



## APICS Certified Supply Chain Professional (CSCP) Program

*Southeast District Meeting – Puerto Rico  
June 4-5, 2010  
Michele Morrison*


*Advancing Productivity, Innovation, and Competitive Success*




## Agenda

- APICS/Holmes Corporation partnership
- APICS CSCP overview
- APICS CSCP Statistics
- APICS CSCP Marketing Best Practices
- Chapter Discussion


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## Who is Holmes Corporation?

- HC core competencies include design, development, marketing, fulfillment and ongoing support of *educational programs* supporting a professional association's certification
- Offering strategic educational support since 1970
- Partners with many other recognized professional associations (IIA, IEEE, SHRM, APA, CPA,)
- Certification exams are developed independent of HC development

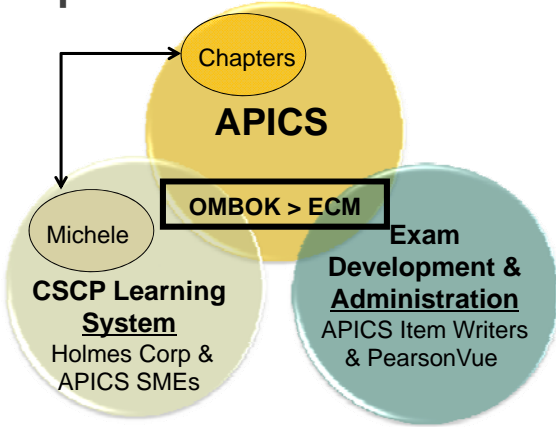


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## Partnership Roles



The diagram consists of three overlapping circles:


- Top Circle (Yellow):** Chapters APICS
- Bottom-Left Circle (Light Green):** Michele, CSCP Learning System, Holmes Corp & APICS SMEs
- Bottom-Right Circle (Teal):** Exam Development & Administration, APICS Item Writers & PearsonVue


An arrow points from the top circle to the bottom-left circle. A box labeled "OMBOK > ECM" is positioned in the center where all three circles overlap.



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**APICS  
CSCP  
Learning  
System**

→

**APICS CSCP Exam**


- Eligibility requirements
- Computer-based options
- Paper & Pencil options

- Organizes 150 references into 800+ pages of printed content
- Reflects the current CSCP ECM
- Combines 4 print module with interactive Web-based tools
- Updated annually



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## APICS CSCP Learning System


<p style="text-align: center; background-color: #f4a460; color: white; padding: 5px;"><b>MODULE 1</b></p> <p><b>Supply Chain Management Fundamentals</b></p> <ul style="list-style-type: none"> <li>Explore how successful supply chain management adds value to your organization</li> <li>Understand the supply chain management processes</li> </ul>	<p style="text-align: center; background-color: #c4c494; color: white; padding: 5px;"><b>MODULE 2</b></p> <p><b>Building Competitive Operations, Planning, and Logistics</b></p> <ul style="list-style-type: none"> <li>Understand natural dynamics within the supply chain to optimize performance and increase profitability</li> <li>Assess the value of demands and reduce complexity in demand planning</li> </ul>
<p style="text-align: center; background-color: #60a4c4; color: white; padding: 5px;"><b>MODULE 3</b></p> <p><b>Managing Customer and Supplier Relationships</b></p> <ul style="list-style-type: none"> <li>Effectively use customer data to improve service performance and increase value to suppliers and customers</li> <li>Understand the strategic importance of purchasing and supplier relationships</li> </ul>	<p style="text-align: center; background-color: #f4c494; color: white; padding: 5px;"><b>MODULE 4</b></p> <p><b>Using Information Technology to Enable Supply Chain Management</b></p> <ul style="list-style-type: none"> <li>Understand the role of data and information technology in support of the supply chain</li> <li>Learn how technology-enabled supply chains contribute to business strategies and operating plans</li> </ul>

**Web-based Study Tools**

Access educational support activities to support print modules


- Pre-test
- Module-specific tests
- Post-test
- Online progress report
- eFlashcards
- Online glossary
- Information center
- Complimentary download of CSCP ECM through Information Center






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## Industry Acceptance

- 14,000+ APICS CSCP Learning Systems sold (life-to-date)
- 7,200+ APICS CSCP designations earned in 67 countries
- Some employers are requiring CSCP (by incorporating CSCP into certain job descriptions)
- Growing number of employers prefer candidates with APICS CSCP certification:
  - Abbott, Amgen, Boeing, Boston Scientific, Bristol-Myers Squibb, Cisco Systems, DuPont, General Electric, GlaxoSmithKline, Johnson & Johnson, Merck, Pfizer, Oracle, Robert Bosch, US Marine Corp, Tyco, Wipro Technologies

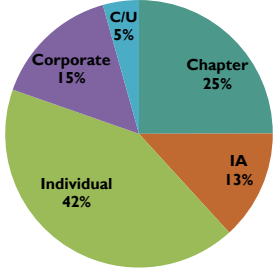


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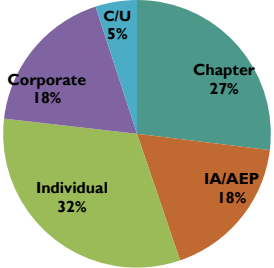
## APICS CSCP Statistics

**LTD APICS CSCP Channel Sales**




Channel	Percentage
Individual	42%
Chapter	25%
IA	13%
Corporate	15%
C/U	5%

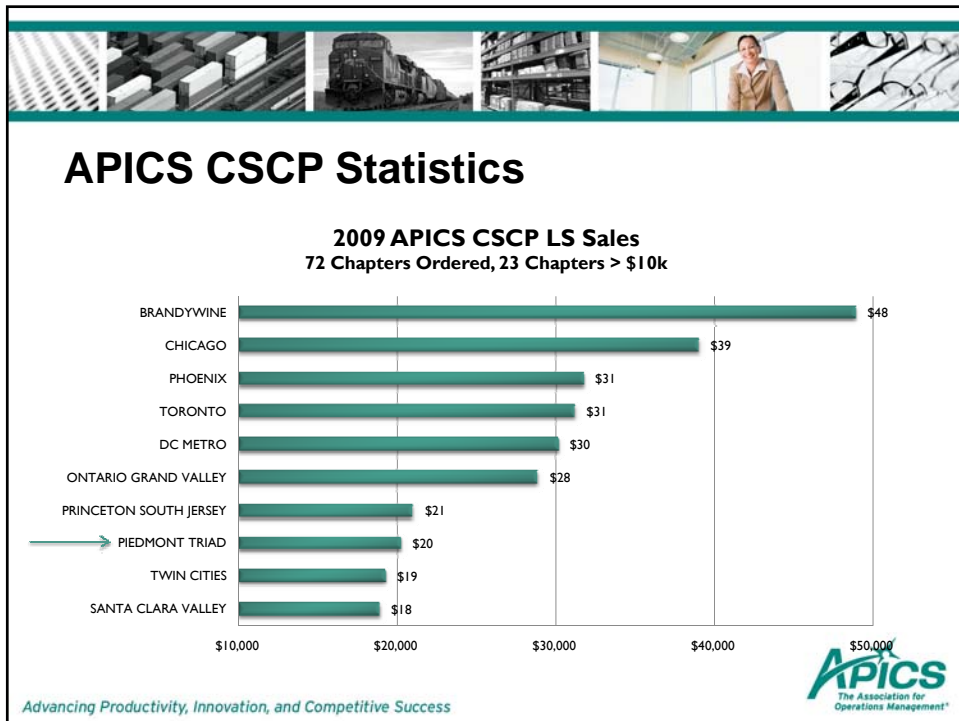
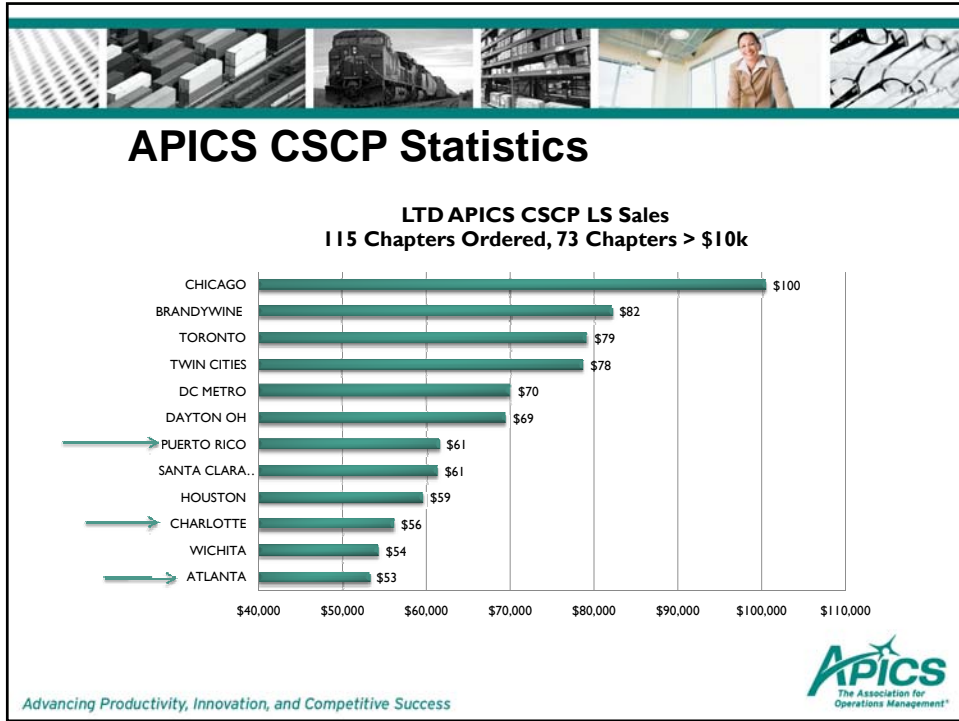
**2009 APICS CSCP Channel Sales**




Channel	Percentage
Individual	32%
Chapter	27%
IA/AEP	18%
Corporate	18%
C/U	5%



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## SE District Stats

- 22 chapters out of 50 have offered CSCP classes and/or purchased learning systems for resale since 2006 (15 of the 22 chapters are here today)
- 16 SE District chapters are active in 2010
- 3 SE District chapters are offering for the first time this year!

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## Marketing Best Practices

- Frequently & consistently market courses and self-study
- Keep your local website current
- Post classes on LinkedIn
- Keep classes current on the District website course list
- Leverage existing tools before creating your own
- Highlight CSCP at PDM's/corporate meetings
- Invite a supplier partner and/or client to participate in the class

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## Marketing Best Practices

- It's okay to start small
  - Students from "small" classes become your market-ers
- Leverage company coordinators
- Invite a former student to talk about the value of the designation
- Sell all learning format options

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## Self-Study Resale


- Revenue to fund other initiatives
- Often times opens door to an organization for a corporate training opportunity
- Establishes local point of contact & connection
- Opportunity to meet local need – even if you are not offering a course

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## Getting Started Toolkit



The Association for  
Operations Management

APICS Certified Supply Chain Professional™  
LEARNING SYSTEM

**Getting Started Toolkit**

The APICS Certified Supply Chain Professional (CSCP) designation will help you gain supply chain management skills and knowledge to face the challenges of today's global marketplace and improve your company's profitability.

APICS wants to help you get started. Use these tools to talk to your supervisor about the APICS CSCP program and chart your course. You can achieve the APICS CSCP designation this year. Get started today!

[Learn More](#)

[Free Demo](#)

[Order Now](#)

[Classes Offered](#)

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[APICS Home](#)

**FREE DEMO**

Click Here

**APICS CSCP**


**GETTING STARTED Toolkit**


Click Here

CSCP Certification Roadmap	APICS CSCP Module Content	Value of Certification Information Sheet	CSCP Success Story	Getting Started Email Discussion Template
Step-by-step information on what you need to accomplish to earn the APICS CSCP designation	Outlines the topics covered in the APICS CSCP program	Demonstrates the benefits of the APICS CSCP program to your company and provides program details	Find out how the APICS CSCP program helped recharge a supply chain career <a href="#">More success stories</a>	Adapt this Word document to help you discuss your supply chain training with your supervisor

Getting Started Toolkit and More Success Stories, International Paper Size (A1)


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## Chapter discussion


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## Extra slides.....

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## Maintenance Points

<p><b>30 points</b> Successful completion* of the APICS CSCP Learning System earns 30 APICS Maintenance Points.</p>	<b>OR</b>	<p><b>up to 40 points</b> Successful completion of an instructor-led course earns 1 point per contact hour up to a maximum of 40 points.</p>	<b>+</b>	<p><b>20 points</b> Passing the APICS CSCP certification exam earns an additional 20 APICS Maintenance Points.</p>	<b>=</b>	<p><b>Up to 60 points</b> The maximum Maintenance Points allowed is 60 points (40 contact hours plus 20 points for passing the certification exam)</p>
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\*Successful completion is defined as earning 80% or higher on the Learning System online post-test.


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## APICS CSCP Certification Exam

- One exam only
- CBT and paper/pencil administration
- Four hours, 175 questions, 150 scored
- Eligibility requirements
  - CPIM, CFPIM, CIRM, or C.P.M. designation plus two years of related business experience
  - OR
  - Bachelor's degree or international equivalent plus two years of related business experience
  - OR
  - Five years of related business experience



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## Why Offer CSCP?

- Integrated with the APICS mission (membership, education, certification)
- APICS BOD strategic priority – 12,000 CSCPs by 2012
- New topics/products attract new members and retains existing members
- Capture mind share and market share
- CSCP BOK elevates and expands the credibility of APICS within the marketplace
- Revenue to fund other initiatives



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## Delivery Best Practices

- Recommended 40 hour format
- Consider audience
- Interview each candidate
- Offer an initial session for kick-off and an ending session for review
- Back-to-back full-day sessions not recommended
- Break 40 hour corporate sessions into:
  - 2 sessions, 3 weeks apart
  - 4-5 consecutive Fridays
  - 9am-12pm, break, 2pm-5pm



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## EduNetCentral.com

**Marketing Support**

- Marketing Toolkit
- Sample Marketing
- Marketing Copy
- Logos
- Success Stories
- Target Audiences
- Mktg Schedules

Marketing Copy

**Marketing Copy**

- Text, photos, graphics
- Multiple templates available
- Can be customized
- PowerPoint available

No need to reinvent the wheel! This is text that you can use in creating your marketing pieces. Click on the link to see available text. Highlight and copy what you want and paste it into your document.

**NEW for IA Representatives - A4 marketing tools!**

- [2009 APICS CSCP Learning System® Brochure Copy](#)
- [2009 APICS CSCP Benefits Flyer](#)
- [2009 APICS CSCP Benefits Flyer - A4 VERSION](#)
- [2009 APICS CSCP Learning System® Oversized Postcard Template](#)
- [2009 APICS CSCP Learning System® Brochure Template](#)
- [2008 APICS CSCP Learning System® Brochure Template - A4 VERSION](#)
- [2009 APICS CSCP Learning System® Email Template](#)
- [2009 APICS CSCP Chapter/Institution Partnership Flyer](#)
- [2009 APICS CSCP Learning System® Flyer Content](#)
- [2009 APICS CSCP Learning System® Flyer Template](#)
- [2009 APICS CSCP Learning System® Flyer Template](#)
- [2009 APICS CSCP Chapter Corporate Training Flyer](#)
- [2009 APICS CSCP Chapter Corporate Training Flyer](#)
- [2009 APICS CSCP Chapter/Institution Partnership Flyer](#)
- [2009 APICS CSCP Chapter/Institution Partnership Flyer](#)
- [2009 APICS CSCP PowerPoint Presentation for Use](#)

**Register for the APICS CSCP Exam Preparation Course**

Enroll today in the APICS CSCP exam certification course designed to teach you the skills you need to increase your knowledge of the entire supply chain and help secure your place within your organization. For more information and to enroll online (visit contact email: [chapter@APICS](#))

Classes begin (Date) and space is limited.

APICS

**Distinguish Yourself as a Supply Chain Expert**

APICS Certified Supply Chain Professional (CSCP)





APICS






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## Group Reports

### Group Reports

- Access Group Reports by logging into [www.learnscsp.com](http://www.learnscsp.com)
- Instructors may choose to:
  - View APICS Group Reports.
  - View the current online component of the Learning System,



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## Group Reports




**Composite Report for group "Portland Oregon Training"**

Course Activity	Students Completed	Average Score
<b>Exam Totals</b>		
Pre-Test questions drawn from all modules	3	45%
Post-Test questions drawn from all modules	2	93%
<b>Module 1</b>		
Pre-test questions drawn from the module	2	41%
Module-specific test	2	66%
Post-test questions drawn from the module	2	93%
<b>Module 2</b>		
Pre-test questions drawn from the module	3	43%
Module-specific test	3	63%
Post-test question		
<b>Module 3</b>		
Pre-test questions		
Module-specific test		
Post-test questions		
<b>Module 4</b>		
Pre-test questions		
Module-specific test		
Post-test questions		


**Report Card for group "Portland Oregon Training"**

Name	Pre-test	Post-test	Mod. 1 Test	Mod. 2 Test	Mod. 3 Test	Mod. 4 Test
Doug Kalton (dskalton)	30% on 12/02/2008			20% on 12/02/2008		
Rafina Lewis (rls23)	94% on 12/02/2008	92% on 12/02/2008	80% on 12/02/2008	78% on 12/02/2008	68% on 12/02/2008	70% on 12/02/2008
Michelle Todd (mtodd1)	80% on 12/02/2008	94% on 12/02/2008	55% on 12/02/2008	62% on 12/02/2008	60% on 12/02/2008	60% on 12/02/2008
Pat Kline (pkline)						



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## Where Can I Find Updates & the CSCP ECM?

**APICS** The Association for Operations Management

APICS Certified Supply Chain Professional<sup>®</sup> LEARNING SYSTEM

### Information Center

**Overview**

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**Glossary**

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**Updates**

Check for updates by checking periodically for revised or additional content.

**Printable eFlashcards**

Download and print the eFlashcards so you can take them with you for quick review.

**Test-Taking Tips**

Increase your chance for success on the exam by reviewing these test-taking tips.

**Learning System Resources**

Find APICS CSCP Learning System background materials such as the course bibliography and glossary.

**Related Links**

Find links to key supply chain information such as certification and additional resources.

**Quick Comment**

If you have an idea for how we can enhance the course or if you would like to report a possible error, please share them here.

**Program Evaluation**

After you have completed your studies, share your thoughts about the APICS CSCP Learning System via this short survey.

**Certification Exam Resources**

Find APICS CSCP certification exam support materials. Download a complimentary copy of the most recent Exam Content Manual (ECM), review eligibility, and more.


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Version 2.0, 2009 Edition

Home Page

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## Assistance

- [www.apics.org/cscp](http://www.apics.org/cscp)  
Free demo, program overview, exam details
- [www.apics.org/membership/volunteers](http://www.apics.org/membership/volunteers)  
Volunteer Resources, Leadership Central, C-Box
- [www.EduNetCentral.com](http://www.EduNetCentral.com)  
PPT, testimonials, templates, course administration
- APICS Corporate Services
- APICS CSCP Regional Manager

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