

# 2017 Curriculum

## Session One: August 1, 2017

### **Defining the Role of a Chamber**

An overview of the role of a chamber of commerce in a community, including ways the chamber can be a force for change.

### **Management: Budgets & Financial Statements**

Tips for developing an effective budget, how to manage it as well as the ins and outs of financial statements.

### **Volunteer Management**

Volunteers can make the difference between exhausted and efficient chamber staff. Find out best practices to make the most of your volunteers.

### **Human Resources**

Learn how to manage upward, components of an employee handbook, and the laws that can affect your chamber.

### **Working with Boards and Committees Panel**

This interactive panel will offer best practices for your volunteer leadership, how to keep the tasks moving forward, dealing with difficult members, and lessons learned.

### **Disaster Preparedness**

It can happen at any time – are you ready? Learn to how keep your organization weather ready, relationship with your local government, technology, and what to know if it does happen.

## Session Two: September 19, 2017

### **Membership Development and Retention**

Discover new and proven ways to develop effective membership recruitment and retention programs to increase your chamber's membership.

### **Non-Dues Revenue Sources Panel**

Outside of membership dues and events income, there is a whole other world of non-dues revenue that can grow your budget and serve your members. Discover how other chambers are implementing creative avenues in their organization.

### **Tourism**

Find out ways your chamber can collaborate with the Oklahoma Department of Tourism to bring visitors and new money to your community and help your businesses grow.

### **Creating a Business Plan**

A chamber's business plan acts as the guide for the chamber's activities during the year (or longer). This session covers how to create, implement, and evaluate your chamber's plan.

## Session Three: October 3, 2017

### **Representing Business Interests with Government**

Keys to developing an effective program to represent your businesses and community at the state, local and federal levels.

### **Developing Your Community's Economy**

Learn best practices and discover tools to assist your chamber in growing your community's economy. Uncover ways your chamber is already engaged in economic development.

### **Leadership Programs**

One of the most important roles a chamber can play in your community is developing future leaders. Learn about types of programs that can implemented in your community

### **Building Your Organization's Culture**

A chamber's internal organizational culture is key to employee retention and work/life balance. Learn how to become the type of company that will attract the best and brightest.

## Session Four: November 1, 2017

### **Telling Your Story and Building Your Brand**

Discover ways your chamber can better tell the story of how it is the driving force behind your community's successes, work with the press, and promote your members and stay on top of communications trends and practices.

### **Chamber Trends, Threats and Opportunities**

This final session will be interactive and ask the tough questions - What is the future of membership organizations and resources? Should you be concerned about political and social fragmentation and global impacts? How will your chamber engage millennials to belong? Technology and communication is changing daily and the leaders of your community are retiring. How will you lead this change in your community?