members.

II. Approval of Minutes

Minutes from the June 30, 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 100th 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.

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.

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VIRTUAL MEETING

- 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.

- Focus on networking/relationship building and how Institute will be set apart from other conferences with a memorable experience.
- Better utilize breaks as potential networking opportunities.
- Think of creative ways to provide opportunities for attendees to “let their hair down” during the week.

IV. 2021 Northeast Institute

A. Create 2-3 Strategic Goals

A conversation surrounding goals took place and the group concluded that previous goals could continue.

- Draft and adhere to a communications schedule and timeline regarding attendee retention and recruitment.
 - Refresh imagery that was originally created for 2020.
 - Staff to provide more direction and assistance to regents for recruitment. Utilize the [Recruitment Toolkit](#) for resources.
 - Pay special attention to incoming second-years.
 - Look into possibility of advertising payment plans to assist with budgeting.
 - Ask alumni to sponsor a first-year.
 - Reach out to those organizations/sectors who are currently thriving and ask them to assist those in a less favorable situation.
- Leverage relationships with state CCEs and SAEs to assist with recruitment efforts.
- Reach an attendance goal of 142 overall, including 40 first-year attendees.



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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.

C. Assign Regent Responsibilities

The group decided to keep the majority of previous assignments for 2021 and asked new board members to volunteer where appropriate. Assignments as of 11/20 can be found below.

- **Class Advisors** – Mike Smith
- **Fundraising** – Pete McNamara, Patty Smith, Donna Morris
- **Industry Consultations** – Pete McNamara, Mike Smith, Patty Montgomery, Cheryl Kuhn
- **Scholarships** – Douglas O'Flaherty, Cheryl Kuhn, Susan Spears
- **Opening Welcome** – Kate Conroy, Cheryl Kuhn, Marvin Bond, Dan Lemyre
- **Graduation and Celebration** – Kate Conroy, Dan Lemyre, Marvin Bond, Jackie Lovejoy
- **State Photos** – Cheryl Kuhn, Michael Kasparian
- **Volunteer/Faculty/Staff Dinner** – Dan Lemyre, Susan Spears
- **Social Media Strategy** – Douglas O'Flaherty, Heath Barret, Susan Spears
- **Ambassador Program** – Marvin Bond, Michael Kasparian, Heath Barret
- **Absence Response Manager** – Mike Smith

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.

There being no additional business, the meeting was adjourned.

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PROGRAM UPDATES

U.S. CHAMBER OF COMMERCE FOUNDATION
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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
Winter Webinar Series				
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
Monthly Webinar Series				
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
Facebook	3, 559 Likes	3,278 Likes
Twitter	1,874 Followers	1,930 Followers
LinkedIn	619 Followers	264 Followers
Instagram	684 Followers	568 Followers

Hashtags for 2022:

#IOMeducates

#EdLeadership