



Committee Call Notes

Modules for Innovative & Diverse Leaders (MIDL)

Advisory Committee

Conference Call

Thursday, December 7, 2017

2:00 PM Eastern / 11:00 AM Pacific

Conference Line: 712 775-7100

Access Code: 1071934#

The following Committee members were in attendance:

- Scott May, ICPD
- Walter Offiah, Janssen Pharmaceuticals
- Dustielyn Savage, ICPD

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, select Committees. Scott reviewed the agenda for the meeting then introduced the committee members and announced the excused absences.

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

- Scaling and value proposition for participants and sponsors (including engagement of employees as participants)
Scott shared that during the MIDL pilot year we recognized several opportunities for improving the program. There is concern about scaling MIDL since it begins with an in-person training that only admits 10-20 participants per year. An issue with the value proposition with sponsors has been the tension between companies wanting to sponsor the program for talent acquisition purposes versus executive developments and training of their own employees.
- Industry focus and curriculum strong
Scott explained that the Industry focus for MIDL was right. The level of participants could have been slightly higher on the in-bound side and the module curriculum was a strong component of the MIDL program.
- Based on ICPD's analysis of the pilot MIDL program, ICPD recommends modifying the program and rebranding it Gallus.

Walter asked where ICPD ended on the "fee" for the Gallus program. Scott brought his attention to the "planning" portion of the agenda.

Proposed Gallus Program

Since Walter had already been presented an overview of the proposed Gallus Program during a meeting October 2, this section of the agenda was postponed until February's call

- Program Overview
- Member Profiles
- Modules
- Sponsorship



Planning for Gallus

Scott informed Walter that since October ICPD has been laying the ground work for the Gallus program. The goal is to get the key elements of Gallus finished before the Gallus program is rolled out. ICPD is considering a soft launch prior to SMDP Biotech in June.

- Budgets and scope of work refined and approved for portal and electronic publications

ICPD has modeled the pricing structure for Gallus, and the two components include pricing for companies/sponsors and individuals.

The sponsor pricing will be either separate or in packages in sponsorship levels similar to the levels provided with SMDP the following elements will be available on an "ala carte" basis: 1. Tyro Initiation Fees; 2. Pro Annual Memberships; 3. Advertisements in the Gallus digital publication; 4. Event Sponsorship; and 5. Workshop Registrations. The annual tiered levels of support will be: \$10,000 is supporting sponsor; \$20,000 is a program sponsor; \$50,000 is a major sponsor; and \$100k is a lead sponsor. Each level would include a mix of the "ala carte" items, but when purchased as a tiered sponsorship package the sponsor will realize significant savings (approximately 40%) over what the items would cost them if they were purchased separately. ICPD is refining the number of elements that will be in each sponsorship tier. Sponsors will be able to choose which individuals receive the Tyro and Pro Gallus memberships and are free to allocate them employees or stakeholders outside the company. ICPD will be able to customize the mix of the sponsorship elements for each sponsor. Individuals can participate in the Gallus program by purchasing any of the "ala carte" items listed above.

Draft prices for the separate and tiered/bundled packages have been set. ICPD will conduct additional market research to test the pricing.

Over the coming month ICPD will refine the expense components of the Gallus budget.

The MIDL portal needs to be reconfigured to be the Gallus portal. We have created a scope of work for the elements that need to be completed before the program is launched. For example: the MIDL portal currently does not have an element to allow for any assessment, whereas the Gallus website will need to allow participants to track their progress and submit materials for review and evaluation.

- Refine value propositions for participants and sponsors
ICPD is drafting the value propositions for participants and sponsors, but it will complement the elements of the revenue model. ICPD will seek committee help with simplifying the value propositions.

ICPD will update the committee about the following items during the February 8th call:

- Finalize sponsorship package
- 2018 Schedule for Modules, Webinars and Workshops
- Finalize Curriculum
- Policy on diversity and membership
- Integration into ICPD webinars

Modules for Innovative & Diverse Leaders Program [MIDL] | Advisory Committee | www.icpdprograms.org



- Secure seed funding
- Implementation timetable
- Marketing and communications plan for participants and sponsors
- Committee to be briefed during Feb 8 meeting

Transition for past MIDL Participants

- Determine Gallus membership status
What we haven't discussed yet is how we transition the current MIDL participants to the Gallus program. Walter would like to see them grandfathered in as Pros with the first year of membership waived.
- Communication to participants, coaches and sponsors

Partner Support

- Membership on Advisory Committee and new name
Scott sought approval to change the program name from MIDL to Gallus and the name of this committee to Gallus Advisory Committee. This request was approved.
- Sponsorship
- Prospects for seed funding
Scott stated that until the cost of changes are completed, we cannot say how much seed funding may be needed. We do not anticipate a significant amount to make Gallus a reality.

ICPD Update

- The Scientist Mentoring and Diversity Program for Biotechnology training session will be held June 2-6, 2018 in Boston, MA
- The Scientist Mentoring and Diversity Program for Medical Technology will be held September 22-26 in Philadelphia, PA

Other & Action Items

Walter commended ICPD for the progress it has made since the meeting in Philadelphia. He is excited for the new Gallus program.

During the February 8th committee call ICPD will update the members about the items listed in the Planning for Gallus section of this agenda.

Scott thanked everyone for participating in the call. He reminded the committee that the next meeting will be held on February 8, 2018.