



## IMC

### Minutes

**Monday 10 November 2014, 10:00 GMT**

**Boardroom, GS1, London UK & Teleconference**

<b>Present:</b>	<b>Name</b>	<b>Initials</b>	<b>Position</b>
<b>Members:</b>	Paul Brooks	PB	President Elect
	Dorothy Chan	DC	President
	Graham Harrison	GKH	Honorary Treasurer (retiring)
	Radzak Malek	RM	IVP
	Jan Steenberg	JS	Trustee & IVP
	David Collenette	DCo	IVP
	Kevin Byrne	KB	IVP
	Aisha Ali Ibrahim	AAI	WiLAT Convenor
	Robin Dunlop	RD	IVP
	Stephen Rinsler	SR	Honorary Secretary
<b>Members by Phone:</b>	David Pugh	DP	Honorary Treasurer
	Stephen Chan	SC	YP Convenor
<b>In attendance:</b>	Keith Newton	KN	Secretary General
	Steve Agg	SA	CEO (UK)
	Duncan Snook	DS	Director of Finance
	Jon Harris	JH	Secretariat
	Emma Ross	ER	IYP RA
<b>Apologies:</b>	Ibrahim Jibril, Ceri Williams, Harriet Leung, Rupert Nichols, Amal Kumarage, Becky Loo, Harriet Leung, Andrew Stewart		
<b>CC</b>	Chair of Africa Forum		

	<b>Item</b>	<b>Action</b>
<b>1.0</b>	<b>Welcome</b> PB welcomed members and thanked everyone for joining the meeting	
<b>2.0</b>	<b>Minutes of Meeting on Wednesday 3 September 2014</b> Minutes were passed as an accurate representation of the meeting	
<b>2.1</b>	<b>Matters Arising</b>	

	<p>Item 5.2.1 Visit to Ireland by GKH &amp; JH did not take place in October due to diary commitments but will now happen in late November.</p> <p>Item 5.02 Outstanding is further review of the competitive landscape</p> <p>Item 6.2 No formal proposal from Australia but exchanges and meetings have discussed and follow ups planned</p>	
<b>3.0</b>	<p><b>Fee Proposal</b></p> <p>KN summarised feedback received verbally or written from Malta, Pakistan, India and Sri Lanka</p> <p>RD commented that we were in a much better position internationally than 10 years ago</p> <p>RM explained the Pakistan position where they have had to meet the fees from individual's pockets. They wanted to retain the fees to enable them to manage their own expenditure and had requested a moratorium for 3 to 4 years to allow them a chance to build their income base up. RM explained he had offered them a chance to gain income by a joint activity to encourage students to join courses in Malaysia. PB encouraged the progress of this support</p> <p>PB explained that the fees increases simply enabled us to continue our strategy whilst ensuring the central support remains limited and lean.</p> <p>GH requested that we get invoices out in early January</p> <p>The IMC agreed unanimously to support the proposal to increase the fees as sent out to countries after the September IMC and to continue the dialogue with countries where this will cause individual issues.</p> <p>DS / KN to implement</p>	DS/KN
<b>4.0</b> 4.1	<p><b>Conferences and Convention</b></p> <p>KN reported that the 2015 conference would be held in Dubai and we were close to agreeing the date and venue but final work needed to be completed before we could announce that</p> <p>KN / DC reported that there would be a 2<sup>nd</sup> conference in China on 22/4. Discussion on holding an IMC there resulted in agreement that we would time an IMC with the China conference date but that individuals would be free to come if able or dial in if not.</p> <p>KN reported the discussion with CILT India on hosting the 2016 convention and that practically they had agreed that 2016 was too soon and 2017 was more realistic.</p> <p>DCo said North America would be interested to fill the 2016 slot and would raise at the forthcoming North America Board meeting in w/c 24/11 and report back</p> <p>RM suggested a template for holding the convention should be produced and made available. This would encourage smaller countries to be able to stage the convention</p> <p>The request for countries to fund their YPs and WiLAT representatives for the 2015 convention was noted and will be reviewed again at the next IMC</p>	DCo KN ALL
<b>5.0</b>	<p><b>Student Fee Increase Proposal from IESC</b></p> <p>The proposal as agreed by the IESC at their September meeting was put to the IMC by KB &amp; JH. This proposal was for a 3 year period and recognised the difficulties in some geographies. The IESC had considered 3 alternatives and had supported Option 1.</p> <p>SR pointed to the IAC meeting agenda where the proposal also features and</p>	

	<p>explained that the decision was an IMC decision with IAC acting as the body for overall financial review</p> <p>PB asked if it was not more sensible to leave flexibility to increase annually rather than set a 3 year fixed price</p> <p>SA said the most important knowledge is what the market rate is per country, how we benchmarked with other competitors, and that we needed to understand more in this area.</p> <p>JS agreed that there was a whole piece of work that needed to be done in this area on a business model for education and that this was now under discussion with JH and KB</p> <p>PB &amp; JS suggested that we looked to price by cohort to enable more flexibility in pricing as we review the business model. Pricing by cohort would still allow security for providers who would not then face the situation of receiving price increases and then not being able to pass them on to students</p> <p>DS made the point that no pricing decision is ever a final decision as always sets up a 2<sup>nd</sup> decision on when to review and to re-set.</p> <p>JH summarised the recommendation that the fee increase is based on Option One (based on a cost of living increase) subject to the following amendments:</p> <ul style="list-style-type: none"> <li>- The fees increase would be applied only to the 2015 calendar year and would be applied to any training provider wishing to be accredited and / or register students between 1<sup>st</sup> January 2015 and 31<sup>st</sup> December 2015</li> <li>- The IMC wish to reserve the right to reconsider the fee structure again in Autumn 2015 to allow proper consideration of more strategic pricing options</li> <li>- The IMC noted that future pricing changes would need to be informed by comparative pricing analysis of professional qualifications globally and the appropriate market positioning of our range of services and products</li> </ul> <p>This recommendation was endorsed by the IMC</p> <p>The implications of the above are:</p> <p>The IESC will need to consider the incorporation of some competitor analysis work as part of the Professional Development Strategy work.</p> <p>NB As a result of the later IAC meeting on 11/11/14 it was noted that the projected budget for 2015 was based on an uplifted target of 1900 registered students and that the 1500 “break even” number had not been used for the draft budget. The IAC wished to draw this fact to the IMC’s attention and that at this stage in the forecast planning, 1900 students appears achievable. This may be recalibrated as a result of further budget refinements and the IAC will also review financial performance mid-year to monitor student income levels.</p>	
6.0	<p><b>Website, Systems and Webinars</b></p> <p>JS described there being 2 complementary options – use of the Australian model for smaller branches and potential adaptation of the UK CRM for larger countries.</p> <p>The UK variant was being prepared for North America and PB requested that the IMC see that proposal</p> <p>Agreed that the EMAS system and any modifications need to be reviewed as part of this process</p> <p>Progress further with UK &amp; Australia</p>	<p>SA</p> <p>AST/KN /JS / SA</p>

<b>7.0</b>	<b>Any Other Business</b>	
<b>7.1</b>	Two DVD's were shown of the 2014 Malaysian Convention and the recent Malaysia Convocation. Thanks for the production of these was expressed to RM with a request for a shorter highlights version of both that could be used for publicity	
<b>7.2</b>	KB pointed out need with recent experience in Namibia for a recognition letter for our education qualifications. To be taken up by IESC with CILT UK / International clarification	RM
<b>7.3</b>	AAI noted need also to support Nigeria and other countries in gaining government recognition for CILT	
<b>7.4</b>	RD requested Australasia region to include the Pacific islands. He would be visiting Fiji in 2015 to engage with them.	KB /JH
<b>7.5</b>	PB expressed thanks to DC for her term as President which was now reaching the end of its 2 <sup>nd</sup> year and noted the achievements of the term. He welcomed the new Chairman of IMC, Kevin Byrne, ahead of his term of office starting on 1 <sup>st</sup> January. JH & PB thanked Kevin for his chairmanship of the IESC and welcomed the new chair, Jan Steenberg, who takes over from Kevin on the same date	
<b>8.0</b>	<b>Date of Next Meeting</b> KN / CW to send out the new dates	KN/CW