



Midwest Board of Regents Minutes

May 14, 2026

12:00 p.m. EST

In attendance: Justin Groenert, IOM, CCE; Jim Johnson, IOM, CCE; Jennifer Reiser, IOM, CCE; Des Bennyhoff, IOM, CCE; Leo Cummings III, IOM; Brian Dicken, IOM, CCE; Kathy Duck, IOM; Jeremy Harris, IOM; Lisa Hermes, IOM, CCE; Kyle Jacobson, IOM; Kate Miller, IOM; Charlie Moore, IOM, CCE; Logan O'Neill, IOM; Jodi Owczarski, IOM; Pammie Jimmar, 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: 145 attendees -- only 5 away from the goal of 150, including 47 first-year attendees.
 - Registration closes Wednesday, May 20th at 11:45 PM Eastern.
 - All regents were encouraged to reach out to anyone still on the fence, including ABNYRs who have not yet registered.
- Graduate Replacement Initiative
 - Regents were thanked for their participation, and it was noted that only five graduate spots remain to be chosen.
 - Regents were encouraged to schedule meetings if they haven't already done so.
 - Briefing packets will be received on-site. The key ask of graduates is, "Who can replace you at Institute?"
 - Graduates will be asked to complete the Graduate Referral Survey, for which responses will feed into a recruitment list for future outreach about Midwest Institute.
- Additional Programming
 - Upcoming webinar, *High Performance Governance: What You Can Do Differently*, presented by Kelle Marsalis, is taking place Tuesday, May 19 at 1:00 p.m. EST.
 - Everyone was encouraged to register and spread the word.



III. Regent Updates and Discussions
Regents provided the updates below.

- Fundraising Updates
 - Online Store: The online store has closed, but will reopen on-site. Any items purchased on-site will require shipping. Justin is awaiting final sales totals and will share with the group.
 - Silent Auction: Current fundraising focus. Several items have already been submitted, including a variety of conference vouchers.
 - Regents were reminded that even modest individual spending significantly multiplies the scholarship fund. Items that fit in a suitcase are preferred for traveling attendees. Regents with items to donate were asked to submit them in advance.

- Kickoff/Day 1 Activities
 - Regents should wear last year's green shirt or this year's white shirt on Sunday.
 - Scavenger Hunt
 - Participants should meet in the DoubleTree lobby on Sunday at 9:00 a.m.
 - Randomly drawn teams will have one hour to complete photo/adventure clues.
 - Pictures will be uploaded to the shared Google album and prizes will be awarded.
 - IOM Registration and Expo
 - The expo setup from last year was well-received and will be largely repeated -- tables to the left upon entering the Pyle Center, registration tables straight ahead.
 - Expo tables confirmed: Fundraising/merch distribution, Industry Consultations, Lunch Table Topic Discussions, and New to Madison/Midwest. USCC resources and Institute tech help will be combined at one table (staffed by Institute staff).
 - Jim proposed two enhancements: (1) Regents to give facility tours, and (2) a designated walk-over time from the DoubleTree to the Pyle Center for first-timers. Jim and Megan will coordinate a schedule offline.
 - Testimonial video station near the entrance discussed.
 - Kickoff – *no video*
 - The group confirmed there will be no welcome video this year due to staff turnover and production time.
 - Justin proposed a bingo card activity during the expo to help attendees meet regents organically, with a small prize.
 - Lisa, Jennifer, and Jim will coordinate.



- Regent Welcome Reception – *bag stuffing party*
 - F&B details have been finalized. Funds have been raised; invoices were sent through Lisa Hermes' team.
 - A few sponsor logos are still needed for signage -- some regents may receive a follow-up email from Charlie.
 - Kate has ordered champagne for the grad toast at the DoubleTree prior to Graduation.
 - Bags: Visit Madison was out of stock this year, but bags have been secured from another vendor. Visit Madison will provide print materials and local access resources to include. Bags will be stuffed immediately following Sunday's board meeting.
- Lunch Table Topic Discussions
 - Table topics will be held Monday and Tuesday only. On Wednesday, attendees will be encouraged to mingle across classes.
 - Monday topics: (1) Board & Volunteer Challenges, (2) Staff to CEO -- Using Your IOM to Advance Your Career.
 - Tuesday topics: (1) Accreditation (led by Raymond), (2) Innovative Ways to Increase Non-Dues Revenue.
 - Two regents will be assigned to each table topic, and signage is being handled by committee members.
 - An additional informal bonus session will take place on Tuesday evening after class at Smitty's Study Pub at the Fluno Center. Appetizers will be provided and there will be a cash bar.
- Industry Consultations
 - Same process as last year: email outreach, follow-up texts, and pairing of attendees.
 - Preference is for initial meetings to occur on site at IOM, but post-Institute meetings are acceptable if schedules conflict.
 - Staff will provide access links to committee members.
- Social Media Strategy
 - The main priority is to capture the energy and activities while on-site, with testimonial videos being a priority.
 - A mini mic and Canva template will be available for video editing and posting on-site.
 - A computer logged into IOM socials will be available, similar to last year.
 - Sam and Cici will co-manage social media posting on-site.
 - A daily task list/cadence will be provided to the social media committee on-site.



- Regent Partners and/or Class Advisors may serve as designated photo-takers for each class -- ownership should be clearly assigned.
- Monday Regent Outing
 - Jeremy is coordinating a trip to the Mallards game on Monday.
- Volunteer/Faculty/Staff Dinner
 - Tuesday evening at Eno Vino downtown.
 - Robust menu will be available, and food allergies can be noted on the RSVP form.
 - Institute is covering food, N/A drinks, and room rental. Alcohol is on your own.
- Graduation
 - Staff confirmed that Graduation will follow in similar format as previous years and that regents will discuss more details during Tuesday's on-site meeting.
 - Photos will be taken outside, weather pending.
 - Pre-grad bites will be at the DoubleTree.

IV. Other Business/Adjournment

Staff confirmed that the first official responsibility is the Board and Class Advisor Briefing on Sunday morning at 11:30 a.m. and that the schedule for the week will be discussed in detail during that meeting.

It was also shared that the [EventHUB](#) should include personalized schedules, including volunteer opportunities.

Board of Trustees chair, Pammie Jimmar, shared her excitement for the week in Madison and offered her assistance wherever needed. She confirmed her attendance at the scavenger hunt.

There being no other business, the meeting was adjourned.