



# 2022 State of Institute

## Introduction

Institute celebrated a successful return to four in-person sites in 2022. A constant observed at every site was that participants – attendees, faculty, volunteers, and staff – were excited to be back together in-person. The overall vibe was positive, with great networking and on-site interaction.

Not fully knowing what to expect regarding attendance, staff was pleased with the overall numbers. Each of the sites saw strong first-year numbers, which will sustain program growth.

A summary of highlights can be found below.

## Final Enrollment Stats

- Total Tuition Revenue: \$856,460
- Total Numbers: 681
- First-Years: 268
- Graduates: 155
- States Represented: 43, plus Washington, D.C.
- USCC/USCCF/CIPE Attendees: 30
- Coalition to Back Black Businesses (CBBB) Scholarships: 15
- Lost attendees due to the vaccine mandate: 24\*

\*We believe this number to be higher, but do not have the written documentation to confirm.

## Program Highlights

- Navigated successfully through COVID and returned to four in-person sites.
- Implemented a new on-site recognition breakfast in honor of the graduates.
- Contracted with 61 total faculty, of which 18, or 30%, were new, and improved the orientation process.
- Worked with 75 board and committee members across the country, representing 30 states, plus Washington, D.C.
- Provided faculty keynote sponsorships at four state conferences (W.A.C.E., MAKO, MACE, and ACCE).

## Scholarships and Fundraising



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- Awarded 83 Regent and National Scholarships in the amount of \$45,830.\*
- Partnered with 11 state CCEs and SAEs to award 19 State Partner Scholarships in the amount of \$9,500.\*
- Raised a total of \$24,519.84 through on-site silent auctions and other fundraising campaigns.

\*Note, not all recipients attended, and unused Regent Scholarship funds will be rolled over to 2023.

### Social Media

- Increased social media posts in both quality and quantity, with a focus on Instagram and Facebook.
- Utilized tagging and reposting to help boost engagement.
- Created a variety of strategic testimonial campaigns, including scholarships and graduates.
- Increased visibility for faculty, volunteers, and staff by sharing recognition videos prior to and while on-site.

### Challenges and Opportunities

- Improving the attendee experience relating to the Opening Kickoff and Graduation Ceremony.
- Providing more networking opportunities outside of class.
- Working with the universities, particularly Villanova, to ensure a successful program on-site.