



2027 Recruitment and Retention Strategy

Program Growth Rate

- Current average growth rates for **2022-2026** are as follows:

Site	Total Enrollment Average Growth Rate
Winter	+5.94%
Midwest	+4.89%
Southeast	+6.56%
Northeast	-3.15%

- The goal is to achieve an overall program average growth rate of at least 4.0%.

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.

2027 Recruitment and Retention Goals

Volunteer Engagement at Specific Levels

- All volunteers are expected to promote Institute to association, chamber, and nonprofit professionals however they are comfortable doing so. This can include, but is not limited to:
 - Sharing their personal Institute story and how the experience has benefited them and their organization.
 - Adding their IOM recognition to their email signature, LinkedIn profile, and other professional communications.
 - Using the weekly enrollment update emails to promote Institute within their network and circles of influence.
 - Promoting Institute webinars, podcasts, blog posts, information sessions, and other resources.
 - Sharing Institute content on [LinkedIn](#), [Facebook](#), and [Instagram](#).
 - Distribute Institute promotional materials at state and local conferences.
 - Request Institute materials by completing the [collateral request form](#).
 - Send a welcome message to new executives in your state that promotes Institute.
 - Host an in-person or virtual Institute information session and/or alumni event.
 - Educate board chairs, hiring managers, and recruiters on the value of the IOM designation, and encourage them to include "IOM preferred" in relevant job postings.
- Board of Trustees
 - Main focus is on first-year recruitment at the national level.
 - 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.
 - LEGACY Program (Formerly GRI)



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- Trustees to send thank-you letters to President/CEOs of organizations who sent 2026 graduates. These letters are tasked with encouraging organizations to replace their graduates.
 - Goal: send letters to all 2026 Graduates (175 in total).
 - Actions to be coordinated by the Board of Trustees Chair.
- Boards of Regents
 - Main focus is site retention, being cognizant in encouraging enrollment at any site.
 - Implement year-round engagement opportunities.
 - Each site to utilize their ABNYR (Attended but Not Yet Registered) List to conduct quarterly outreach, encourage their ABNYRs to return to Institute, and to promote IOM programming.
 - LEGACY Program (Formerly GRI)
 - Pre-, on-, and post-site responsibilities will be assigned to each site immediately after registration closes. Regents will focus on meeting with graduates to encourage referrals of prospective First-Year attendees.
 - An outline of these tasks can be found [here](#).
 - Northeast Enrollment and Outreach Network Initiative (NEON)
 - NEON is tasked with stimulating the growth of Northeast and is being led by Iman Hannon, IOM, Northeast Board of Regent.
 - The initiative creates a consistent and repeatable approach to recruitment by engaging every Northeast Regent in outreach to assigned organizations throughout the Northeast Institute service area.
 - Goal: 10% increase from the 2026 baseline of 115 registrations.

Attendee Referral Survey

- All volunteers will market the [Attendee Referral Survey](#), mainly while on-site.
 - The survey is tasked with organizing contact information for potential attendees, which will be entered into Institute's marketing database.
 - Class Advisors ask their attendees to refer potential First Years. This will take place after the final Tuesday core class, while on site. This will be known as Attendee Referral Tuesday.

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.

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.