



APICS Update 2011



Advancing Productivity, Innovation, and Competitive Success





Content

- Member Services
- Channel Partner Services
- Publications
- Certification
- Courseware
- Marketing
- Conferences



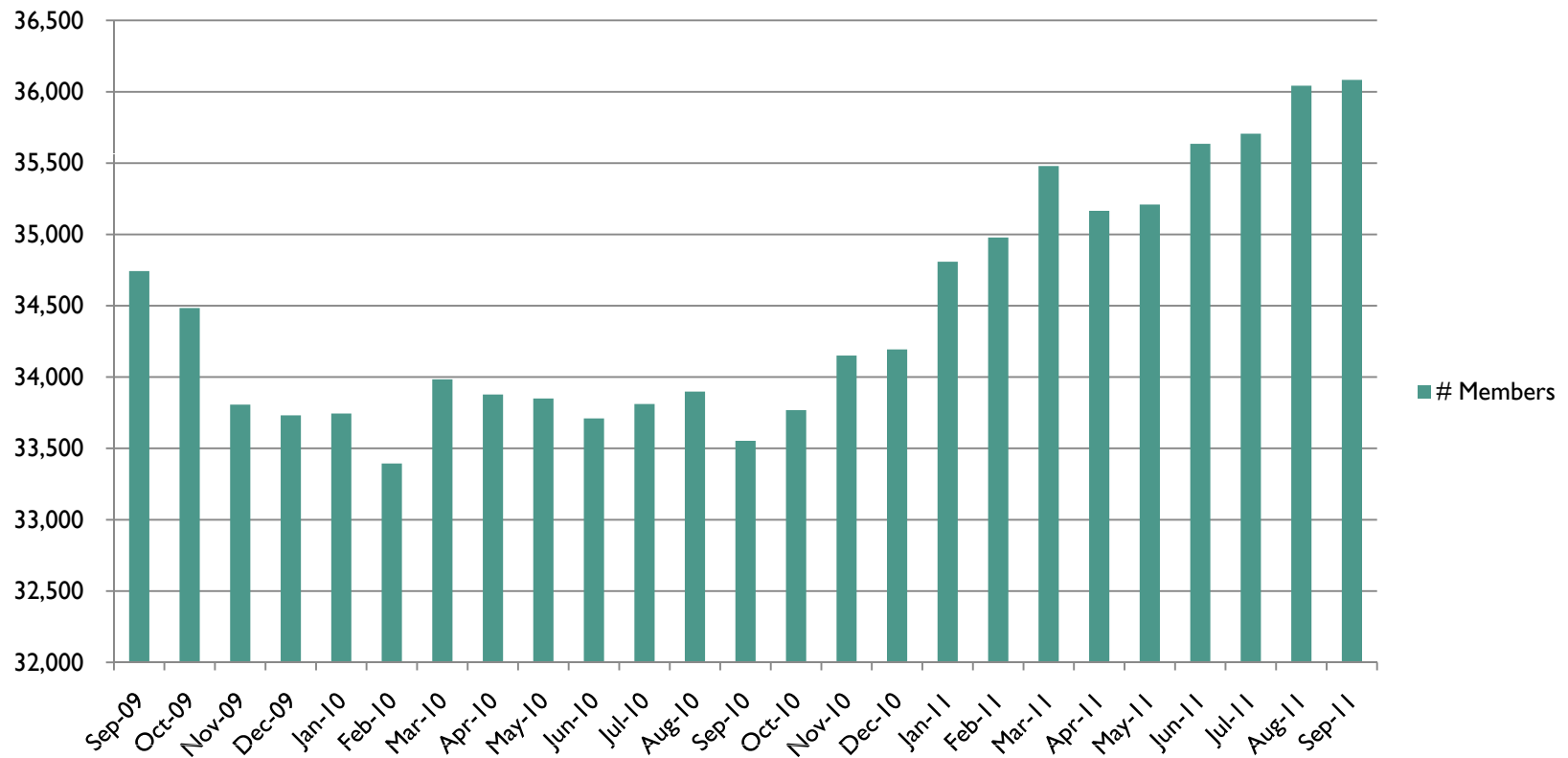
Member and Channel Partner Services

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Membership Trends





APICS Membership Updates

Key Membership and Career Services Stats (2011)

- 18 percent increase in new members from 2010
- 5 percent decrease in lapsed members from 2010
- 23 percent increase in career services revenue from 2010

Recruitment Updates

- **Email Recruitment Campaign:** We generate new member leads via ads placed in *Industry Week* and *SupplyChainBrain*. Qualified leads receive a series of eight emails; each feature a different benefit of APICS membership and provide the prospect with a “sample” product related to that benefit, such as a magazine article.
- **Member Acquisition Post Cards:** In Q4, we will be mailing a series of three acquisition postcards to a list of purchased names. Each postcard will offer a free downloadable “give away,” and those who download any of these items will receive a confirmation email with a join message, and then another follow-up email two weeks later.



Retention Updates

- **Retention Postcards:** A new retention postcard campaign to test messaging to three different segments has been developed (Segments include members in their first year, one to five year members, and members for six or more years). Postcards were sent out with a retention message to each segment, targeting the benefits that most align with their segment.
- **Mid-Year New Member Survey:** We launched a new survey targeted towards members seven months after they join. We typically lose more than 30% of our first year members at renewal time, so this give us insight in to the level of contact they receive from APICS and their local partner.
- **Updated Membership Collateral:** In July updated the new member kits and membership cards to allow us to further communicate the benefits of membership. In addition, various membership resources have been updated for chapter use on C-BOX.
- **Increase Retention Communication:** In 2011 APICS increased the number of retention communications with members. These include the addition of birthday and anniversary emails, along with sending benefit emails monthly.



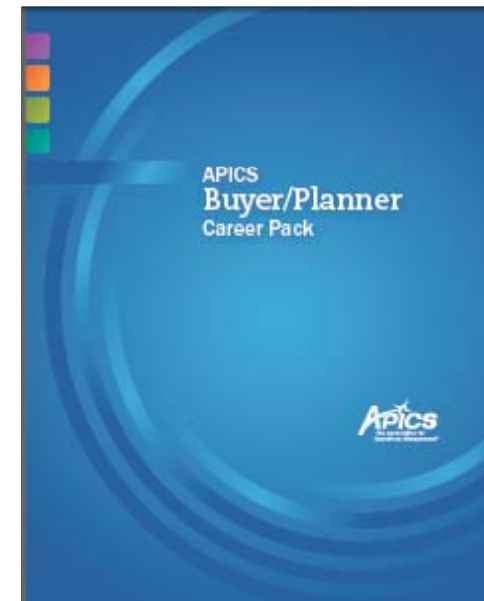
New Benefit! Supply Chain Channel

- New member benefit: APICS social networking community
- Access online in December at www.supplychainchannel.org
- APICS Supply Chain Channel features:
 - Member directory
 - Libraries that include APICS content
 - Links to other APICS social networking sites
 - Latest discussions and communities
 - APICS news
 - Industry news
 - Upcoming events



Included in Membership: **APICS Career Packs**

- APICS career pack provides practitioners, hiring managers, and human resource professionals with **information on the skills, knowledge, and experience** professionals must possess
 - Competency models
 - Position descriptions/responsibilities of the position
 - Typical career paths
 - Hiring key words
- Initial positions that will be offered include:
 - Supply chain manager
 - Materials manager
 - Buyer/planner
 - Master scheduling manager
 - Distribution and logistics managers





Publications and Research

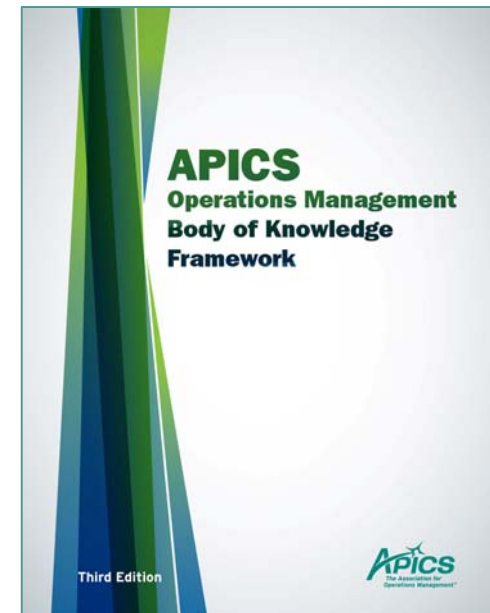
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Included in Membership: ***Operations Management Body of Knowledge Framework***

- A high-level document outlining the scope of the field of operations and supply chain management—a reference guide for the profession.
- Topics and descriptions related to:
 - Strategy
 - Supply chain
 - Processes
 - Planning and control
 - Scheduling
 - Project management
 - Advanced manufacturing and service technology
 - Emerging technologies
- 2011 version – more on risk management and sustainability.

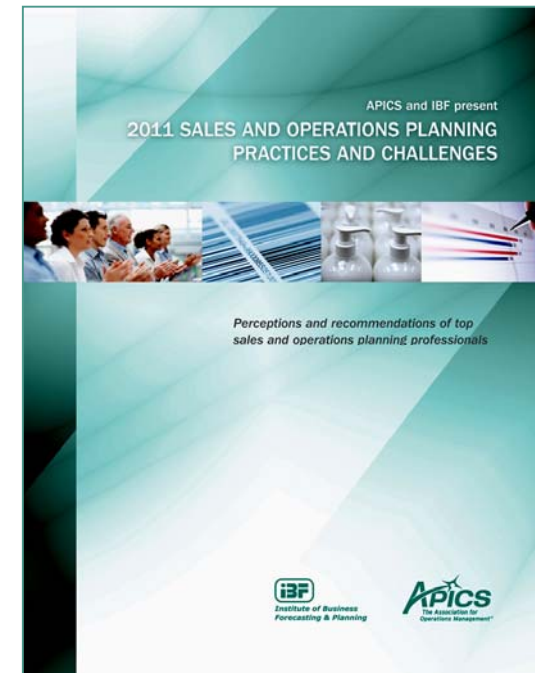


Download free at
www.apics.org/resources



Included in Membership: **Practitioner Research Reports**

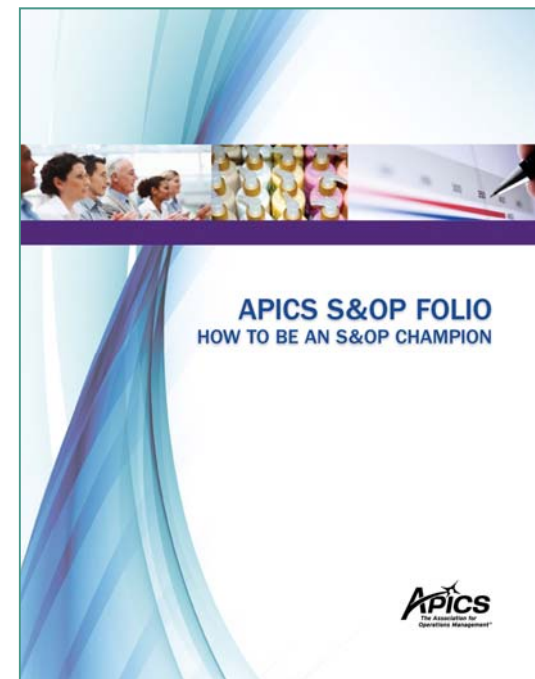
- 2011 Summary Reports
 - Sales and operations planning (released)
 - Supply chain strategy (released)
 - Supply chain risk (released)
 - Supply chain sustainability (Q4 2011)
- Available to members only on the research page of apics.org/research





Discounted for Members: **APICS Folios Series**

- APICS Folios Series
 - Collection of information on a specific topic
 - Same topics as practitioner research
- Also Include:
 - Survey findings
 - Insights from the most successful companies, practical advice
 - Related *APICS* magazine articles
- Folios are available to all APICS customers from the APICS Bookstore
 - Member and nonmember pricing apply





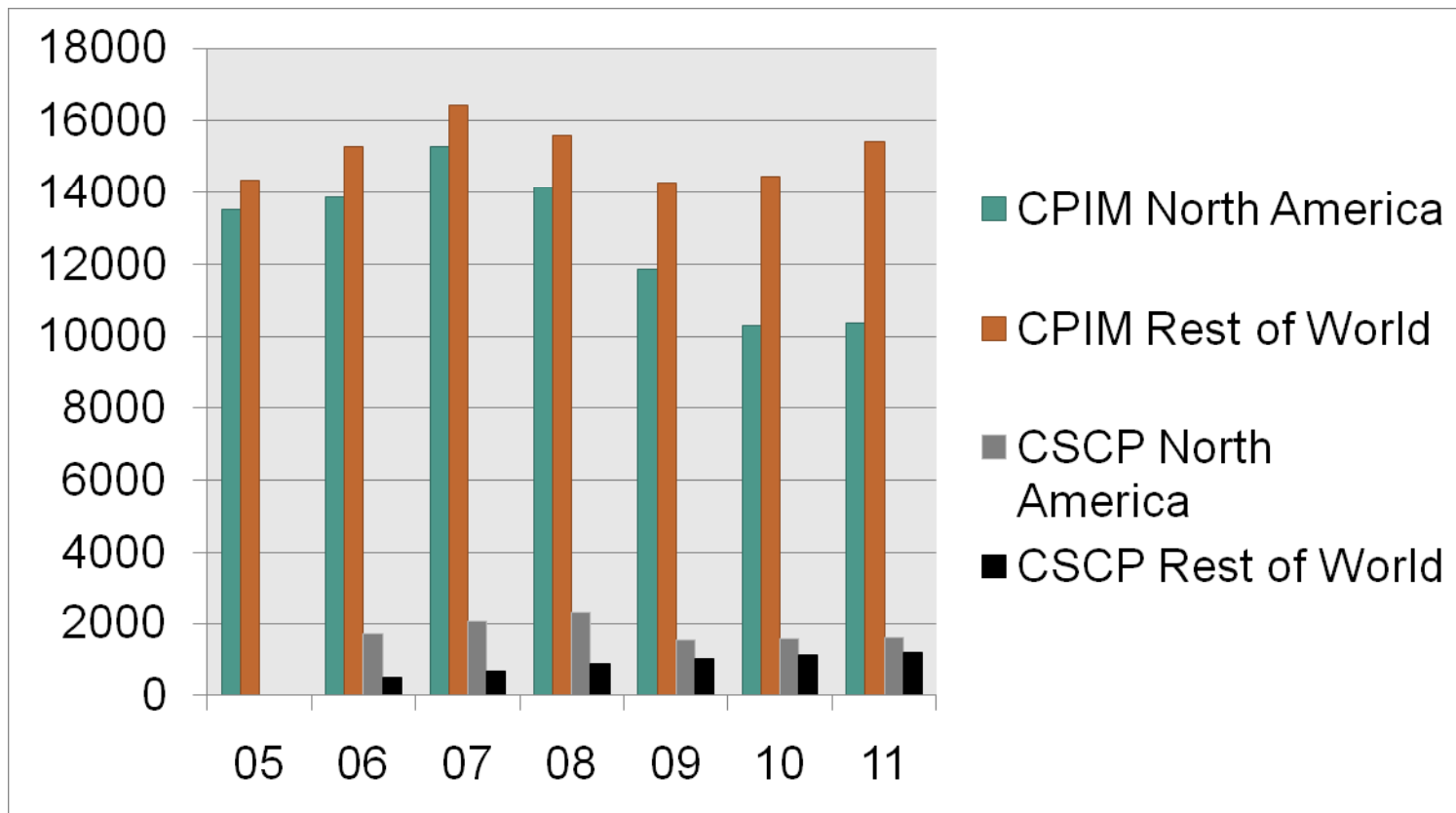
Certification and Courseware

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CPIM and CSCP Exam Volume Trends



2011 based on budget

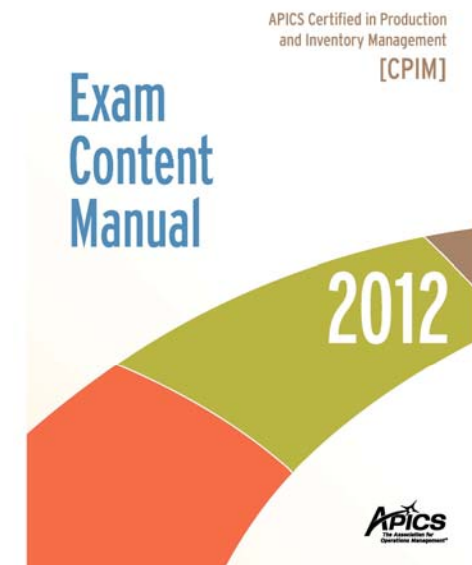
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Certification Job Task Analysis

Purpose of the Job Task Analysis (JTA) is extensive research study to validate the knowledge and skills required of individuals working in operations management roles for today's work environment.

- CSCP JTA performed in 2010. 2012 changes to exam content manual based on findings.
- CPIM JTA planned for 2012
- JTA committee: Equal number of Certification Committee members and non-APICS affiliates
- JTA survey: 150-200 questions related to functions and roles with frequency and importance ratings
- JTA responses: required number of responses to be psychometrically sound
- JTA results: Delivered to CPIM Certification Exam Chairs to develop update plan





APICS CSCP Exam Delivery in 2012

- In 2012, we will be offering two versions of the APICS CSCP exam: the 2011 exam and the 2012 exam.
- Encourage individuals who have 2011 or earlier versions of the Learning System to take the 2011 exam.
- Individuals who want to take the 2011 exam will have until June 23, 2012 to do so.
- After that date, only the 2012 version will be offered.
- *For details on changes to APICS CSCP in 2012, see courseware update on next slide.*



APICS CSCP Courseware Updates

- APICS CSCP Learning System is updated annually
- The 2012 product is a major update
 - Based on changes to the **exam content manual**
 - Enhancements to **online tools**
 - More interactive features
 - **Three modules** instead of four
 - **New topics** include
 - Supply chain risk management
 - Sustainability
 - Scheduled for release in **November 2011**





APICS CSCP 2012 Update – Three Modules

Module 1: Fundamentals of Supply Chain Management

- Broad concepts of SCM including processes, objectives, and integration
- Alignment of supply chain and strategies
- Key considerations for supply chain design and continuous improvement
- Key measures for planning and controlling inventories

Module 2: Supply Chain Strategy, Design, and Compliance

- Sustainability practices in design and operation of a supply chain
- Globally dispersed supply and demand and the impact of free trade zones
- Globalization effects on inbound and outbound logistics
- Measurement of, and efficiency and responsiveness in the supply chain

Module 3: Implementation and Operations

- Supply chain dynamics and the balance of responsiveness and efficiency
- Managing supply from internal and external sources
- Implementation of demand plans, including prioritization and fulfillment
- Tools and techniques to support continuous improvement strategies



APICS CSCP Pricing for Chapters

Product / Service	New Price Member	New Price Non-Member	New Price Chapter/IA
APICS CSCP Learning System	\$945	\$1,275	\$630
APICS CSCP Instructor Kit			NO CHANGE
APICS CSCP Slide Books			\$18
APICS CSCP Exam	\$630	\$795	
APICS CSCP Exam - Retake	\$385	\$385	



APICS CPIM Courseware Update

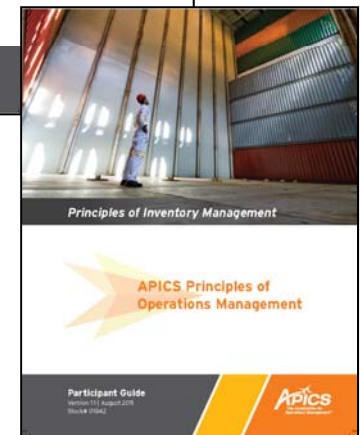
- All five APICS CPIM modules were redesigned and updated from 2009-2011.
- All APICS CPIM courses will be updated in 2011:
 - BSCM and DSP will be more extensive due to changes in exam content and references. These changes are considered minor from an exam content perspective, but will require instructors will need to purchase updated kits.
 - MPR, ECO, and SMR have very minor changes that will be downloadable to instructors.





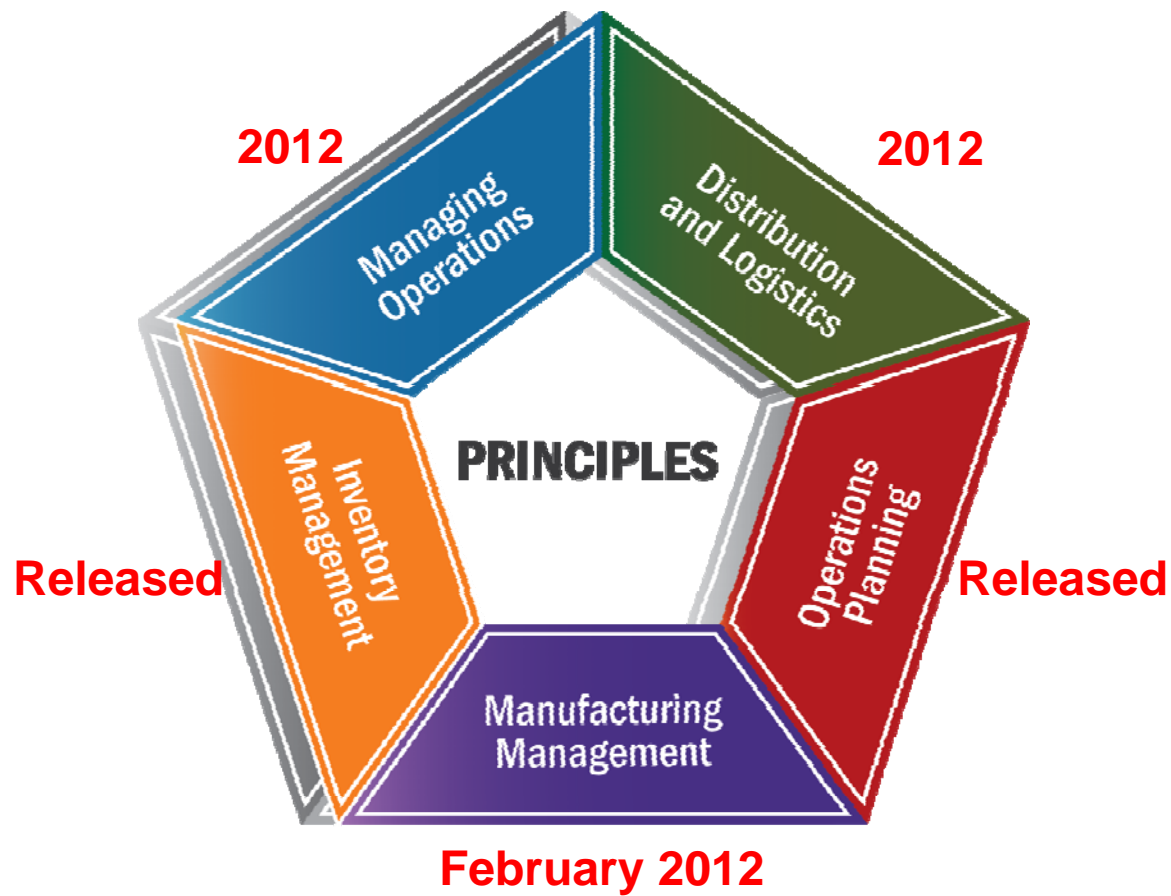
Principles of Operations Management

- Five courses designed for non-certification education
- Includes both core content and advanced content
- Each session contains
 - Multiple choice questions
 - Essay questions
 - Case studies
- Midterm and final exam test databanks available
- Predesigned Microsoft Excel spreadsheets
 - To illustrate complex models and “what-if” scenarios
- Ability to combine sessions for custom-designed courses





Principles of Operations Management





Instructor Development Program

- APICS has recognized the following:
 - 218 Master Instructors
 - 80 Lead Instructors
 - 577 Associate Instructors
- A list of instructors and IDP application forms can be found at www.apics.org/instructorprogram
- To schedule or participate in a Train-the-Trainer or Learning Dynamics for Instructors class contact April Arnold at aarnold@apics.org.



Marketing and Brand Management

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Website Design: Major Improvements and Capabilities

- Robust site search capability
- Easier to use e-commerce/bookstore
- Improved user interface with products and services
- Improved user experience
- More dynamically driven content
- Increased access to industry content and research
- Mobile device friendly website
- Updated look and feel
- Better pick-up by search engines like Google.



Login form with fields for Username and Password, and buttons for Register, Forgot Password? Here, Remember me, and Login

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Search now

2011 APICS International Conference & Expo

Achieving Sustainable Productivity
Meeting Customer Demand in an Unpredictable World

2011 APICS International Conference & Expo
October 23-25, 2011, Pittsburgh, Pennsylvania, USA
apicsconference.org

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APICS Magazine

Sub title

Lorem ipsum
Dolor sit amet
Sed do eiusmod
Tempor incididunt
Labore et dolore

APICS Events

Sub title

Lorem ipsum
Dolor sit amet
Sed do eiusmod
Tempor incididunt

Strategic Partner Area

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Item Name

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Item Name

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Supply Chain Channel

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Chapter Spotlight

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EDUCATION & CERTIFICATION

- MEMBER PAGE
- MEMBER PAGE
- MEMBER PAGE
- MEMBER PAGE

PUBLICATIONS

- CONTRIBUTOR PAGE
- CONTRIBUTOR PAGE
- CONTRIBUTOR PAGE
- CONTRIBUTOR PAGE

OTHER CATEGORY

- LATEST NEWS EVENT
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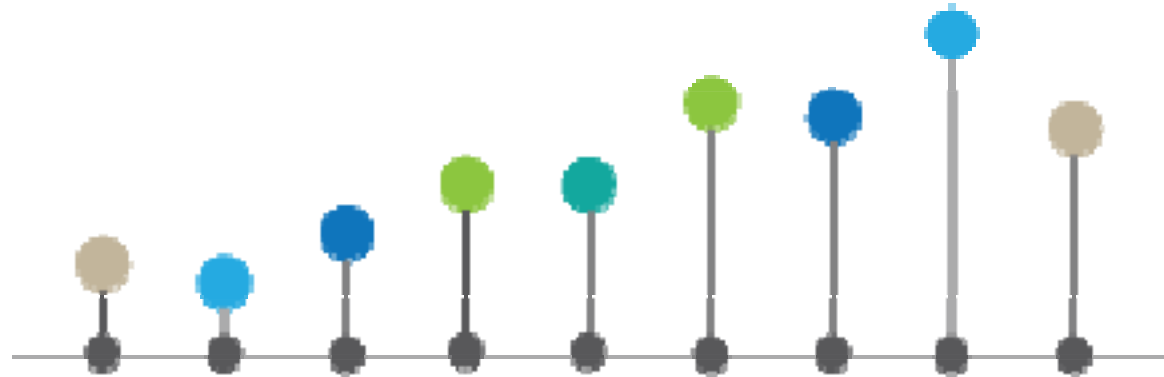
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2012 Conferences

Advancing Productivity, Innovation, and Competitive Success





Achieving **Sustainable** Productivity

meeting customer demand in an unpredictable world

2011 APICS International Conference & Expo
Pittsburgh, Pennsylvania, USA | October 23–25, 2011



2012 APICS Conferences

- **Asia Supply Chain and Operations Management Conferences**
 - Seoul on April 3–4, 2012
 - Shanghai on April 6–7, 2012
- **Best of the Best Sales and Operations Planning Conferences**
 - London on May 10–11, 2012
 - Chicago on June 20–21, 2012
- **APICS International Conference & Expo**
 - Denver on October 14–16, 2012