



**AGENDA
EDUCATION COMMITTEE
SEPTEMBER 27th, 2014
2:30PM ET**

**Teleconference Suite
Broward County Convention Center**

- **Call to order**

Chairwoman Nancy Springer called the meeting to order at 2:27pm ET.

- **Roll call establishment of a quorum**

Chairwoman Nancy Springer called roll. The following members of the Education Committee were present:

Nancy Springer, Chairwoman

Jeff Camp

John Delesandro

Sean Reid

Quorum established

Tom Johnson, Vice Chair joined the meeting in progress at 3:18pm.

Absent: Dave Horras

Staff present: Laurence Genest, Vice President of Marketing

Hamid Naderi, Sr. Vice President of Product Development

Casey Thomas, Executive Assistant

Doug Thornburg, Vice President of Training and Certification

- **Review and approve agenda**

Chairwoman Springer made the suggestion that the Preferred Provider Program be moved to the beginning of the agenda since it would mostly be a review of the manual



and there would be little discussion. Sean Reid moved to amend the agenda by moving the Preferred Provider Program up. John Delesandro seconded. Motion passed with unanimous consent.

- **Introductions**

Everyone introduced him/herself since this is the first time some were meeting face-to-face.

- **Preferred Provider Program (Per amendment)**

4 color copies of the final Preferred Provider Manual were distributed to each Education Committee member.

It was announced that Phase II would happen on or about November 1, 2014 with the launching of the Preferred Provider website. Chairwoman N. Springer asked about the marketing of the PPP going forward. Laurence Genest fielded the question by stating that there was an integrated campaign in the works; there would be electronic announcements as well as directly reaching out to potential Preferred Providers prior to November 1st. Hamid Naderi let everyone know that an internal webinar was created so that staff would be apprised of the new program and could field questions. John Delesandro asked if staff had a sense of how many people would sign up for the program. Doug Thornburg answered that there were 25-30 who actually said they would sign up as soon as it starts, however, staff is hoping for 50-100. Chairwoman Springer wanted to commend staff for getting the work done in such a short amount of time.

- **Staff Update-Report**

Doug Thornburg and Hamid Naderi took turns bringing the group through the Staff Update.

- a. Online campus partnerships**

Hamid informed everyone that on 04/2013 that ICC changed the online campus platform. We had to look for partnerships to populate the campus and currently have two in place:

- 1) Cengage; At this point, there is an IBC e-learning course still in its initial stages. Slated to be available in December 2014.
- 2) Red Vector; Red Vector is out of Tampa, FL and is huge in the online training market. The partnership is financially beneficial for ICC since



they are taking our content and developing the e-learning. Both parties can sell it and pay royalties. There are currently 2 courses”

1. IgCC
2. 2012 IBC Update

There are plans to do more courses in the future. Hamid then showed the IgCC course as a demo. There are 2 types of courses that will be available: 1) video-like the course that was demonstrated and 2) one that is more like a traditional webinar.

b. Hire ICC to Teach model

Doug Thornburg explained that ICC introduced a new approach earlier this year, since in the past there was a lot of push back on the cost of the workbooks and a preference by some parties to use the codes directly. As a result, now there are three categories of ICC training.

- 1) Standard- ½ day programs with no workbooks just PowerPoint handouts.
- 2) Flex-Workbooks can be included and participants get the PowerPoint handout as well.
- 3) Premium—similar to what we always offered. Course with workbook and also includes the courses with 4-color publications i.e. Significant Changes and Building Code Essentials

All 3 levels get the PDF of the PowerPoint as handouts for participants. This new program took effect in June. This is part of the ICC Training Strategy’s focus on Core training. It gives us the opportunity to clean up the courses and focus on what ICC does best and allow for Preferred Providers to cover the subject areas that they have expertise in. This also brings focus to our pre-existing standalone publications and improving the quality of the workbooks we already have. Since the Education Department had no technical experts on staff, ICC had to rely on volunteers and contractors to create content. This way, we improve upon the content we already have and are able to deliver it more effectively. Also, T & E is looking into the “leasing” the PowerPoints to others for training. This is good agenda item for the next Education Committee meeting.

c. Chapter Education Benefit



Hamid brought everyone up-to-date on the current state of the program. The 2014 programs are limited to either the Fundamentals courses or the Sig Changes courses. Chapters receive up to 30 workbooks for free and are charged at a reduced rate for additional workbooks. The new Chapter Education Benefit will be rolling out in 2015 and consist of a voucher that can be used toward 1 day of ICC training or toward one day of Preferred Provider training. Also, any of the ICC seminars are available (not just the Fundamentals and Sig changes, as was the case in the past). However, workbooks will no longer be provided for free.

03:50pm 15 break

04:03pm Meeting resumes.

Laurence Genest stated that messaging will begin on the Chapter Education voucher roll-out when the Annual Meeting is over. Doug Thornburg stated that one of the goals of the new Chapter Education Benefit is to more fully incorporate the Preferred Providers.

On that note, Chairwoman Springer asked if there were any tools in place for feedback on the Preferred Providers. Hamid explained that would be a part of Phase II of the website. It was suggested that Preferred Provider Feedback be an ongoing Education Committee agenda item.

d. Staffing update

Doug Thornburg started by explaining that the T & E Department is broken down into two groups: 1) Curriculum Developers and 2) Customer Service. Three individuals in curriculum development have a Master's in Education. On the customer service side, we are looking to fill one more position.

e. 2015 I-Code based seminar development

Hamid quickly ran down the dates of availability for the 2015 based seminars. The 2015 Sig Changes are currently available; the Essentials (formerly Fundamentals) will be available in January 2015; the 2015 transition courses are expected to be available sometime in March. 90% of the seminars are on the 2012 codes. The 2006 seminars will be taken off the schedule.

f. 2014 Education Financial Report through August

Hamid outlined the budget. Seminars are currently above the expected revenue whereas contracts are on a downward trend. Online is currently trending higher than expected and workbooks are on budget target.

- **Preferred Provider Program (60 minutes)—Doug Thornburg—Moved.**
- **Other business (30 minutes)**



- One of the concerns raised was on putting policies and procedures in place for audits and appeals of the Preferred Providers. It was determined that staff needs to come up with a list of ground rules/guidance for the appeals process. Specific criteria needs to be established for the Preferred Providers for non-acceptance. Doug suggested this be a follow-up item for the next Professional Development Council meeting.
- **Adjourn-**
- Tom Johnson motioned to adjourn. Unanimous consent. The meeting was adjourned at 05:19pm EST.