



2023 State of Institute

Introduction

Institute celebrated a successful 2023 season. The strong enrollment numbers, especially first-year attendees, demonstrated how people desire in-person education and networking.

A summary of highlights can be found below.

Final Enrollment Stats

- Total Tuition Revenue: \$978,724
- Total Numbers: 758
- First-Years: 276
- Graduates: 126
- States Represented: 45, plus Washington, DC
- International Countries Represented: Azerbaijan, Bulgaria, Georgia, Nigeria, Slovakia, Tajikistan, Ukraine, and Uzbekistan
- USCC/USCCF/CIPE Attendees: 41
- Coalition to Back Black Businesses (CBBB) Scholarships: 6

Program Highlights

- Implemented changes to the Institute Kickoff and Graduation, resulting in enhanced events.
- Created a one-stop shop for attendees and volunteers through the paper-less Event Hub.
- Produced five webinars featuring Institute faculty through Q3.
- Launched Institute's first podcast, This is IOM, a monthly production featuring Institute volunteers and faculty members.
- Implemented Institute's Year-Round Industry Consultation Program, an opportunity for prospects, current attendees, and graduates to connect virtually, while off-site, with an Institute volunteer regarding a topic of their choosing.
- Held two informational sessions for prospective attendees, plus three pre-site orientations for registrants.
- Contracted with 68 total faculty, of which 17, or 25%, were new, and improved the orientation process.
- Worked with 73 board and committee members across the country, representing 27 states, plus Washington, D.C.
- Provided faculty keynote sponsorships at five state conferences (W.A.C.E., MAKO, MACE, ACCE, and ACCC).



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Scholarships and Fundraising

- Awarded 63 Regent and National Scholarships in the amount of \$29,180.*
- Partnered with 36 state CCEs and SAEs to award 23 State Partner Scholarships in the amount of \$11,500.*
- Raised a total of \$38,295 through on-site silent auctions and other fundraising campaigns.

**Note, not all recipients attended, and unused Regent Scholarship funds will be rolled over to 2024.*

Social Media

- Expanded upon testimonial campaigns and revamped efforts to strategically align posts to designated monthly topics.
- Continued to utilize Facebook as Institute's strongest social platform, followed by increased growth and engagement on LinkedIn.

Challenges and Opportunities

- Creating a welcoming and inclusive experience for 'fast-trackers' and anyone new to the site/class.
- Providing additional non-alcohol focused networking opportunities outside of class.
- Improving the class dinner experience.