



Midwest Board of Regents Minutes

May 15, 2025

12:00 p.m. EST

In attendance: Jennifer Reiser, IOM, CCE; Justin Groenert, IOM, CCE; Lisa Hermes, IOM, CCE; Desiree Bennyhoff, IOM, CCE; Susie Carson, IOM; Leo Cummings, IOM; Jeremy Harris, IOM; Jim Johnson, IOM, CCE; Charlie Moore, IOM, CCE; Logan O'Neill, IOM; Karyn K. MacRae, IOM, CAE, CMP; Cici Francisco, IOM, CDP; Nathan D. Graham, IOM

I. Welcome and Approval of Minutes

Jennifer Reiser, IOM, CCE welcomed everyone to the meeting and minutes from the March 6, 2025 meeting were approved with no changes.

II. Staff Update

Staff shared updates on registration numbers. At the time of the call, total enrollment was at 144, with 40 first years, 39 second years, 35 third years, and 30 fourth years. Regents were encouraged to continue with recruitment efforts and were reminded that registration closes at 5:00 p.m. EST on Wednesday, May 21.

Information on the upcoming webinar on grant writing facilitated by Anissa Starnes, IOM taking place on Tuesday, May 20 at 3:00 p.m. EST was shared.

III. Regent Updates and Discussions

- Fundraising Updates (Justin, Jim, Jeremy)

At the time of the call, 40 orders for pre-site merch had been placed. The store will re-open for direct delivery. Regents were encouraged to donate items to the auction, in addition to communicating this information to attendees. ACCE has graciously donated (1) Annual Convention registration per site.

- Kickoff/Day 1 Activities (Jennifer, Susie, Charlie)

Destination Madison will not be able to staff a table during the Expo, however, they have donated bags and collateral. The Destination Madison table will be combined with 'New to Madison.' Committee members are expected to staff their tables as appropriate.

Mark Field will deliver the faculty keynote during Kickoff. Each class will come together and choose three words that will be their focus for the week that they will be asked to shout out during Kickoff. They can think of them as their rally cry, class vibe, or mini mission statement.

The post-Kickoff reception is all set at Fluno, but the committee is still hoping to raise an additional \$500 in sponsorships.



- Lunch Table Topic Discussions (Kyle, Jim, Kathy)
Discussions will take place Monday through Wednesday. The committee will create blurbs to be shared with attendees prior to site, as well as signage. Facilitators will be selected at a later date.
- Industry Consultations (Des, Leo, Kathy)
The process will be the same as last year, with submissions going through Microsoft Forms.
- Social Media Strategy (Kathy, Logan)
Regents were encouraged to take pictures and upload to the Shared Google Album. Additional ideas will be discussed with Kathy offline.
- Volunteer/Faculty/Staff Dinner (Susie)
Dinner will take place at Madison's. Food will be covered by Institute, while drinks are on your own.

IV. Other Business/Adjournment

Regents were reminded to register for site if they hadn't already done so. Additionally, they were reminded of the scavenger hunt taking place at 9:00 a.m. on Sunday, for which prizes will be awarded.

Staff will look for the conversation starter cards for the reception. Regents were asked to wear their Institute apparel on Sunday.

There being no other business, the call was adjourned.