



Distance Learning: Blended Learning Partner Program Update



May 24, 2010

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APICS Blended Learning Partner Program

- The Board passed the motion of the Distance Learning Task Force:
 - Authorize staff to enter into active negotiations with Fox Valley Technical College to allow APICS channel partners access to the FVTC CPIM and CSCP asynchronous review courses* as a part of the option for partners to provide blended e-learning. Additionally, expand the e-learning program to all modes including synchronous and all bodies of knowledge, as appropriate.

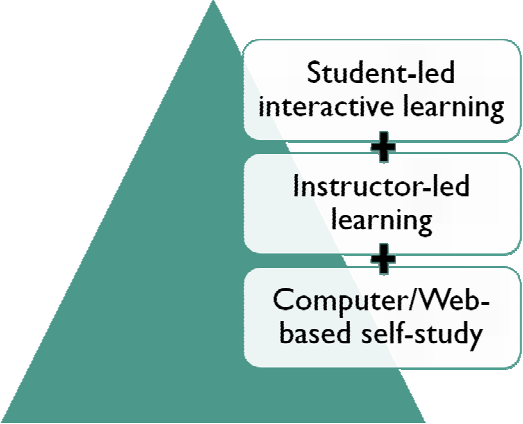
* We are distinguishing the asynchronous review courses (FVTC public and cohort classes) from the Web-based self-study program that is a part of the blended learning program.)

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Blended e-Learning combines:



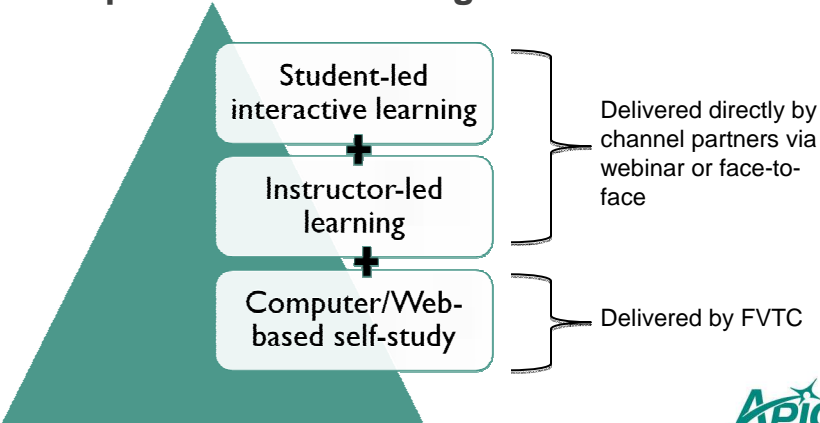
Student-led interactive learning
+
Instructor-led learning
+
Computer/Web-based self-study

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Blended e-Learning engages the channel partners as they gain experience with experts in computer-based learning:




Student-led interactive learning
+
Instructor-led learning
+
Computer/Web-based self-study

Delivered directly by channel partners via webinar or face-to-face

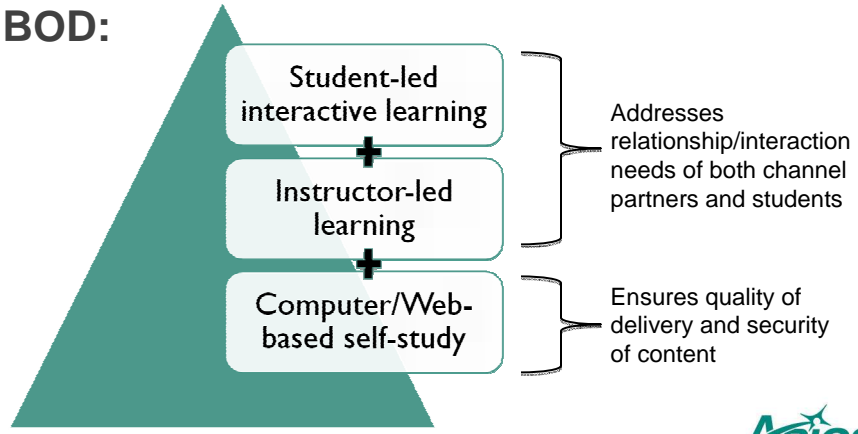
Delivered by FVTC

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Blended e-Learning meets the objectives of both channel partners and APICS BOD:



Student-led interactive learning
+

Instructor-led learning
+


Computer/Web-based self-study

Addresses relationship/interaction needs of both channel partners and students

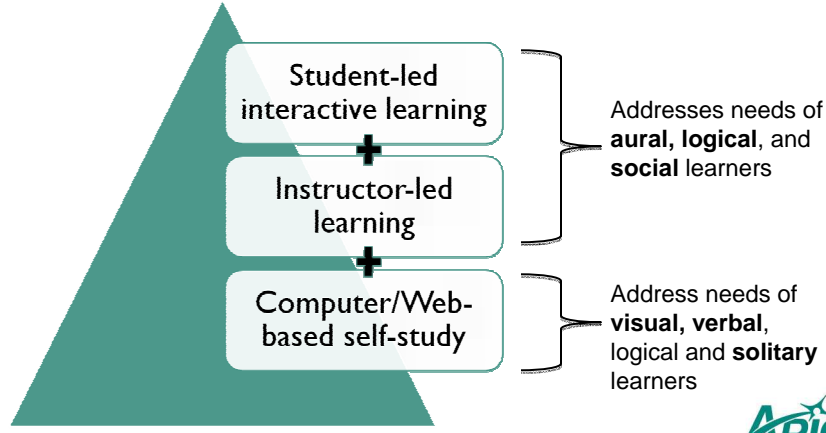
Ensures quality of delivery and security of content

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Blended e-Learning meets the needs of more types of learners:



Student-led interactive learning
+

Instructor-led learning
+

Computer/Web-based self-study

Addresses needs of **aural, logical, and social** learners

Address needs of **visual, verbal, logical and solitary** learners

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Course Attributes

- 6 separate course offerings (5 modules of CPIM and CSCP)
- Blended learning model. Student receives:
 - From FVTC system: core APICS content online from FVTC
 - From Partner-direct (via webinar or face-to-face) :
 - customer content (industry-specific, local language, position – related, etc.).
 - review of FVTC-delivered content.
 - interaction and support from Partner instructor and other students.

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Course Attributes

- Student has access to the FVTC web-based self study system for up to 16 weeks, although individual partners determine length of blended learning course.
- Suggested retail price to students anticipated to be between \$900 - \$1,000. However Partners will determine actual price.

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Participant Pricing Considerations

- Number of Participants
- Access to FVTC Web-Based Self Study Program (will include partner revenue share and APICS administration fee)
- Instructor (assume 25 hrs)
- Telecommunications costs (negligible)
- Partner profit
- Materials (includes partner profit)

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Benefit to Students

- Provides truly global access to APICS content and instructors in a secure environment.
- Addresses the majority of learning styles.
- Convenient.
- Allows them to choose a course that is best suited to meet their specific needs.
- Creates a learning community potentially connecting professionals across the globe in a meaningful way.
- If so structured by the partner: creates a study group for exams thus improving their success.

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Benefit to Channel Partners (Chapters, IAs and AEPs)

- Engages partners in providing an education option based specifically on their areas of expertise:
 - Industry (types of manufacturing, distribution, retail, healthcare, etc.)
 - Market (auto, pharma, chemical, food and bev, etc.)
 - Language (ESL, local languages)
 - Position/function and more (material managers, demand planners)
- Provides an additional revenue stream at a good profit margin.
 - Opens up territorial restrictions.
 - Provides experience with new education tools and learning strategies many partners would otherwise not receive making them more competitive in the future.

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Benefit to APICS Corporate

- Secures our content.
- Improves the brand.
- Reaches more customers.
- Rapid development of operations management markets in key industries (distribution, retail, healthcare services, utilities, hospitality).
- Give us more experience with new education tool and learning strategies.
- Better meets needs of corporate customers.

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Roles and Responsibilities

- FVTC
 - Take registrations from partners and provide access to their students.
 - Provide partner instructors with access to student monitoring and interaction tools.
 - Work together with APICS to develop webinar material for partner use and instructor training.
 - Remit to APICS Corporate funds covering chapter revenue share (\$50) and APICS admin fee.
 - Support marketing efforts.

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Roles and Responsibilities

- Partner
 - Distinguish their offering in the marketplace
 - Provide local and web marketing
 - Engage instructor
 - Receive student registrations for course
 - Register students with FVTC for access to the web-based self study portion of the course. (Cost of FVTC access per student to partner anticipated to be \$400 - \$450 includes \$50 revenue share for chapters and APICS administrative fee.)
 - Provide platform for synchronous (webinar) portion of course (GoToMeeting, WebEx, etc.)

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Roles and Responsibilities

- Partner Instructor
 - Monitor student progress using the web-based self study system.
 - Respond to student questions on discussion board/email.
 - Deliver/facilitate webinar portion of course.
 - Develop/add specific content to webinar portion of course to meet specific needs of students.
 - Engage students in actively sharing content with each other through discussion, assignments, etc.
 - Coach students through to sitting for exams.

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Roles and Responsibilities

- APICS Corporate
 - Provide global marketing.
 - Offer instructor development opportunities in delivering e-learning.
 - Assist partners in distinguishing their offering in the marketplace.
 - Develop/update content.
 - Process remittances to partners for revenue share.
 - Monitor student and partner satisfaction.

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Distance Learning Program Marketing

- APICS Corporate will build awareness of the program through
 - online advertising on Google and trade publication Web sites
 - lead generation program
 - inclusion in education and certification marketing materials
 - targeted e-mails and APICS e-newsletter inclusion
 - prominent placement on the APICS Web site
 - APICS magazine ads and APICS report articles
 - press release

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Distance Learning Program Marketing

- APICS Corporate will build awareness of the program through
 - Channel Partner Marketing Toolkits
 - Advertisements and fliers
 - Email announcement
 - Newsletter article
 - Web tile

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Timeline

- CPIM available in July:
 - FVTC system access
 - Instructor training
 - Marketing materials
- Once a Partner has a trained instructor they can begin registering participants and offering the Blended Learning for CPIM modules.
- CSCP schedule to be determined.

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Distance Learning Survey

North American and International
Channel Partner Responses

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Distance Learning Survey

In March, APICS channel partner leaders received invitations to the Distance Learning Survey.

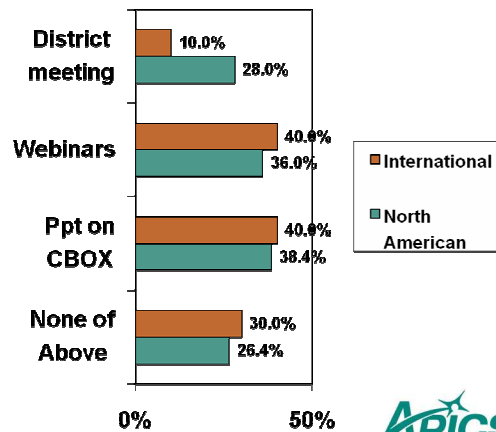
- 132 North American complete responses
- 20 International complete responses

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Viewed distance learning presentation

In preparing to take this survey, did you
(please select all that apply):



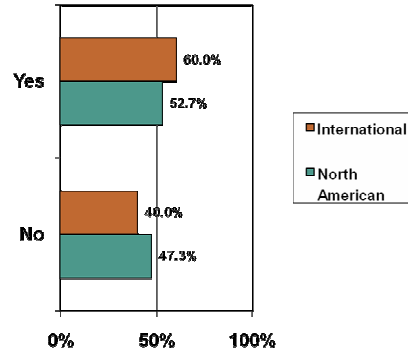
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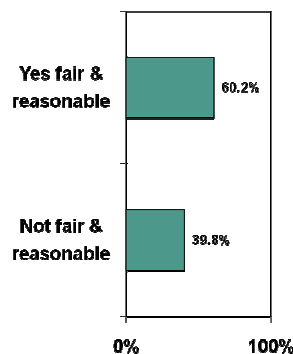
Efficacy of distance learning method

The partner option for providing distance learning being proposed is based on having participants attend a Fox Valley Technical College computer-based self-study course (no instructor interface) while also receiving supplemental material and support from the partner instructor either in person or via webinar. We anticipate that the course for each CPIM module and CSCP in its entirety will run 13 weeks on average with the partner providing a webinar or face-to-face meeting every week for 1 hour. Do you think this method of delivering education (blended learning) is an effective?



Revenue sharing (APICS Nonprofit Membership Partners only)

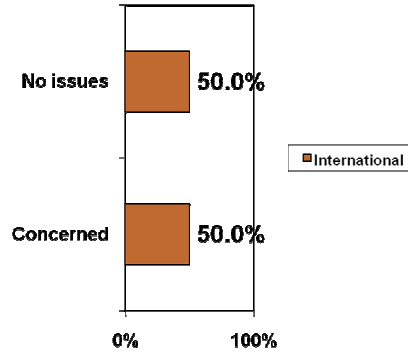
The partner option for providing distance learning being proposed does not contain territorial restrictions. In other words, customers are free to sign up for APICS distance learning from any chapter or international partner that can meet their needs. However, we are proposing that chapters receive a revenue share of \$50 for every participant whose primary address falls within their territory, regardless of the partner providing the service to the customer. What is your opinion of revenue sharing as it is being structured in this manner? *Please note that the partner who is conducting the blended learning class will set the price to the customer at whatever level the partner deems appropriate. Our assumption is that this will include margin for the partner conducting the course. The \$50 revenue share will be built into the price for access to the Fox Valley Technical College asynchronous system to the partner offering the course.*





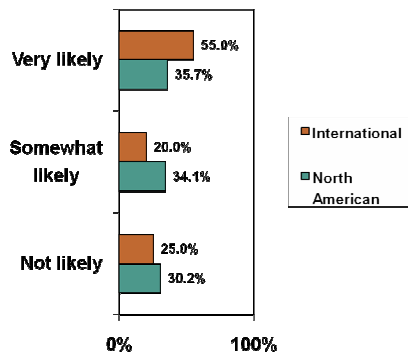
Territorial restrictions (Int'l only)

The partner option for providing distance learning being proposed does not contain territorial restrictions. In other words, customers are free to sign up for APICS distance learning from any international partner or international partner that can meet their needs. Do you have any issues with the lack of territorial restrictions? If so, please explain your perspective.



Likelihood of enhancing content

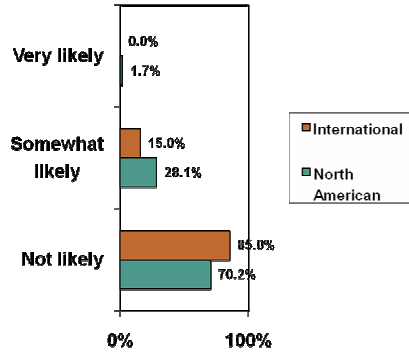
In the proposed partner option, all APICS intellectual property from participant workbooks and instructor slide decks will be delivered to the student via the Fox Valley Technical College system. Partners will not be legally allowed to *distribute this APICS intellectual property via webinar*. APICS and Fox Valley Technical College will be working together to develop basic material for the Partners to share via webinar. However, Partners are free to add their own content (to which they own the copyright or have permission to use) as they see fit. How likely are you or your instructors to add content to enhance the presentation and distinguish your offering in the marketplace?





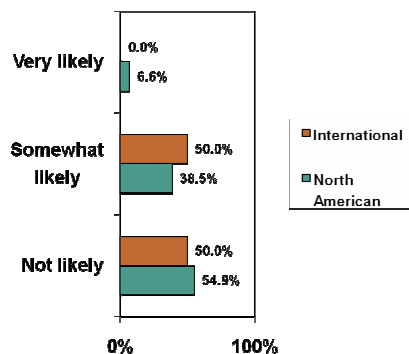
Pricing: Cost to you \$600 USD

Currently, we are working on partner pricing for this opportunity. Our pricing will be based on market research as well as cost recovery. In addition to the cost to you, you will need to add on your own expenses such as telecommunication and instructor costs, and margin. Bearing in mind that distance learning programs are often priced higher to the participant than face-to-face education, do you believe you can successfully sell this offering if the cost to you is \$600 USD per participant not including participant materials?



Pricing: Cost to you \$500 USD

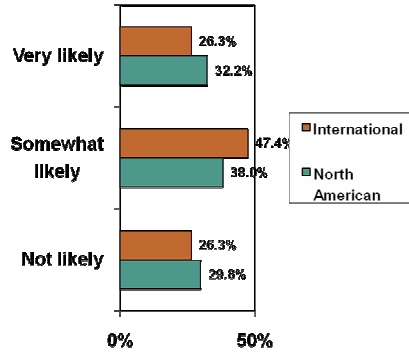
Do you believe you can successfully sell this offering if the cost to you is \$500 USD per participant not including participant materials?





Pricing: Cost to you \$400 USD

Do you believe you can successfully sell this offering if the cost to you is \$400 USD per participant not including participant materials?

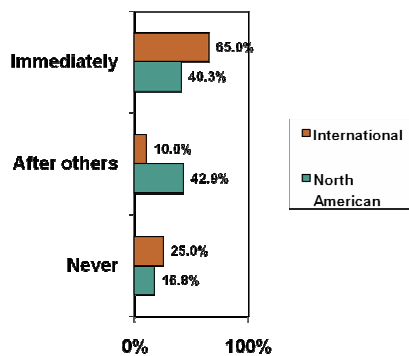


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Promoting distance learning offering

If the APICS Board of Directors approves this offering, we will most likely have the program ready to be delivered by July 2010. How soon will you start to promote this offering?



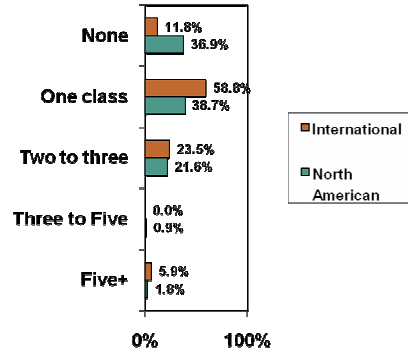
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Predicted classes in first year

If you will offer this distance learning program if it is released, how many classes do you believe you will have in the first 12 months?

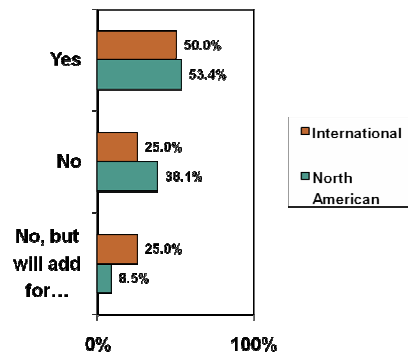


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Payment processing

Are you currently able to process credit card payments for class registrations online?



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APICS Recertification Program

May 24, 2010

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CPIM Certification Maintenance History

- August, 1997 BOD approved CPIM/CFPIM Certification Maintenance Program
- Five year timeline
- System of points – 75 for CPIM / 100 for CFPIM

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Recertification Program Introduction

- In this competitive job market, it is more important than ever for individuals to have APICS certification.
- This program has been developed as a service to our members.
- A new certification product, the APICS Certified Production and Inventory Management (CPIM) Recertification Exam, is being developed to help designees re-certify.
- Candidates with expired CPIM designations can renew their certification by taking only one exam.
- This is a limited time offer and will not be positioned as an alternative to certification maintenance.

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About the Exam

- Exam consists of 120 multiple choice items
- Includes 30 questions from each of the following exams:
 - Detailed Scheduling and Planning (DSP)
 - Master Planning of Resources (MPR)
 - Execution and Control of Operations (ECO)
 - Strategic Management of Resources (SMR)
- No un-scored items
- Three hour duration
- Scheduled to launch In October at APICS Conference
- Available only through December 31, 2011

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Exam Delivery

- Available via CBT throughout North America and paper-and-pencil testing outside North America
- Recertification exam dates for 2010 and 2011 will be posted in second quarter
- Computer-based testing will be available on-demand
- Group testing will not be available

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Who Qualifies?

- Available to individuals whose CPIM credentials have expired and can only re-certify by taking all five CPIM exams again
- Provides candidates with a one time opportunity to demonstrate they still have mastery of the knowledge required to be a CPIM
- Candidates must take the exam before December 31, 2011

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Eligibility and Cost

- Candidates will be required to go through an eligibility process that will verify they were previously certified.
- Applications will be reviewed and candidates will be notified if they qualify.
- Once their application is approved they will be able to register online or by phone with Pearson VUE.
- There is a non-refundable application fee of \$150.
- The cost of the exam is \$425 for members and \$575 for nonmembers. There is an exam retake fee of \$350.

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How to Prepare

- The exam content outline as defined in the 2010 APICS *CPIM Exam Content Manual* (ECM) for each of the APICS CPIM modules included will apply to the re-certification exam.
- APICS and Datachem will develop a skill gap assessment tool to determine an individual's strengths and weaknesses to assist with exam preparation (available June or July of 2010).
- Study Notes Series by Brian Wilcox will also be a helpful resource.
- Partners interested in developing a refresher training will benefit from an additional source of revenue.

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Certification Maintenance

- Once an individual passes the exam, their APICS CPIM certified date will be reset.
- Their new maintenance deadline will be five years from the exam date.
- Individuals with expired Certified Fellow Production and Inventory Management (CFPIM) credentials must re-apply using the established CFPIM application process once their CPIM is reinstated which can be located at the following URL:

http://www.apics.org/NR/rdonlyres/6D4755DF-984F-450D-9FA2-C0BF04A84E7C/0/09_CFPIM_Application.pdf

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Candidate Outreach

- The total target audience of individuals with expired APICS CPIM credentials is more than 50,000.
- Reaching this audience is difficult due to outdated contact information.
- Though we will conduct outreach activities, communications to expired candidates through the channel partner network will be integral to the success of the program.

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Re-Certification Program Marketing

APICS Corporate will build awareness of the program through

- direct mail
- social networking postings
- targeted e-mails and e-newsletter inclusion
- the APICS Web site
- APICS magazine ads and APICS report articles
- Channel Partner Marketing Tool Kits including
 - advertisements
 - e-mail announcement
 - newsletter article
 - Web tile

**Scheduled
Marketing Launch
June 2010**

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We Need Your Help

- Help us reach eligible candidates.
- Contact colleagues with expired CPIM designations when the project launches.
- Ensure they are aware of this valuable new opportunity.

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Questions

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Thank you.