



Committee Call Notes

Gallus Advisory Committee

Conference Call

Thursday, July 9, 2020

2:00 PM Eastern / 11:00 AM Pacific

The following Committee members were in attendance:

- Todd Fonseca, Medtronic
- Scott May, ICPD
- Cornel Phillip, PhD, AstraZeneca
- Dustielyn Savage, ICPD
- Elisabeth Valerio, ICPD
- Malik Lewis, PhD, ICPD
- Greg Villareal, startup companies
- Mark Brager, AdvaMed

Welcome remarks & introductions: BOLD ITEMS WILL BE COVERED DURING THE CALL.

For a more in-depth briefing contact Scott May at smay@icpdprograms.org or +1 (202) 441-7370

Scott May welcomed the committee members to the 2020 Gallus Advisory Committee call. Scott mentioned that the agenda was sent via email. Scott reminded the committee members that they could locate the agenda, past meeting notes and supporting documents for the meeting on the website www.icpdprograms.org, select "Committees" from the "Select an ICPD site" drop-down menu at the top right side of the page. Scott then invited everyone on the call to introduce themselves. Scott reviewed the agenda for the meeting.

Scott gave a special thank you to Mark Brager and AdvaMed for across the board involvement in programming. Scott noted that AdvaMed hosts SMDP at The MedTech Conference. Recently Scott Whitaker, CEO and President of AdvaMed, invited Scott and Elisabeth to attend their virtual board meeting during which Elisabeth was able to make a presentation on ICPD Programs. In addition to that, AdvaMed is sponsoring a scholar/mentor team as part of the 2020 SMDP MedTech program.

Partner Support

- Corporate sponsorship - **engagement of sponsor senior leaders and rising talent with moderated learning teams; employees of sponsor companies receive free annual membership; sponsorship page on website; sponsor development update;** role of committee in identifying Gallus sponsorship prospects

Scott explained that there have been a lot of changes made on the Gallus portal over the past few months. He reminded everyone that Gallus is primarily an online resource for mid-level professionals wanting to rise to the senior levels of their organization. Gallus helps its members connect and get access to content to enhance their skills and gain support from more senior level individuals. It vertically integrates ICPD. The new engagement of sponsor senior leaders is a model that will allow companies that are sponsoring Gallus, depending on their level of sponsorship, to engage their senior leaders in a very deliberate way. Each senior leader that commits to being involved in Gallus for a year, will lead a Gallus learning community (CONFAB) where that leader will be assigned ten rising diverse talent within their



company. Each CONFAB will work together virtually over the next year. That group will get together every month and half to two months for one-hour sessions where the senior leaders meet with their team members in a discussion moderated by ICPD. The senior leader will ask the rising talent what content they are working on within the Gallus portal and will then offer their guidance. Not all the CONFAB members will be working on the same content at the same time. Scott added we are not quite ready to make a formal announcement on what companies are sponsoring this, but the response has been very positive.

Elisabeth added that ICPD is very excited about the new format. She informed the committee members that this program has been rebranded and thanked Todd Fonseca for being involved from the very beginning. She shared that there now is already quite a bit of leader learning content on the Gallus portal. She explained how to access the Leader Learning content on the Gallus portal and encouraged the committee members to log in and explore. Another priority is developing messages for social media. She emphasized one advantage of the CONFABS is they enable executives to become more aware of their diverse talent and better understand their needs. A concern ICPD has heard from alumni talent is that they are ready to take on more responsibility, but that they sometimes feel overlooked. With this format the executives will get to become more in tune with their diverse mid-level talent.

Cornel shared that he recently had a conversation at AstraZeneca about diversity and SMDP. He asked if he should engage them as a sponsor, and what is the best way to go about it. Scott informed Cornel that AstraZeneca has agreed to be a sponsor for the 2020 SMDP program and that he has presented Gallus to some of the leadership at AstraZeneca. He noted that they can contact Elisabeth or Scott to discuss Gallus in more detail. Malik added that relationship development is a benefit of SMDP and Gallus. These programs offer a framework in order to develop relationships that will allow diverse talent to see themselves an important part of their company, recognize their contributions and seek positions of influence

Todd thanked Cornel and Malik for their comments. He shared that with everything going on in the world, companies, leaders, managers, individuals, and groups are in a different place than they were before. The next step people are asking is "what do I do, what can I change?" This is a great time to market Gallus. It is one place that people can go and join and make a change. Todd suggested slight tweaks to the marketing message to take advantage of the timing. Malik agreed that there are some ways to take Todd's comment and energy and momentum and come up with some strategies on what we can do next. Malik would like to reach back out to the committee members at the next meeting with some suggestions and ideas on how we can continue to promote SMDP and Gallus. Todd noted two strong features of Gallus: 1. support for leadership to build awareness of the talent within their organizations; and 2. a community to connect underrepresented people. Cornel added that strength of Gallus is it can help with retention of talent, which can save companies money.

- **Sponsorship packages - Gallus sponsorship presentation is available on the Gallus portal:**

Since the last committee meeting, the sponsorship packages have been refined. One of the changes is that all employees of the sponsor companies will now be given to free access to the community as opposed to having to pay individual membership fees. Scott encouraged committee members to review the sponsorship presentation on the Gallus portal.



- Non-profits and professional societies sponsorship - unique benefits for this sector: Gallus as technology platform for association diversity initiatives; receive same benefits as companies but at a 50% discount
- Advisory Committee - **Draft of Roles and Responsibilities; Send prospect contact info to Scott May**

This was postponed to the next meeting due to time constraints.

Current Programming

- Feature updates - **update on contact management tool; membership ecommerce functionality on portal; committee members can receive online tours by contacting Elisabeth Valerio at evalerio@icpdprograms.org**; Gallus community questions; Electronic publications - weekly email summary
- This was postponed to the next meeting due to time constraints.
- Curriculum Development **leader learning development and engaging a writing team**; process for review of user generated content; podcast launch schedule and topics; plans for data gathering during beta launch period
This was postponed until the next meeting due to time constraint.
- Marketing and communications - **update on hiring a Membership Director**; mass email and social media campaign promoting Gallus; marketing Gallus to SMDP mentors and scholars; SMDP scholar alumni to volunteer for marketing outreach; **member benefits are here: <https://gallus.icpdprograms.org/membership/>** **membership ecommerce functionality on portal**; introductory membership pricing strategy
Scott shared we are looking to hire a full-time Membership Director to work exclusively on Gallus. Scott asked for committee members that have any individuals in mind for this role to have them contact Scott or Elisabeth. Todd mentioned he has the perfect person in mind.
- Gallus activities at events and meetings - what professional meeting should Gallus be affiliated with?; Gallus activities at SMDP (Gallus members as panelist, presentation at opening events); Should Gallus present annual awards for companies that make the most progress with diversity of senior leaders, and if so, would The MedTech Conference be a good venue to present such an awards event?

ICPD Update

- 2020 SMDP Biotech virtual training session will be held September 20-21
- 2020 SMDP MedTech virtual training session will be held October 22-23
- 2021 ELISA Summit will be held April 27-29 in Hwange, Zimbabwe

Other & Action Items

Scott reminded everyone that the next meeting will be Thursday, September 10, 2020. Please plan on 30-minutes for this call. Visit www.icpdprograms.org for more information about Gallus.

Upcoming Calls

Thursday, September 10, 2020, 2:00 PM Eastern/ 11:00 AM Pacific
Thursday, November 12, 2020, 2:00 PM Eastern/ 11:00 AM Pacific