



Ideas to Implement in 2023

Notes from Summer Debrief and Fall Board Meeting

Key

Implemented/ongoing

Opportunity for implementation

Considered/not moving forward

Pre-Site

- Create two separate schedules of activities – one for attendees only and one for volunteers/staff.
- Create a one-stop shop for attendees through Swoogo that houses handouts, presentations, the pre-site toolkit, site map/floor plan, and access to course evaluations.
 - Enable capability for attendees to upload their own bios and have them viewable on the app and possibly on rosters.
- Create a one-stop shop for volunteers through Swoogo, which includes sign-up forms, allowing for everything to be included on their app personal schedule.
- Adapt the faculty training program into a “mentorship/buddy” program between fourth-years and first-years, helping to prepare and guide the first-years prior to site. An orientation Teams meeting can take place prior to arriving, with relationships continuing to develop on-site and beyond.
- Upgrade printing for a more professional overall appearance.
 - Create and print tent cards for all attendees.
 - Print USCC handouts and flyers through the Copy Shop.
 - Utilize colored badge paper to differentiate between role, i.e. attendee, volunteer, faculty, staff.

On-Site

- Create and distribute ‘Resource Folders’ to Class Advisors and Board of Regent members on-site, to include important info, phone numbers, safety action plans, etc.
- Rather than extending Homeroom, work with regents to create a more structured outline for advisors that better utilizes the allotted time.
- Provide more structure to the speaking portion of Kickoff.
 - Have it be less of a volunteer introduction, and more of an orientation to the site.
 - Display regent headshots rather than having them all introduce themselves.
 - Offer a shorter keynote presentation.



Ideas to Implement in 2023

- Enhance the Graduation experience for all.
 - Ask select fourth-years to personally invite first-years to join Graduation, possibly on the morning of Graduation.
 - Advertise as mandatory.
 - Plan for the fourth-year advisor(s) to sit down with the Regent Partner(s) to discuss the importance of maintaining the professionalism of the ceremony and the speeches themselves, i.e. no alcohol or inappropriate language, stick to the allotted time, etc.
 - Play music and a rotating slideshow of graduate headshots as people walk in. Display professional headshots for speakers as they are on stage. Display matching headshots as grads receive certificates. Note: this will work well at Southeast due to the room/screen configuration, but it might not work well at other sites.
 - Hire a professional photographer and take grad photos prior to the ceremony. Open it up to class photos after the ceremony. Consider adding the ability to get professional headshots taken for the graduates.
 - Recognize those regents terming out with a certificate on stage, and highlight the importance of volunteering.
- Consider discontinuing the graduate breakfast, as many felt it to be a burden and not necessary.
 - If continuing, consider moving to the morning of Graduation and/or starting at 8:00 a.m. Let each site's Board of Regents decide.
- Provide more opportunities for networking and sharing of best practices.
 - Bring back lunch roundtable discussions at every site. A question regarding interest/experience to help determine appropriate topics will be added to registration.
 - Schedule optional 15-20 de-brief on day 3 and day 5 after class to provide an opportunity for class members to reflect and with the group.
 - Encourage attendees to stay on property in groups for casual meals and gatherings.
- Consider engaging regents to assist with in-room logistics.
- Be more proactive in inviting faculty to engage with attendees throughout the week.
- Plan for a more casual faculty/volunteer/staff dinner, allowing for more interaction amongst everyone in a relaxed setting.
- Set-up the backdrop in the atrium/break area and film "in the moment (ITM)" testimonials to be pushed out through social media. Participants can also take pictures here throughout the week.



Ideas to Implement in 2023

All-Year

- Refocus marketing efforts to appeal to a younger (age and less tenured) audience.
 - Advertise completion of the program in just two years, i.e. Winter/summer.
 - Incorporate different mediums such as testimonial videos, Instagram reels, and possibly TikTok, and/or a podcast.
 - Identify and work with “influencers” in each class or each year.
- Look to Foundations as a potential untapped market and identify specific electives that speak to this audience. If looking to expand on this, identify specific Foundations electives and market appropriately.
 - Consider adding a bonus session and/or tabletop discussion on fundraising and grant writing.
- Improve the onboarding process by better defining the role of the regent and setting clearer expectations.
- Be more intentional about welcoming fast-trackers on-site and throughout the year. Form a committee comprised of Board of Trustees members (impartial to site) to liaise with and focus on fast-trackers, providing guidance and logistical information.
- Create a year-round industry consultation program, i.e. ‘Ask the Expert,’ calling on members of the Board of Trustees to facilitate these ongoing conversations.
- Expand upon DE&I efforts in an intentional way. Ask volunteers to make a more pro-active outreach to diverse organizations in their communities.
- Survey attendees and alumni in an effort to better track job advancement, leveraging testimonials for marketing and recruitment purposes.
- Update the FAQ page on the website to make it more readable and include information on fast-tracking.
- Consider creating a Scholarship Chair position to oversee scholarships and fundraising, and assign to someone who is being strongly considered for leadership role in the future.
- Consider having the Board of Regents past chair be in charge of Class Advisors (Midwest is implementing).
- Consider a social media campaign focused on ‘Building Institute into Your Budget’ in the fall, as this is when many organizations are going through the budget process.
- Continue quarterly or bi-annual conversations with all board members throughout the year.
- Host bi-annual Institute info sessions (March and September) via Microsoft Teams. Promote to prospects and ask trustees and regents to speak.