

## **Membership Committee Update – February 2019**

### **Membership Committee initiates two important projects**

Glenn Yonemitsu, Committee Chair

Many people may assume the work of the membership committee is administrative and routine, approving new applications to become a member Institute, or renewing IMC certification, after the tri-annual QAC assessment. In addition to these regular activities, this committee is working on two interesting and important projects:

1. Proactive membership initiative
2. Members' KPI and best practices initiative

Both of these projects are underway and will help to strengthen CMC-Global and our member IMCs.

. The objective of this initiative is to: • Provide the CMC Global Board with structured information regarding the most notorious white spots on the world map. • Serve as catalyst for growth efforts.

First, a quick update on the Proactive membership initiative. This taskforce's purpose is to proactively focus the Membership Committee on global growth opportunities, instead of reacting to enquiries by prospective members with the objective of providing the ICMCI Board with structured information regarding the most notorious non-member countries and serve as a catalyst for growth efforts. The effort is chaired by Reema Nasser, Executive Director of CMC-Global. We welcome the following members to the taskforce and look forward to their recommendations at the 2019 Annual Meeting:

Reema Nasser, Chair, Jordan  
Marjo Dubbledam, Netherlands  
Stephen Louis, Caribbean  
Cesara Pasini, Italy  
Prof. David Iornem, Nigeria  
Ismail Haznedar, Turkey  
Otto Acuna, Costa Rica  
Mohanad Al Asaad, Lebanon

Second, the Members' KPI and best practices initiative was supported by the Board last year and communicated at our Annual Meeting in Milan. The objective of this project is to ask the IMCs to self-report on some key metrics, in addition to their normal reporting.

New measures include the number of events held in the past year, market penetration of members vs total management consultants, number of volunteers, and whether professional development is offered. By asking these questions and sharing back the confidential aggregate

data of all of our IMCs, it will be easy for the National IMC leadership to see how they compare against the average. This will help them set targets and objectives for their IMC's activity level, across a number of areas. We believe this kind of comparison will help each IMC identify areas of strength and gaps.

The first communication initiating this project will be sent in short order. We look forward to the first report by the Annual Meeting in 2019. Thanks to Peter Csakvari for leading this project.