



U.S. Chamber of Commerce  
Institute for Organization  
Management

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# Prospective Student Toolkit

for

## Associations

# Institute for Organization Management



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# General Overview & FAQs

## What Is Institute?

Institute for Organization Management (Institute) is the premier continuing education experience for association professionals. Since 1921, the Institute program has educated and empowered association executives with the knowledge and skills they need to be leaders in their organizations and industries.

The Institute curriculum is comprised of four week-long sessions. Each session is five days and is offered at four locations across the country annually. With courses on topics such as advocacy, media training, membership, finance, legal issues, human resources, and much more, Institute ultimately educates participants on all facets of running an association. To view a full listing of course offerings, [click here](#).

## What Is The Benefit Of Institute?

Association professionals who attend Institute receive an increased capacity to better lead their associations and influence their industries. After participating in four Institute sessions, attendees earn the IOM recognition, which signifies 96 hours of nonprofit management training.

Institute's curriculum is directly tied to the body of knowledge for the CAE (Certified Association Executive) exam. Furthermore, Institute is an approved CAE provider, which means that all courses can be applied to the credit hours needed to sit for the exam. Association professionals who graduate from the program receive 96 credit hours toward the CAE certification.

## How Long Does It Take To Graduate From Institute?

Typically, participants attend Institute once a year for four years. However, association professionals looking to fast-track their growth may attend multiple sites in a year. It's up to the participants to decide what pace is best for them and their organizations. For a general schedule of the week, [click here](#). To view upcoming Institute sessions, [click here](#).



# General Overview & FAQs

## Who Attends Institute?

Association, chamber of commerce, and other nonprofit professionals all attend Institute. Class members represent a mix of nonprofit professionals to enhance networking and learning opportunities.

## Who Teaches At Institute?

Institute faculty are comprised of industry experts, leading practitioners in the association and chamber industries, consultants, and university professors. [Click here](#) to view a listing of this year's Institute faculty.





# Reasons to Attend

## What's In It For You?

You will benefit from attending Institute in the following ways:

- You will receive instruction from and engage in discussion with leading industry experts who understand how to help you be successful in your career.
- You will develop a network of peers throughout the country you can turn to for advice and guidance in your pursuit for excellence.
- You will earn 96 credit hours toward your CAE.
- You will become a more valuable employee as a result of the knowledge and skill set gained.
- You will graduate with the IOM recognition, demonstrating to the association community your commitment to and understanding of how to lead an association.

## What's In It For Your Boss?

Your boss will benefit from sending staff to Institute in the following ways:

- Staff members will learn best practices in the association community to help increase membership, generate non-dues revenue, cut expenses, create more value for members, and improve existing programs.
- Staff members will gain a greater knowledge of association governance and finances, thus helping to ensure the association is legally protected.
- Staff members will be mentored by industry experts.
- Staff members can earn 96 credit hours toward their CAE.



# Reasons to Attend

## What's In It For Your Board?

Board members will benefit from sending association staff to Institute in the following ways:

- Association staff will gain a better understanding of association governance and finances, thus helping to ensure the association is legally protected.
- Association staff will learn about non-dues revenue programs that will aid in increasing the association's revenue.
- Association staff will learn how to increase membership recruitment and retention.
- Association staff will learn how to better lead and manage their teams.
- Association staff will learn how to effectively advocate for policies on city, state, and federal levels on behalf of the association's members.

## What's In It For Your Members?

Your members will benefit from association staff attending Institute in the following ways:

- Association staff will be kept abreast of industry trends and how to effectively translate those trends into success for the members.
- Association staff will learn how to effectively advocate for policies on city, state, and federal levels on behalf of the association's members.
- Association staff will gain a better understanding of how to increase the return on investment members receive from paying dues.
- Association staff will learn how to more effectively develop value-based meetings.
- Association staff will learn of programs that have benefited members of other associations throughout the country and will be able to adopt those practices to meet the association's needs.



# Curriculum

Institute's curriculum is aligned with the knowledge requirements for the CAE and CCE nonprofit industry certifications. Each year attendees take six core courses and select three elective courses, one from each group. Electives allow participants to further their professional development by focusing on particular areas of interest. Upon graduation a student will have earned a total of 96 credit hours.

## First-Year Core Courses

C110: Financial Fitness  
C125: Hiring, Firing, and Everything In Between  
C130: Diversity, Equity, and Inclusion  
C150: Communicating with Confidence  
C180: Guide to Governance  
C185: Recruit, Engage, and Retain Your Members

## Second-Year Core Courses

C220: Is That Legal?  
C230: Managers Who Motivate  
C240: Foundations  
C260: Marketing Strategies  
C261: Events: Strategy and Operations  
C270: Effective Government Affairs Programs

## Third-Year Core Courses

C310: Budgeting and the Bottom Line  
C330: Everyday Ethics  
C340: Strategic Planning  
C341: Building Strategic Partnerships  
C360: Culture of Innovation  
C380: Volunteer Development

## Fourth-Year Core Courses

C420: Current Legal Issues Facing Your Org.  
C430: Becoming a Strategic Leader  
C441: Industry Forecast  
C460: Integrating Strategic Technology Solutions  
C470: Advocacy and Alliances  
C490: Organization Leadership for the Future

## Group One Elective Courses

E110: Revving Your Revenue Stream  
E120: Executive Law  
E126: Dealing with Challenging Employees  
E140: Building Organizational Excellence  
E142: Fundamentals of Community and Economic Development  
E150: Unleash the Leader Within  
E163: Communicating Through the Media  
E180: Building Better Boards and Committees

## Group Two Elective Courses

E210: Executive Finance  
E211: Sponsorship Solicitation  
E230: Managing Upward  
E240: Strong Associations for the Future  
E241: Strong Chambers for the Future  
E243: Developing a Competitive Workforce  
E244: Using Data to Grow and Sustain Your Org.  
E250: PACs and Political Endorsements

## Group Three Elective Courses

E310: Evolving Membership Models  
E330: Keys to Delegation and Empowerment  
E331: CEO Lessons Learned  
E340: 501(C)(3) Foundations  
E342: Advanced Strategies of Community and Economic Development  
E350: The Art of Persuasion and Negotiation  
E360: Strategic Communications  
E362: Policy Development and Implementation  
E380: Delivering Value



# Sites & Dates

## 2023 Midwest Institute

University of Wisconsin  
Madison, WI  
June 4-8, 2023

## 2023 Southeast Institute

University of Georgia  
Athens, GA  
June 25-June 29, 2023

## 2023 Northeast Institute

Villanova University  
Villanova, PA  
July 30-August 3, 2023

## 2024 Winter Institute

University of Arizona  
Tucson, AZ  
January 3-7, 2024



# Cost

The cost to attend Institute is \$1,395.00 for U.S. Chamber members and \$1,845.00 for nonmembers. Tuition increases by \$200.00 after the early enrollment deadline.

The enrollment fee includes tuition, materials, scheduled meals, breaks, and receptions. Attendees are responsible for transportation to and from site, housing, non-program meals, and incidental expenses.

Below is a breakdown of what is included in the enrollment fee.

## What's Included

- Nine classes with experienced and knowledgeable faculty members
- 24 continuing education hours toward the CAE (96 total)
- Select meals, breaks, and social events\*

## Additional Costs

- Travel to and from site
- Lodging
- Additional meals and activities
- Incidentals

*\*Schedule varies by site. Please contact the Institute office at [iom@uschamber.com](mailto:iom@uschamber.com) for details on a specific site.*