



Midwest Board of Regents Minutes

March 5, 2026

12:00 p.m. EST

In attendance: Justin Groenert, IOM, CCE; Jim Johnson, IOM, CCE; Jennifer Reiser, IOM, CCE; Des Bennyhoff, IOM, CCE; Brian Dicken, IOM, CCE; Jeremy Harris, IOM; Lisa Hermes, IOM, CCE; Logan O'Neill, IOM; Jodi Owczarski, IOM; Karyn MacRae, IOM, CAE, CMP; Cici Francisco, IOM, CDP; Sam Kolb

I. Welcome and Approval of Minutes

Justin Groenert, IOM, CCE welcomed everyone to the call and the minutes were approved with no changes.

II. Staff Update

Institute Staff provided the updates below.

- Enrollment Numbers
 - Current total: 215 attendees across all three summer sites.
 - Midwest site: 58 confirmed attendees (39% of the goal of 150 attendees).
 - 16 first-year attendees, the highest of any class for Midwest.
 - Numbers are ahead of last year's pace.
- Upcoming Programming
 - Year-round programming includes webinars, faculty office hours, podcasts, and monthly blogs.
 - Upcoming webinar on March 24, facilitated by Jeanne Sheehy on AI adoption for chambers and associations.
 - Spring info session planned; registration link shared for outreach.
- Day 1 Flow of Events
 - Kickoff will precede homeroom to maintain energy and momentum.
 - Homeroom will focus on bonding, introductions, and graduation planning for grads.
 - Be prepared ahead of time at Fluno for people to get out early/at different times.

III. Retention and Recruitment Check-In

- ABNYR List
 - Updated list shared; regents were reminded to follow-up with prospects.
- Two First-Years
 - Regents were reminded of the goal to recruit at least two first-years from their networks.



IV. Regent Updates and Discussions

- Class Advisors/Regent Partners (Jennifer)
 - Advisors and Regent Partners were reviewed.
 - Emphasis on pre-site work, mentorship, and supporting Class Advisors. Orientation next week.
- Scholarships and Fundraising (Jim, Jeremy, Jodi, Lisa)
 - 12 scholarships awarded, totaling \$8,000.
 - Merch store to feature polos, vests, and hats.
 - Silent auction planning underway; focus on portable items for attendees.
 - Professional development vouchers and registrations – clear with organizations pre-site, airline connections.
- Lunch Roundtables (Jim, Lisa, Brian)
 - Shooting for two lunch sessions per day – discussed discontinuing them, but enough interest to keep going.
 - No Sunday bonus session.
 - Potential topics to include: awards; staff-to-CEO transition; Accreditation; non-dues revenue strategies; and board/volunteer challenges.
- Opening Welcome/Kickoff/Fourth-Year Recognition (Kate, Charlie, Jodi, Lisa, Megan)
 - Sunday Board Reception confirmed at Fluno Center.
 - Fundraising is progressing well, with \$4750 raised.
- Faculty/Volunteer Dinner (Kyle)
 - Budget info sent to Kyle, who is exploring options for a new venue.
- Class Dinners/Activities (Jennifer, Justin)
 - Madison Mallards game on Monday night as an optional group activity.
 - Photo adventure planned for Sunday morning, starting at 9:00 a.m.
- Social Media Strategy (Kathi, Logan)
 - LinkedIn Warriors are creating increased engagement.
 - Usually 2K impressions; recent targeted post received 8K impressions.
 - Social media committee to post photos and testimonials while on-site.
 - Marketing task force – capturing tangible takeaways/ROIs – plug into template and post in real-time – help with back log – regents to help with collection.

V. Other Business/Adjournment

There being no other business, the call was adjourned.