



## Faculty Course Preference Survey – Curriculum Feedback

### AI-Generated Summary

The feedback from the Faculty Course Preference Survey highlights several key areas for improvement and suggestions for the curriculum:

#### Specific Courses

1. **Grant Writing:** Previously taught but dissolved; recommended to be added back.
2. **E110 Revving Your Revenue:** Suggested to be split into segments due to its broad scope.
3. **E244 and C460:** Noted overlap; suggested to address and possibly consolidate.
4. **C441 Industry Trends:** Can feel basic for the fourth year core, as attendees have somewhat significant experience in the industry compared to a first year attendee. Mentioned that E240 Strong Associations for the Future and E241 Strong Chambers for the Future address most of the topics in the class.
5. **C260 Marketing Strategies:** Focuses on strategic thinking, but participants often expect more tactical content.
6. **E140 Organizational Excellence:** Suggested to lengthen the time allocated for this course.
7. **C340 Strategic Planning:** Suggested to shorten the time allocated for this course.
8. **C430 Becoming a Strategic Leader:** Title is confusing; content may not align with the title.

#### Summary of Suggested Changes

1. **Course Content and Structure:**
  - Align course objectives more closely with industry needs and future trends.
  - Address the mismatch between course titles and content, particularly for C430.
  - Consider consolidating overlapping courses like E244 and C460.
2. **New Course Suggestions:**
  - Add courses on grants, risk management, coaching leadership style, mentoring, , emotional intelligence, global development for US associations, and a course on "So You Got the Job. Now What?" to aid professional advancement.
3. **Course Duration and Segmentation:**
  - Lengthen the "Organizational Excellence" course and shorten "Strategic Planning."
  - Split "Revving Your Revenue" into more focused segments.
4. **Additional Resources and Consistency:**
  - Provide more consistent resources, such as suggested texts and reading materials, to ensure uniformity among faculty and enhance follow-up resources for attendees
  - Link coursework to specific certification domains (CCE or CAE) for credentialing purposes.



**5. General Feedback:**

- Set prerequisites for electives or integrating more elective content into core courses to avoid repetition. Some feedback indicates that elective courses can feel redundant to core classes.
- Ensure courses reflect the evolving needs of the chamber and association industries.
- Encourage faculty to share insights and collaborate with past instructors.

**Verbatim Feedback: “Please share any feedback on the curriculum (the course objectives in the course syllabus in relation to industry needs).”**

- Always can improve as challenges evolve - not static.
- Any information/intel beyond the brief course descriptions used in past is helpful.
- As a member of the curriculum committee and faculty, I feel very close to both. I do agree with strengthening the relationship, however and highly encourage anyone teaching a class to talk with those who've taught in the past.
- Based on the curriculum list it is comprehensive. I have not yet been selected to teach so I do not have useful insights at this time.
- C260 Marketing Strategies is an interesting course to teach. The syllabus outlines strategic thinking as the primary objective. This is important so that an organization doesn't just try to copy a technique that won't work for them. However, I find that class participants usually want to be much more tactical. That's an expectation that always has to be addressed up front.
- Chambers and associations need to build their leadership depth. A course on the coaching leadership style or mentoring would be applicable.
- I am pleased with the myriad of core courses as well as electives.
- I believe the curriculum reflects the always changing needs on the Chamber in Association industries.
- I recommend that the curriculum committee consider adding a course on risk management.
- I recommend the IOM lengthen the time given to the "Organizational Excellence" course. When I taught this course at the June 2024 class, I had a difficult time covering all the content in the time allotted. The IOM could then shorten the time allotted to the Strategic Planning course.
- I taught this last year and used case studies and also gathered some from the class and had them present. The course got good reviews.
- I think that in addition to CEO Lessons Learned, you need a course on "So You Got the Job. Now What?" IOM can/should lead to professional advancement and leadership positions. When that happens, what do people need to know to make the jump as seamlessly and effectively as possible.
- I think the curriculum gives a broad, holistic overview of what being a leader in the chamber/association world looks like.



- I think the curriculum is solid and relevant. Today's required objectives match boots-on-the-ground experiences for chambers, associations, and nonprofits.
- I would really like to see a course added back on Grant Writing. I used to teach it for IOM but it was dissolved. Now that so many Chambers and Associations are utilizing and creating Foundations (501c3s) it is imperative that they understand grant funding. Also, the Revving Your Revenue elective could benefit from being split into segments. It is simply too broad of a title to cover all of the different facets of revenue with both dues and non-dues revenue, and even within just non-dues, covering grants, events, sponsorships is too broad to be able to cover in the short time allowed in an elective class.
- Importance of understanding the importance of leadership in all aspects of management
- It is important for fiscal, financial, and governance topics to focus on sustainability, continuity, and financial health along with future planning and impact forecasts and projections and future budgets and capacity.
- It would be interesting to add an elective course on "global" development/growth for US associations interested in expanding internationally. I realize this is not a focus of the IOM program (or CAE) but I would be interested in helping to develop it if you think it would add value.
- Most of the courses cover tried-and-true topics. However, I feel the industry is shifting, and the courses, especially the objectives, are not always aligned with where we need to focus to prepare professionals for future needs.
- My expertise is fundraising and revenue generation. Anything in that lane I'd be happy to help as I'm based in Madison so that session is of interest.
- None at this time as I am just starting as faculty.
- Not sure. The staff does an awesome job of coordinating this program. I was totally informed at all times.
- Nothing specific
- Offering a course on building and sustaining young professional programs and engaging the next generation of members.
- Preparing the next generation of leaders in the workforce.
- Some of the elective objectives feel redundant to the core class. While a helpful deep dive, sometimes the repetition creates issues. I would encourage either 1) a suggested pre-requisite of the core class before taking the elective and rewrite the description to pick up where the core leaves off or 2) incorporate more of the elective in the core. As examples, I believe there is room in the sessions related to data (tech), nonprofit financials (foundations or financial fitness). Also, consider curating additional suggested texts, reading materials, or resources to create more consistency among faculty members, generate more follow-up resources for attendees, and elevate industry contributions. What is the IOM library (or what should it look like)? Lastly, since IOM connects hours of instruction to certification requirements, consider linking coursework to specific CCE or



CAE domains to help define those lenses for attendees interested in credentials. This would add an additional layer of resources for faculty to reference.

- The curriculum is aligned with current industry challenges and opportunities.
- There could be an opportunity to include emotional intelligence into a course. Emotional Intelligent Leadership or something like that.
- YPs in the industry are severely undertrained in organizational and behavior management!
- Industry trends and strong chambers/associations – really define the goals and objectives
- C430 Becoming a Strategic Leader: the title is confusing – people thought it was strategic planning.
- C430 Becoming a Strategic Leaders: Several faculty members I spoke with felt there was a mismatch between what the course is called and the content of the course.
- E244 and C460 have overlap to look into addressing and perhaps consolidating.
- C441 Industry Trends: most fourth year attendees share this class content is too basic for them, since they've got time in the industry by the time they're in their fourth year. It's been mentioned that E240 Strong Associations for the Future and E241 Strong Chambers for the Future address most of the topics in the class.
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- All good
- n/a
- n/a
- No comments
- No feedback to add at this time.



## Winter Board of Regent Curriculum Feedback

### Summary

- For classes, could provide more information on knowledge level for electives on if a class is high level / beginner. Not always possible because it can depend on faculty and how they're teaching it and who is in attendance. Maybe if something is super high level or super basic, mention.
- Suggested class topic: Psychology of decision making. More along the lines of a qualified, licensed professional teaching and leading the discussion vs. attendees at lunch. Could be a webinar. May not fit in with anything we have. Could be bonus webinar or do nothing with it.