



2026 Recruitment and Retention Strategy

Recruitment and Retention Opportunities

Program Growth Rate

- Current average growth rates for **2023-2025** are as follows:

Site	Total Enrollment Average Growth Rate
Winter	5.05%
Midwest	3.21%
Southeast	-4.11%
Northeast	-1.17%
Program	0.75%

- The goal is to achieve an overall program average growth rate of at least 3%.

Redefining Expectations at the Trustee and Regent Levels

- Processes and accountability measures.

Tone Setting

- Focus recruitment efforts at the national level, i.e. all sites promoted.
- Continue the work of the DE&I Council to establish a deeper sense of belonging in underrepresented demographics.



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2026 Recruitment and Retention Goals

Engage Volunteers at Appropriate Levels

- **All volunteers are expected to promote enrollment in Institute to association, chamber, and nonprofit professionals however they are comfortable doing so.** This can include, but is not limited to:
 - Sharing your personal testimonial about your Institute journey and how it benefited you and your organization.
 - Using the IOM recognition in your email signature, LinkedIn profile, and other professional correspondence.
 - Utilizing the weekly enrollment update emails to help spread the word to your circles of influence.
 - Promote upcoming (or past) webinars, podcasts, blog posts, and info sessions.
 - Sharing Institute's social media posts via LinkedIn, Facebook, and Instagram.
 - Providing Institute collateral at state and local conferences.
 - Materials can be requested by [completing this form](#).
 - Sending a welcome message to new executives in your state and include information on Institute.
 - Hosting an in-person or virtual Institute information session and/or alumni session.
 - Explaining the significance and importance of hiring an IOM to board chairs and recruiters and including 'IOM recognition preferred' as a job qualification.
- **Board of Trustees**
 - **Main focus is on first-year recruitment at the national level.**
 - Engage with contacts on the Master Prospect List via email, phone, virtual, and in-person.
 - Submit additional prospects to Institute Staff.
 - Build relationships with your state society organization and help increase engagement in the [State Partner Scholarship Program](#).
 - Encourage and support recruitment and retention efforts amongst Boards of Regents.
- **Boards of Regents**
 - **Main focus is site retention, being cognizant in encouraging enrollment at any site.**
 - Implement year-round engagement opportunities.
 - Staff to launch each site's ABNYR (attended, but not yet registered) lists following the Fall Board Meeting. Starting in 2026, Winter's ABNYR list will be available in the spring.
 - Engage with contacts on Master Prospect List as you deem appropriate.
 - Recommendation to assign 2-3 regents to focus on targeted first-year recruitment.
- **Recruitment and Retention (R&R) Council**
 - Terms conclude at the 2025 Fall Board Meeting.
 - Responsibilities will fold into those of the trustees.



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Optimize Recruitment Toolkit and Additional Resources

- Orientation/training call (same content offered twice and both sessions recorded) for all members of the Board of Trustees and Boards of Regents to take place in the fall.
 - Walkthrough components of, and how to access, the Recruitment Toolkit.
- Utilize and update the Master Prospect List to keep other volunteers in the loop.
- [Request marketing collateral](#), including IOM ribbons, to be displayed at state and industry events.

Enhance Outreach Efforts

- Use data to personalize outreach efforts, ensuring messages resonate with specific audiences.
- Develop materials that address the unique needs and interests of different target segments.
- Create distinct strategies for recruiting first-year members and retaining returning members.

Accountability Measures

- Encourage team members to hold each other accountable for their contributions and commitments.
- Chair and vice chair to conduct quarterly check-ins with board members.

Key Performance Indicators

- Outreach Engagement: Increase in the number of engaged prospects and volunteers.
- Recruitment Rates: Growth in the number of first-year attendees.
- Retention Rates: Improvement in the retention of current attendees.