2020 ANNUAL BUSINESS MEETING
DECEMBER 4, 2020

Meeting will start shortly...
Welcome
ICRM BOARD OF REGENTS

Chairman - Cheryl L. Pederson, CRM, FAI
President - Paula Sutton, CRM, IGP, FAI
President-Elect - Sharon LaPlant, CRM
Secretary - Treasurer - Ellie Maier, CRM, CBCP
Regent, Exam Development - Caroline J. Walters, CRM
Regent, Exam Administration and Grading - Melissa G. Dederer, CRM, IGP, FAI
Regent, Applicant and Member Relations - Patricia Burns, CRM
Regent, Legislation and Appeals - Brian Starck, CRM, IGP
ICRM COMMITTEES & ACTIVITIES

Exam Development Committee
Marketing Committee
Strategic Alliance Committee
Appeals Committee
Awards Committee
Election Committee
Mentoring Committee
Part 6 Graders

Business Manager
Webmaster
Online Testing Task Force
Covid-19 2020 Dues Task Force
Les Bossert Memorial Task Force
CAPITOL HILL MANAGEMENT SERVICES: OUR SUPPORT TEAM

Sarah Quinn, Director of Communications and Marketing

Dica Papanier, Administrative Assistant

Meghan McGrath, Association Manager

Andrew Harris, Staff Accountant

Jon Murray, MBA Controller
REMEMBERING LES...
ICRM’S NEW REGENCY OF LEGISLATION & APPEALS

Please welcome our new Regent of Legislation & Appeals!

Brian Starck, CRM, IGP
2020 YEAR IN A GLANCE
WHAT AN ADVENTURE!!

• Facilitate monthly board meetings
• Others - technology and marketing and many others
• Contracts and agreements
• Bylaws updates
• Monitor pandemic and impact on association
• Online testing task force and implementation team
• Virtual conferences – Precons presented at NAGARA and NIRMA
• Social media and website
• Budget monitoring
• Fed specialty group
2020 YEAR IN A GLANCE
WHAT AN ADVENTURE!!

• ARMA discussions – values each bring'
• Periodic touch point with ARMA liaison
• Statements on COVID, social injustice and unfortunate loss of board members Les Bossert
• Fall Board meeting – virtual
• Members business meeting – virtual
• Recruit and obtain board approval of new Regent, Legislation and Appeals
• Support for online testing and other technology initiatives
• Wrapping up 2020
SHARON LAPLANT, CRM

PRESIDENT-ELECT
2020 WORK IN PROGRESS

• STRATEGIC PLAN – Reviewed and updated
  Grow Membership, Diversify Revenue, Increase Relevance, Modernize Governance & Processes
• MENTORING STEERING COMMITTEE - Acted as Chair / Board Liaison
• MARKETING COMMITTEE – Acted as Chair / Board Liaison
  • Number of Mentees = 59  Number of Mentors = 33 (same)
• Assumed the position Board Liaison to WEBMASTER
• Participated on the EDC yearly meeting
• Created CMP Standard – CMPs can be earned by volunteering on an ICRM Committee
### THE NUMBERS 2020

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<th>Members</th>
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<tr>
<td>CRM Members</td>
<td>954</td>
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<tr>
<td>CRA Members</td>
<td>222</td>
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<tr>
<td>Retired Members</td>
<td>230</td>
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<td>Candidates approved</td>
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<td>Decertified</td>
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<td>LSU</td>
<td>1 application</td>
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<td>LIU</td>
<td>7 applications</td>
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<tr>
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<tr>
<td>CRM’s</td>
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<tr>
<td>Write</td>
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<td>Other</td>
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ICRM MEMBERSHIP (WORLDWIDE)
CAROLINE J. WALTERS, CRM

REGENT, EXAMINATION DEVELOPMENT
EXAM DEVELOPMENT COMMITTEE – 2020 ACCOMPLISHMENTS

EDC Meeting – September 2020 – Held Virtually.
• 21 meetings over 3 weeks – 28 hours of Zoom.
• Reviewed 10 Part 6 questions and over 150 Part 1-5, FED, NS questions.
• Discussed Bibliography, Tags, Technology & Handbook.
• Tested all exams parts in the online testing environment.
• Updated Exam Prep Product with online testing information.

Annual Upload of Updated Exams scheduled for January 2021
Updates to FED Outline and Acronym List, December 2020.

Thanks: Andy, Ashley, Beth, Deb A, Deb G, Evangelina, Jay, Margot, Ryan, Sheri, & Sarah!

Looking for Lead and Assistant Writers: Email cjwalters@virginia.edu
NEW ONLINE TESTING AND GRADING PROCESS

- All exams are now online only
- Parts 1 – 5 Pass/Fail notices sent within 72 hours
  - Allows time for Examity to review noted possible violations, if any
  - Allows time for REAG to review noted violations, if any
- 85 Part 1-5 Exams have been taken since the move to online testing
- Part 6 Pass/Fail notices sent within approximately 14 days
  - Two graders are assigned to each Part 6 exam
  - Notice sent after all 4 scores for the individual candidate have been submitted
  - 13 Part 6 Exams have been taken since the move to online testing
2020 NEW MEMBERS

- 29 New CRAs January – October 2020
- 11 New CRM s January – October 2020
LES BOSSERT, CRM

BRIAN STARCK, CRM, IGP

REGENT, LEGISLATION AND APPEALS
LEGISLATION & APPEALS REPORT

RLA had minimal point of contact (due to COVID)
Bylaws update – 2 items
Governance resource and timekeeper for board meetings
Continue to increase ICRM Board Transparency
Website Review Committee chair and Webmaster coordinator

Future goals:
• Appeals Committee – New Members
• Transitioning roles
THE MANY HATS OF THE SECRETARY

- Prepare monthly meeting agendas & minutes
- Document ICRM business transactions
- Streamline reporting processes
- Perform financial analyses & report cash flow
- Collaborate with the Board on the Budget
- Plan and organize ICRM meetings and events
- Review and approve all expense reports
- Pay bills online, banking and taxes
BUSINESS MANAGER REPORT

Prolydian – Went Live in April 2019
- Three software components
  - Connect (member management side)
  - Achieve (exam development, testing, grading etc.)
  - Web portal
CHERYL PEDERSON, CRM, FAI

CHAIR OF THE BOARD
CHAIR OF BOARD –2020 REPORT

Strategic Alliance Committee (SAC) Board Liaison

Virtual Exam Prep Pre-Cons (160 Attendees)
- MERv Conference – 2-day event (34 attendees)
- NAGARA Conference – 3 half-day event (68 attendees)
- ZRA (Zoo Registrars Assn) – 3 half-day event (18 attendees)
- ARMA – 3 half-day event (40 attendees)
- Effective 11/2020 the ICRM Exam Prep Product will be managed under SAC

New Partnership Announcements
- New post certification specialty designation CRM/CIGO
- Louisiana State University (LSU) announced fully on-line RIM graduate certificate
- New academic partners – 2 universities at MOU stage for credit for parts 1 – 5; 1 University at cross walk stage for credit for parts 2 – 4
CHAIR OF BOARD –2020 REPORT

Election Committee Chair
Members – Sharon LaPlant, CRM; Mary Frances Janicik, CRM
3 open positions were successfully filled
   Regent, Exam Development – Caroline Walters, CRM
   Regent, Applicant and Member Relations – Pat Burns, CRM
   President-elect – Andrew Ysasi, CRM

Alan Andolsen Mentoring Award Committee Chair
Members – Su D. Graham, CRM; Jerry Lucente-Kirkpatrick, CRM
3 candidates were nominated to receive the award
ALAN ANDOLSEN MENTOR OF THE YEAR AWARD
NOMINEES FOR THE 2020 ALAN ANDOLSEN AWARD

Kelly O’Brien, CRM

Deborah Robbins, CRM

Andrew Ysasi, CRM
THE ICRM PROUDLY PRESENTS
THE 2020 ALAN ANDOLSEN AWARD TO:

Andrew Ysasi, CRM
ACCEPTANCE OF THE 2020 ALAN ANDOLSEN AWARD
A FEW MORE THANKS
THANK YOU TO OUR OUTGOING LEADERS

Cheryl Pederson, CRM, FAI
Chair, Board of Regents

Brice Sample, CRM
Business Manager
SHOW & TELL: ONLINE EXAMINATIONS
WHAT DO THE ONLINE EXAMS LOOK LIKE?
PARTS 1-5 & SPECIALTY EXAMS
PART 6: THE BUSINESS CASES
QUESTIONS?
THANK YOU FOR ATTENDING!