



## **Committee Call Notes**

### **Modules for Innovative & Diverse Leaders (MIDL)**

#### **Advisory Committee**

##### Conference Call

Thursday, August 30, 2016

2:00PM Eastern / 11:00 AM Pacific

Conference Line: 712 775-7100

Access Code: 1071934#

#### **The following Committee members were in attendance:**

- Mark Brager, AdvaMed
- Fernando Cruz Guilloty, Immucor
- Elisabeth Freeman, ICPD
- Scott May, ICPD
- Dustielyn Savage, ICPD
- Laurie Trousil, St. Jude Medical

#### **Welcome remarks & introductions:**

Scott May welcomed everyone to the call for the 2016 Modules for Innovative & Diverse Leaders (MIDL) Advisory Committee meeting. Scott advised the group how they could locate the supporting documents on the committee page by visiting the ICPD website ([icpdprograms.org](http://icpdprograms.org)), under the drop-down menu on the top right (Committees). Scott reviewed the agenda for the meeting. Scott then introduced everyone on the call and announced the excused absences.

#### **Overview of MIDL**

- **Program Goals**  
Scott explained the goal of MIDL is to help increase the ethnic diversity of senior leadership in industry. There are three industry focuses: consumer healthcare, pharmaceutical, and medical technology. The program attracts ethnically diverse individuals who have at least 5 years of management experience. We solicit involvement of participants from four different work areas: clinical, industry, government or academia. The MIDL program helps participants refine their leadership skills. It is a one year-long engagement that begins with a one-day in-person training program.
- **Training Sessions**  
Scott mentioned that 16 participants attended the first MIDL Workshop, which was held in Philadelphia in April. This was a one-day workshop followed by virtual training for the following 12 months. That MIDL Workshop sets the stage for a year of leadership training.



- **Virtual Participation**  
Following the initial workshop, candidates work through a series of modules that are made available to them online during the 12 months.
- **Participants**  
Elisabeth mentioned that all participants get a primer prior to the meeting. It helps set the tone for the meeting.
- **Industry Coaches**  
Senior executives from sponsor companies serve as the faculty for the program both during the Workshop and during the virtual module work.

### **Change to One Workshop per Year**

Scott explained that when the program was created the plan was to have two Workshops a year, one on the east coast and a second on the west coast. We have since determined that it would be best to have only one Workshop per year on the East coast. The primary reasons:

- Most of the current sponsor companies supporting the program have headquarters on the East coast, an East coast venue would be more convenient for them
- ICPD is launching a new online portal and ongoing support training for the participants. We would like to follow up on this and fine tune to programming before expanding to a second annual Workshop.
- **Dates and Location for February Workshop – February 27**  
We have not decided on a venue as of this time. The feedback is that the prior venue, The Hub in Philadelphia, worked well. ICPD will look into reserving the same space again. Fernando mentioned that he believes Atlanta is always a good area to have a Workshop. Laurie added that anyone who wants to brave the cold Minnesota weather in February would be welcomed. Scott went on to explain The Hub and how well it worked.
- **Participant and Industry Coach Recruitment**  
Scott reported that our partner sponsors are working to secure coaches for next year's program.
- **Candidate Recruitment Application Deadline**  
The deadline for prospective MIDL participants to apply for the February program is January 10, 2017.

### **Launch of MIDL Portal**

Elisabeth explained that we are preparing for a launch on the new MIDL program. Each participant will have a profile. The coaches will be part of the online community as well. The portal has a slightly different format than the portal used for other ICPD programs in that MIDL does not provide a one-to-one approach to mentoring like the Scientist Mentoring and Diversity Program. All of the coaches are available to each participant.



MIDL participants will be able to post questions and answers will be posted for everyone to see. This new portal will be a lot more interactive. We are very excited with all the new features. The current cohort will have access to the new portal over the coming weeks. Elisabeth added there will be an application form on the new portal as well. Scott mentioned that the individuals who have already expressed an interest in the October MIDL Workshop will be contacted and informed of the new February dates.

### **MIDL Sponsorship**

- Membership on the MIDL Advisory Committee - identification of prospective committee members  
Scott informed everyone that Johnson & Johnson is the lead sponsor for the program. We have received additional sponsorship interest from Medtronic, Amgen and other companies. We also welcome discussions with other companies. Laurie asked Scott to please send her information on sponsorship because she had to drop off the call early. Scott replied that he would definitely send that to her.
- Sponsor Benefits  
Scott steered everyone back to the committee page where they can review the "sponsor benefits". Sponsorship is tax deductible. For each \$10,000 donation two MIDL participants are be able to attend the program.
- Prospective sponsors - Scott requested the committee provide introductions to prospective sponsors in the consumer healthcare sector

### **Other & Action Items:**

Elisabeth thanked everyone for their support. She believes MIDL will be a highly impactful program in 2017.

- Scott will send the Sponsorship materials to the committee
- Elisabeth will find ways to highlight the program through social media

Scott thanked everyone for participating during the call. He reminded the committee that the next meeting will be held on Tuesday, September 20, 2017.