

APICS New Haven finds success with corporate onsite APICS CSCP courses.

Chapter Case Study APICS CSCP Learning System

The Organization:

The APICS New Haven Chapter has achieved platinum-level status as APICS chapter with more than 130 members and 70 member companies. The chapter's mission is to help all members and companies become more productive and competitive through education in the field of operations.

The Situation:

To be successful and generate income, APICS chapters must be managed like businesses. One of the most important sources of income is training and seminars.

Introducing a new course, such as the APICS Certified Supply Chain Professional (CSCP) instructor-led course, creates several challenges: finding or developing the training materials, training or hiring instructors, finding a suitable location, and generating interest and demand.

When the APICS CSCP designation was introduced, the chapter didn't question whether they would offer courses; it was simply a matter of how they would approach it. Beyond just setting up a new course, APICS New Haven also worked to find a market that would demand and fund the course. APICS New Haven's Education Coordinator, Robert Kennedy, was charged with developing the chapter's APICS CSCP course and finding a market for it.

The Approach:

Kennedy's first step was to choose course materials. He selected the APICS CSCP Learning System. It offers comprehensive books and online testing for the class participants, as well as instructor materials including a guide, PowerPoint slides, and online tools to track the progress of each class. As an APICS CSCP instructor, Kennedy valued these additional tools.

The next step was to find a market. Kennedy chose to focus on the corporate market and admits that creativity and luck helped make the course a success. By selling corporate training, the chapter immediately had a location, a full class, and funding for the course.

Kennedy found that corporations usually have training budgets but he also did some research to find alternative sources of funding. Kennedy discovered that the Connecticut Department of Labor offered a retraining program that paid for half of the training cost upfront and also reimbursed companies for the space and employee time. This incentive made Kennedy's job of selling the APICS CSCP instructor-led course to his corporate audience much easier.



"... companies typically have training budgets to spend, so contact their HR departments. It's much easier to sell a corporate class than to fill a class with individuals."

Robert Kennedy, CPIM, CSCP
Education Coordinator and
Instructor

The Results:

Robert Kennedy and other APICS New Haven members have offered three corporate onsite APICS CSCP courses and trained 30 professionals in the past year. Kennedy credits face time with much of their success. "If I get a call or an e-mail from a company who is interested in training, I will only spend half an hour on the phone before I set up a face-to-face visit. It's much easier to sell APICS education face-to-face."

The success of the course has meant success for the chapter. The courses provide funds that keep the chapter operational. Membership has also benefited significantly since all participants are required to become members— as an individual or through their company.

Kennedy suggests funding research as a key component to approaching the corporate audience. "First, search for organizations that offer funding for workforce training. Second, companies typically have training budgets to spend, so contact their HR departments. It's much easier to sell a corporate class than to fill a class with individuals. Finally, extend your offerings beyond chapter membership, to training and education."

apics.org/cscp

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