

## NASBITE BOG Meeting – September 2019

### Task Team Volunteers

- **Conference Sessions** - Jim Foley, Denise Lanford
- **Recertification Review/Recommendations** – Jim Foley, Mary McKinney, Dimy Doresca
- **Social Media** – Denise Lanford, Julia Montgomery (pending board member)
- **4-Domain Study Pack Compilation** – Joyce Steffan/OSU
- **Internship Program** – Joyce Steffan
- **Accredited Training/Certified Trainer Network (Engagement/Expansion)** – Mike Siebert interested in championing this
- **Trade Passport** – Jim Foley and Tammy Marquez-Oldham (involvement on calls)
- **Incoterms 2020 review/updates** – Bob Imbriani, Chris Schrage, Beth Smith, Dimy Doresca
- **CGBP Exam Pass Rate** – Maurice interested initiating discussion, recommendations, action on this topic.

### Action Items Identified During Board Meeting

#### Membership

- Educational Partners – Conversion to membership. Review communication process (initial outreach and follow-up), messaging/value proposition.
- Discuss corporate/company outreach to certifying staff (as opposed to “hire a CGBP”). Review –
  - What is the value proposition?
  - Might compliance be a hook?
  - Should student project beneficiaries be asked to sponsor a CGBP from their staff?
  - The pitch/deal should be different for small vs. large business
- “Best Practice” panel as a conference session. Share details on “here’s what NASBITE” is doing to provide value for members.

#### CGBP Recertification

- Review the effectiveness of the current “reminder” process. We have a systematic process in place, but is it the right process? Is it yielding positive results?
- Share a list of CGBPs (by state), who are “out of status” with BOG. Have board members reach out to them to see what the issue is and encourage moving forward.

#### Training Resources

- Consider developing an online forum for SMEs – this could serve as a supplement resource/benefit for the Trade Passport Program
- Develop CGBP 4-Domain Study Pack as an exam prep resource (Maurice)
- Need more clarity/understanding of:
  - “Non-Accredited CGBP Training Partners” vs. “CGBP Material Resources” vs. “CGBP Approved CEUs” vs. “CGBP Accredited Training Program” vs. “Institutional Member” listing. Need definition and partnership model clarity (Carolyn)
  - MindEdge – promoted exclusively thru partners. Revenue to NASBITE? Pass rate from MindEdge - Favoritism vs. Accredited Programs? (Maurice)

#### Trade Passport Program

- **Launch Publicity** – The SBA Associate Administrator can potentially post a blog about the Passport Program once it is launched (contact Steve Sullivan)

## **Social Media**

- Clearly identify the goals associated with our social media strategy – traffic to?, sales? It changes the campaign content.
- Add Internship Program to social media posts

## **Website**

- On website, “member discounts” should read “member benefits”. The “discount” terminology under-values the offerings being presented.
- CGBP Training Opportunities – make it easy to find and post offering on the website
- Add a disclaimer statement for CGBP Non-Accredited Training Program CEU training listings that are posted

## **Conference**

- **Awards** – Review award criteria language to ensure it is clear and consistently reference in all NASBITE documents re. eligible nominees, submission process, etc.

## **Exporter Summit**

- **Event Organization** – Document the process; compile the “hit by a bus” manual to support event replication/sustainability
- **Sponsors**
  - Outreach to Bank of America (or similar target) to see if they would underwrite the cost of registrations for local export companies to attend.
  - A similar opportunity exists to secure a sponsor to cover the registration cost of all of the “outstanding exporter” honorees

## **Webinars**

- Topics – schedule 6-12 months in advance. Have schedule posted online and shared with Educational Partner schools, SBDC/WTC, DEC’s etc. to promote

## **Partners**

- Review/clarify the “benefits”/value proposition available to partners?
- Ensure that all partners (including Ex-Officio reps) have a “relationship manager” from the board
- Pursue relationship with SIDO
- Encourage National DEC president to share communication with state chapters reinforcing NADEC’s endorsement of/commitment to the CGBP credential; and support of state-level training offered (Tammy)
- Review with FITT – what are the short-term and long-term partnership goals?

## **CGBP**

- Look at breakdown of candidates – review performance by status i.e. student, trade assistance provider, corporate, govt., etc. This could provide valuable insights that could be shared with trainers and candidates; it could also provide insight into recertification motivation
- Explore strategies to increase the pass rate
- Consider promotion focus on career development
- Why is training under-utilized? How can we popularize?

**Accredited Training Programs**

- Mike Seibert to breath life to this group; Set up a conference call with ATP members

**Student Pathway Program**

- Create two webinars with pathway guidelines – 1) for students and 2) for faculty
- Look at “texting” based options to communicate with students vs. email
- Create a separate “Student Pathway” sign-up page on the CGBP website

**Student Internship Program**

- Refine/coordinate organized outreach between company/referral sources and Educational partners. Define submission period guidelines.

**SBDC/WTC Training Initiatives**

- Set up a call with those offering training to get feedback on program structure, content, etc. that has proven to be successful. Include: Jim, Tammy, Mike, Carolyn, Maurice

**Board Development**

- Consider removing the requirement that only one person can be on the BOG from the same institution. Possibly review origin and rationale of this policy to see if it still makes sense?
- Policy and Procedures update for clarity and consistency