

APICS Twin Cities Chapter grows certification, membership, and revenues with the APICS CSCP program.

Chapter Case Study APICS CSCP Learning System

The Organization:

The APICS Twin Cities Chapter serves approximately 1,200 members representing 500 companies. Its membership spans from Minnesota, North and South Dakota, to portions of Wisconsin and Iowa. To promote APICS' goals, the chapter offers educational programs and publications to members and their employers to advance professional knowledge and improve profits.

The Situation:

Three critical challenges APICS chapters face today are to increase membership, offer high-quality educational programs, and raise revenue unrelated to member dues. When executed properly, educational programs help chapters achieve revenue and membership goals.

The challenges involved in planning and implementing a successful educational program are substantial. You need a central location, study materials, a qualified instructor, instructor tools, and marketing to bring in paying participants. The task is even more demanding when the program is new and just starting to gain awareness.

That was the situation that faced the APICS Twin Cities Board of Directors in 2006, just after the APICS Certified Supply Chain

Professional® (CSCP) certification was launched.

The Approach:

The APICS Twin Cities Board of Directors turned to the APICS CSCP Learning System instructor-led course to get started. That decision provided access to participant and instructor materials and national marketing support from APICS Corporate. However, even with a solid base to start from, building a successful program took some effort.

APICS Twin Cities implemented the instructor-led program by first organizing a pilot study group. "We rolled out our program early in 2006. We started out with a study group of eight people, four of whom were APICS CPIM instructors but who were not yet APICS CSCP designees," states Dory Reddan, APICS Twin Cities Chapter Administrator.

With one successful study group completed and a group of instructors that earned their APICS CSCP designation, the chapter focused on fine tuning the program. To achieve success, the chapter took advantage of marketing support from APICS Corporate; supplemented these efforts locally with emails, brochures, and postcards; and varied course offerings to provide convenient, accessible options.



"We built our APICS CSCP certification training program from a small study group of eight people to a class of 28."

Dory Reddan,
Chapter Administrator
APICS Twin Cities

The Results:

APICS Twin Cities' efforts to implement the APICS CSCP instructor-led course have paid off. After starting with just eight participants in the pilot course, enrollment has increased to 28 professionals.

Enrollees are typically management level in purchasing, inventory, and production as well as business analysts and planners. This enrollee base also helps the chapter's membership numbers. Reddan states, "With 28 students enrolled, there was a financial benefit to our chapter. In addition, due to the significant savings offered by the member versus nonmember fee, there is no doubt that when class registration opens, there is a jump in membership."

To learn more about implementing a APICS CSCP course through your chapter, contact your APICS CSCP Regional Representative at (888) 266-9079 or via email: CSCPLearningSystem@holmescorp.com

