



Midwest Board of Regents Minutes

January 15, 2026

12:00 p.m. EST

In attendance: Justin Groenert, IOM, CCE; Jennifer Reiser, IOM, CCE; Megan Barfield, IOM; Leo Cummings III, IOM; Brian Dicken, IOM, CCE; Kathy Duck, IOM; Lisa Hermes, IOM, CCE; Charlie Moore, IOM, CCE; Logan O'Neill, IOM; Jodi Owczarski, IOM; Karyn K. MacRae, IOM, CAE, CMP; Nathan D. Graham, IOM; Samuel S. Kolb

I. Welcome and Approval of Minutes

Justin Groenert, IOM, CCE welcomed everyone to the meeting. He announced that due to a job change, Susie Carson, IOM had to step down from the board, and that Jim Johnson, IOM, CCE has accepted the role of vice chair. Minutes from the October 9, 2025 and October 10, 2025 meetings were approved with no changes.

II. Staff Update

- Winter Site Recap
 - 249 attendees (93.3% of the goal of 267), including 90 first-year participants.
 - Noted lower attendance in third- and fourth-year classes due to attendees opting for multiple sites.
 - Encouraging first-year numbers provide optimism for future sustainability.
- Recruitment and Marketing Efforts
 - Focus on reframing the program language to emphasize flexibility: "Institute is a four-week program" rather than a four-year program.
 - Testimonials highlighting measurable ROI (e.g., membership growth, campaign success) will be used in marketing campaigns.
- Summer Scholarship Applications
 - Applications are open and will close on February 6, 2026.
 - Registration for the Midwest site will launch on February 25, 2026, alongside the hotel block opening at the DoubleTree.
- Prepay Registrations
 - 14 participants have prepaid for the Midwest site, with 40 prepaid across all three summer sites.



III. Retention Opportunities

- Class Calls
 - Calls for first-, second-, and third-year classes from 2025 will be held at the end of January to encourage retention.
 - Trustees are focusing on recruitment, while Regents are prioritizing retention.
- ABNYR List
 - Regents are encouraged to complete follow-up calls to individuals on the ABNYR list.
 - Justin reported success with his calls, noting seven out of eight individuals confirmed their return.
- Recruitment Challenge
 - Regents are challenged to recruit at least two new participants each for the Midwest site.

IV. Regent Updates and Discussions

- Class Advisors/Regent Partners (Jennifer)
 - A strong pool of candidates has already applied, with additional outreach encouraged (applications due by January 22).
- Scholarships and Fundraising (Jim, Jeremy)
 - Available spots on the committee for anyone who wants to join.
 - \$8,084.39 is available for scholarships, with 21 applications received so far.
 - Applications will be anonymized to ensure unbiased decision-making.
 - Silent auction and Institute merch will continue as key fundraising activities.
 - Suggestions for new store items are welcomed to diversify offerings beyond shirts and quarter zips.
 - Open to redesigning the Midwest site logo to better represent the site.

V. Other Business/Adjournment

Regents were reminded to request marketing materials for conferences or meetings as needed. Justin will reach out individually to discuss committee assignments.

There being no other business, the meeting was adjourned.