

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 | Teri H. Smiley, IOM, GCCE |
| II. | Approval of Minutes | Teri H. Smiley, IOM, GCCE |
| III. | Staff Update | Institute Staff |
| IV. | Terms Update | Teri H. Smiley, IOM, GCCE |
| V. | 2022 Centennial Institute | Board Members/Institute Staff |
| | a. Review of the Week/Regent Responsibilities | |
| | b. Logistics and Details | |
| VI. | Q&A | Board Members/Institute Staff |
| VII. | Other Business/Adjournment | Teri H. Smiley, IOM, GCCE |

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



MINUTES

JULY 26, 2021

2:00 P.M. – 3:00 P.M. EDT

VIRTUAL MEETING

In attendance: Teri H. Smiley, IOM, GCCE; Pammie Jimmar, IOM; Christine Kennedy, IOM, CCE, CPC, ELI-MP, Skip Alford, IOM, FCCP; Rita Berry, IOM, CCEC; Liz Deville, IOM; Henry Florsheim, IOM; Beth Morrison, IOM; Rick Roden, IOM; Cory Skeates, IOM, J.D., FCCP; Heath Taylor, IOM; Carlton Tidwell, IOM, CEcD; Allison B. Walden, IOM, CCE, CFRE; Judd Wilson, IOM; Karyn K. MacRae, IOM, CAE, CMP; Katelynne G. Cox, IOM, CNC, CNE; Isabel Stone

I. Welcome and Introductions

Teri H. Smiley, IOM, GCCE welcomed everyone to the meeting and participants were identified.

II. Approval of Minutes

Minutes from the February 25, 2021 meeting were approved with no changes.

III. Staff Update

A. Important Dates and Deadlines

Institute staff highlighted the specific Centennial dates and deadlines below.

- July 1: [Scholarship app](#) launched.
- August 1: Scholarship deadline.
- September 1: Scholarship recipients notified.
- September 2: Registration launch.
- October 8: Early enrollment deadline.

Staff shared that Centennial scholarships will be funded and awarded by Institute staff. The pool of Southeast specific money will carry over to be awarded in 2022.

It was confirmed that attendees need to register with the new link, regardless of whether they had previously registered for a 2020 site.

IV. Centennial Institute Discussions

A. Strategic Goals

The strategic goals below were referenced. In the interest of time, any further discussion needed will take place later.

- Continue with the ambassador program, as a way of enhancing the attendee experience, in addition to developing future leadership.
- Innovate and improve the silent auction.
- Challenge board members to promote Institute by speaking at state conferences when possible, including virtual platforms.
- Focus on relationships, camaraderie, and connectivity, which is now more important than ever.

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B. Class Advisor Communications

Pammie Jimmar, IOM shared that all previously confirmed Class Advisors except for one can continue and serve this fall. The last spot will be filled by Vanessa Bennet, IOM, who was also an advisor in 2019. Advisors are eagerly awaiting further instruction and will have their orientation call later this summer.

C. Hybrid Engagement

Staff confirmed that Institute has committed to a hybrid offering for 2021. A discussion regarding hybrid engagement took place and regents shared the thoughts and recommendations below.

- When asked if Class Advisors should send out the same or separate communications to the in-person and virtual participants, the consensus was to send the same set of communications highlighting the specific points for each group.
- There should be one person, most likely the Class Advisor and/or Regent Partner, responsible for managing the chat and other online interaction.
- Consider having breakout rooms solely for virtual participants.
- Plan for a hot spot or separate Wi-Fi connection as back-up.
- Consider hosting an online mixer between the in-person and virtual participants (by class) to encourage interaction prior to site.

Answers to various questions regarding the hybrid offering are below.

- Faculty have been very receptive to the changes thus far. Staff will gather best practices from a select group of experienced faculty, in addition to hosting individual informational calls. UGA staff will also conduct their own training sessions.
- The virtual offerings for electives will be limited to four sessions per group. While virtual participants won't have as many options, this should provide enough variety.
- We do not anticipate regents from other summer sites to be on-site.
- Only those registered as virtual attendees will have the Zoom links. Attendees must choose one track – either fully participating in-person, or fully participating online.
- The hybrid model is a one-time offering in response to the pandemic. Institute will return to its traditional in-person only format starting in January of 2022.

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D. Ambassador Program

Beth, Allison, and Pammie will continue to build this program, which is even more important this year. They will work to update the handout to include hybrid considerations.

E. Evening Events

Institute is currently awaiting further guidance and direction from the U.S. Chamber regarding on-site events. Regents were reminded that the Graduation and Big Bash event will be reworked, and ideas and considerations for graduation and fourth-year recognition were shared. It was mentioned that what is done in 2021 is not necessarily set in stone for future years.

- Switch to a plated breakfast for the graduates and/or something special just for them each morning.
- Reach out to the graduating classes to ask for their thoughts on special traditions.
- Stream graduation speeches via social media.
- Consider the specialness of the program with the traditional pomp and circumstance, dress code, inviting families, etc., and having all classes there to witness and support.
- Consider having a formal all-attendee ceremony only (theater style) and then have everyone go off on their own.
- Teri will have conversations with the Georgia Chamber, Athens Chamber, and PSP group regarding their sponsorship of the off-site opening mixer.

V. Q&A

Questions were addressed earlier throughout the meeting.

Specific to fundraising, it was confirmed that the auction will take place, but it will look different than in years past. Staff will manage logistics and all funds raised will go to the general fund. The goal is to limit the number of physical items on-site and instead focus on experiences. The Bidr platform (now called Event Gives) will be used, and most items will be secured by staff. Regents are welcomed to reach out to local businesses for item donations, but attendees will not be solicited for contributions. Two ideas requiring further discussion are on-site only experiences, i.e., morning coffee delivery for the class, and heart sales.



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VI. Other Business/Adjournment

Regents were asked to think about board shirt preferences and were reminded that due to the site taking place in the fall, the style can move away from the traditional short sleeved polo.

Regents were thanked for all their efforts.

There being no other 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



NOMINATIONS

2022 SOUTHEAST BOARD OF REGENTS*

**All terms will take to take effect November 15, 2021. New regent nominations will be determined later this fall.*

Chair

Pammie Jimmar, IOM
President
Greater Limestone County Chamber of Commerce
Athens, AL
Term: 2021-2022

Vice Chair

TBD
Term: 2021-2022

Past Chair

Teri Smiley, IOM, GCCE
President
Walton County Chamber of Commerce
Walton, GA
Term: 2021-2022

TERM RENEWALS

Elisabeth Deville, IOM
Vice President, Finance and Administration
SWLA Alliance
Lake Charles, LA
Term: 2016-2023

Henry Florsheim, IOM
President and CEO
Wichita Falls Chamber of Commerce
Wichita Falls, TX
Term: 2016-2023

Heath Taylor, IOM
President and CEO
Dublin-Laurens Chamber of Commerce
Dublin, GA
Term: 2018-2023



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Allison Walden, IOM, CCE, CFRE
Senior Vice President of Resource Development
Tulsa Regional Chamber
Tulsa, OK
Term: 2016-2023

REMAINING ON BOARD (NO ACTION REQUIRED)

Skip Alford, IOM, FCCP
President and CEO
Lake Wales Area Chamber of Commerce & Economic Development Council
Lake Wales, FL
Term: 2017-2022

Tammi Ford, IOM
Vice President, Chamber Operations
Blount Partnership
Maryville, TN
Term: 2019-2022

Beth Morrison, IOM
Vice President of Member Services
Greater Dalton Chamber of Commerce
Dalton, GA
Term: 2017-2022

Cory Skeates, IOM, FCCP, J.D.
President
Lakeland Area Chamber of Commerce
Lakeland, FL
Term: 2019-2022

Carlton Tidwell, IOM
President
Terrell Chamber of Commerce
Terrell, TX
Term: 2017-2022



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Judd Wilson, IOM
Vice President, Chamber of Commerce
Community Development Foundation
Tupelo, MS
Term: 2019-2022

ROTATING OFF BOARD

Rita Berry, IOM, CCEC
President and CEO
Greater Summerville/Dorchester County Chamber of Commerce
Summerville, SC
Term: 2014-2021

Christine Kennedy, IOM, CCE, CPC, ELI-MP
COO and Executive Vice President
Lynchburg Regional Business Alliance
Lynchburg, VA
Term: 2014-2021

Rick Roden, IOM
President and CEO
Greater Jackson County Chamber of Commerce
Scottsboro, AL
Term: 2015-2021