

Survey Top Topics

1. Need qualified and affordable CPIM instructors including the processes to train and qualify instructors.
 - Pay money, do not lowball
 - Need students in classes
 - Need to keep knowledge current
 - Host TtT
 - Content experts – instructor focus on expertise, get inventory of expertise
 - Instructor recognition (not just money)
 - Look for people with good presentation skills
 - Look for retired members, and consultants and faculty
 - New CPIM, current CPIM
 - Work with nearby chapter
 - Mentor new instructors
 - Team teach
2. How to market APICS courses to include understanding customers needs, target audiences and value statements for the courses.
 - Survey questions to marketing
 - Marketer – alliance with executive education program at local university to gain credibility which increases perceived value and increase price.
 - Need a vehicle to get to companies under 50 employees and in other industries
 - Promotion of APICS and awareness of APICS
3. CSCP instructors demands. How are you handling your customer needs?
 - Find active retired people and support them to get certified.
 - Same techniques to find other types of instructors.
4. Keeping certification instructor materials current.
 - Instructors update vs VP Education – keeps Instructor informed
 - Instructor update party
 - Replace exam content manual in each kit is time consuming
 - Potential to change Participant Guide to 3 ring binder
5. Instructor forum needs:
 - A. Formulate topic to be included in a forum.
 - B. Instructor resources that is available.
 - C. Instructor compensation plans
 - D. Effective class instructions
 - E. Alternate methods of delivering CPIM classes
 - Duties
 - BOD expectations
 - Logistics – where to have classes, what about smaller groups
 - Technology – example distance learning
 - Delivery
 - Define competencies
 - Keep materials current
 - Compensation – standard rate, incremental fee if during business hours, incremental fee for CSCP class.

Sharon – instructor compensation without price fixing, APICS will let us know marketing schedule, recognizes need to update instructor materials.