



Committee Call Notes

Modules for Innovative & Diverse Leaders (MIDL)

Advisory Committee

Conference Call

Thursday, May 11, 2017

2:00 PM Eastern / 11:00 AM Pacific

Conference Line: 712 775-7100

Access Code: 1071934#

The following Committee members were in attendance:

- Elisabeth Freeman, ICPD
- Elisabeth George, Philips
- Scott May, ICPD
- Dustielyn Savage, ICPD
- Laurie Trousil, Abbott

Welcome remarks & introductions:

Scott May welcomed everyone to the call for the Modules for Innovative & Diverse Leaders (MIDL) Advisory Committee meeting. Scott informed the advisory group how they could locate the supporting documents on the committee page by visiting the ICPD website (icpdprograms.org), under the drop-down menu on the top right (Committees). Scott reviewed the agenda for the meeting then introduced the committee members and announced the excused absences.

Overview of MIDL – Program goals, participants, industry coaches and program design

The MIDL program goals are to help ethnically diverse mid-level managers grow to senior leadership positions in industry. The program strives to have representation from not only industry, but also academia, government, or clinical settings. The MIDL program has an orientation towards three industry segments: medical devices/medical technology, consumer healthcare and pharma/biotechnology. The curriculum for MIDL covers the key elements of successful leadership. We rely on industry coaches to be the faculty for the program. The program is designed to provide an in-person workshop followed by a virtual learning component. The one-day workshop is an intensive experience where the participants work through modules with the coaches. They also participate in a personal leadership assessment provided by Korn Ferry. The virtual component is made up of a series of modules and webinars. Elisabeth added that one of the most powerful aspects of the program comes when the participants rise to leadership positions within their own organization. The participants all stay connected through a MIDL web portal and become part of a network of diverse emerging leaders. The goal for sponsoring and participating organizations is to provide ongoing executive development opportunities for those involved and provide them with access to talent of future leaders.

Current Programming

- MIDL Portal - New Primers on portal, past Modules sessions have been posted; email digest; messaging feature
Scott explained that the MIDL Portal enables the participants to stay connected and be exposed to the curriculum. Last fall a new MIDL Portal was launched.



There are a total of 12 modules that are a part of the MIDL curriculum and for every module there is a primer. All of the primers have been posted on the new portal. Scott mentioned that new features are being added frequently based on feedback from the participants. The weekly digest is one of the new features currently being worked on.

- Discussion Item – Role of coaches on portal; working to have a lead faculty of the month to facilitate questions following a webinar, where questions are automatically emailed to the faculty; ICPD will ask each coach if they want to be standing portal members and visible to all
Scott reminded the members that during the last meeting we discussed what is the right balance of engagement/time commitment to ask the faculty members to devote to the program. The feedback from the last call included: during the month of an active topic or webinar, we designate a lead faculty member to be actively engaged in answering any questions. ICPD will email any questions to the lead faculty member for that topic. The faculty member will also have access to the portal to answer any online questions. The consensus from the committee members during the last call was that this seemed to be a suitable amount of commitment. Elisabeth added that all the Coaches involved in MIDL are senior level executives. We do not want to overwhelm the Coaches, however their participation is a vital part of the experience for the participants. Elisabeth reiterated that from the last discussion it seemed that having one “active” Coach to handle all the questions during one month would enrich the experience for the participants without overwhelming the Coaches. Scott asked the members for any other suggestions on this topic. Laurie Trousil agreed that this sounds like a great plan. Elisabeth George also agreed.
- MIDL Webinar and Modules – staff to ask participants in advance and after webinars to submit questions and staff will post on portal (should participants post questions directly on Portal?); review of the schedule and speakers for 2017; last webinar was May 8, Communication, Seema Kumar, Vice President, Innovation, global Health and Science Policy communication, Johnson & Johnson; next webinar June 6, 2:00 pm EDT “Leading Change”, speaker to be determined
Scott discussed how the committee previously recommended that we receive questions in advance and post them on the portal. Currently ICPD posts the questions on the portal. Scott asked Elisabeth if the participants should be able to post directly or continue to have ICPD screen the questions. Elisabeth explained that recently the portal has been modified to manage how questions are submitted. Participants can now post questions for staff approval and then they are posted on the portal. Scott reminded everyone where the schedule could be found and reviewed the webinars that have already taken place as well as the remaining four modules and webinars.
- Plan to release videos from training program
Scott asked Elisabeth to give an update on the video. Elisabeth explained that during the last workshop we were able to get some impromptu interviews and sound bites from the Coaches. The first video we are looking to release is an interview with Josh Ghaim from Johnson & Johnson Consumer Healthcare. We will be using these videos for outreach. Laurie asked if ICPD has a Youtube channel. Elisabeth replied that we do have one although we haven’t used it recently.
- 2016 MIDL Participants- update on their status and career progress
Scott shared that MIDL participant Fernando Cruz Guilloty has just accepted a major promotion and he will share the details during the next meeting. Elisabeth added that we have been getting great responses from the participants that the modules and webinars have really helped them become more aware of their potential growth.



- Communication Strategy – Calls with Committee members

Scott reminded the committee members that this topic was rolled over from the last meeting. We have been articulating a public outreach plan and committee member Mark Brager from AdvaMed has volunteered to assist ICPD. Scott stated we would table this discussion until the July call.

Discussion item – status of the certification element introduced to the program; a need for a rubric and monitoring feature; how to recognize “power” participants

Scott mentioned that we have introduced a certification element of the program. It has been very well received by the participants. He explained that besides offering the program, we will now certify that they have completed the MIDL program. There is a certain amount of participation that will have to take place. (6 out of the 8 webinars attended, attend the in-person training and be an active participant on the portal). We are still working on how to monitor the participation on the portal. Scott asked the committee if they have any thoughts on how to identify a “power” participant or someone who completes the program with “honors”. Elisabeth George mentioned that she “likes” the idea of a “power” participant. She feels the “honors” part will be rewarded in the career path by them following the program. Scott proposed that we do not have a “power” participant currently due to the fact that it is a new program. Elisabeth George added that although she can find the due date for applicants and the date of the next program, she is wondering where she can find something that she could hand off to someone interested in participating. She mentioned that she feels the website is not very clear or easy to digest what the program is about or if you even have to apply for the October training. Elisabeth Freeman thanked her for her feedback. She stated that we would take a look at the language on the website and adjust accordingly. Scott added that we do have a “Call for Applicants” in a pdf version but it is being updated currently. Elisabeth Freeman suggested we send the one page to committee members and receive feedback.

Planning for the 2017 MIDL training session

- October 2, 2017 in Philadelphia (refer to Draft Agenda on Committee page)
Scott directed everyone to the committee management page where they could find a draft agenda.
- Engagement of Korn Ferry and leadership assessment
Scott mentioned that having the participants take part in the Korn Ferry assessment prior to the training is still part of the next program.
- Participants (application deadline August 15) – Call for applicants on website, social media campaign, emails in May.
- The deadline is August 15th. There will be a Call for Applicants put on the website after the committee reviews and provides feedback.

Standing by to secure venue until sponsorship levels solidified- Scott explained that Dustie has once again secured the venue that was used during the first program. We are on standby with the contract until the sponsorship has been confirmed.

- MIDL Coaches – goal to have in-person training Coaches identified by August 1
The goal is to have the MIDL Coaches and Faculty by August 1st.

Partner Support/MIDL Sponsorship

- Firming up 2017 sponsorship
Scott encouraged the committee members if they know of anyone who would be interested in sponsoring the program to please follow up with him directly. Scott then led everyone to the main ICPD website where he reviewed the sponsorship overview for MIDL.

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- Identification of prospective sponsors with an emphasis on the consumer healthcare sector
- Membership on the MIDL Advisory Committee - identification of prospective committee members

Scott explained that we would like to have 20 members on the committee. He offered to meet with any members that are not able to make a meeting and get them caught up on any items that were discussed. He welcomed any additional names of prospective committee members.

ICPD Update

- The Scientist Mentoring and Diversity Program for Biotechnology will be held June 17-21 in San Diego

Scott stated that we are putting the finishing touches on the planning for the upcoming SMDP Biotech program in June.

- The Scientist Mentoring and Diversity Program for Medical Technology will be held September 23-27 in San Jose

Scott mentioned that we are currently recruiting scholars for the MedTech program and the deadline for the applications is July 15th.

Other & Action Items

Scott asked if anyone had additional items they would like to discuss. Elisabeth Freeman shared that we have just sent all the notifications for the Biotech cohort. There are 20 universities represented. She believes it will be an outstanding cohort once again. All the profiles for the participants will be shared on the portal. Elisabeth George asked how many participants. Elisabeth Freeman added that we have extended invitations to 22 scholars and that we are waiting on 3 more. Scott invited the committee members that will be in the San Diego area during SMDP Biotech to please join us as a guest as well as the October 2nd MIDL training session in Philadelphia.

Scott thanked everyone for participating in the call. He reminded the committee that the next meeting will be held on July 13th.