**ICSB FY 2017-18 Incoming Officers |MINUTES**

**June 29th, 2018 | 2:00-6:00pm | Taiwan New Horizon Taipei, Taiwan**

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| Type of meeting | Officers FY 2018-19 |
| Facilitator | Geralyn Franklin (President) |
| Minutes taker | Jordyn Murphy (Project Manager) |

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| **Attendees*****Voting Members***Geralyn Franklin (President)Ahmed Osman (President-Elect)Vicki Stylianou (SVP, Development)Eric Liguori (USABSE, Proxy)George Solomon (WWF, Proxy)Amr Abouelazm (MCSBE President, Representative from Europe/Middle East/Africa)Ruben Ascua (Argentina, proxy)Jack Mussry (ACSB Representative, proxy)***Non-Voting Members***Ricardo Alvarez (President, Mexico)Ki-Chan Kim (President, Korea)Winslow Sargeant (SVP Partnerships)Eileen Figueroa (President, PR&C)Mark Brennan (VP, SEAANZ)Tui McKeown (President, SEAANZ)Hendra Warsita (VP, Indonesia) Atushi Kato (President, Japan)Ayman Tarabishy (Executive Director)Jordyn Murphy (Project Manager)Mahmoud Abdellatif (invited guest)Arsalan Safari (invited guest) |

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# Agenda

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| 2:00-2:05 | Call to Order and Introduction of Board– Geralyn Franklin |
| 2:05-3:01 | Qatar Proposal Presentation |
| 3:01-3:15 | Bylaws and Voting Board Members Duties for the Year |
| 3:25-3:26 | ICSB 2018 – Geralyn Franklin on behalf of Robert Lai |
| 3:26-3:29 | Overview of ICSB Headquarters and Financials  |
| 3:29-4:45 | ICSB’s Future Strategy - 2030  |
| 4:45-5:00 | ICSB 2019 Update |
| 5:00-5:11 | New Business |
| 5:12 | Adjournment  |

# SUMMARY OF MOTIONS

[MOTION #1] **MOTION:** It was moved and seconded by Geralyn Franklin and George Solomon to acknowledge Dr. Khalid Shams Adbdulkader as Chair of the Qatar University for the ICSB Affiliate pending final negotiation with the ICSB Board for 2018-19…**Motion Passed**

 [MOTION #2] **MOTION:** It was moved and seconded by Ahmed Osman and Eric Liguori to appoint Winslow Sargeant as the SVP of Partnerships for the 2018-19 year**... Motion Passed Unanimously**

# Discussion

**Time allotted | 15 minutes | Agenda topic Qatar Affiliate Presentation | Presenter Mahmoud Abdellatif**

* Qatar University Center for Entrepreneurship
* Incubation Center
* Strategic Direction 🡪 Education, research, conferences, and training
* International collaboration

**Discussion**

* Mahmoud Abdellatif 🡪 We will approach higher education members once we are approved as an affiliate. We will work with members of the university in terms of Human Resources
* Mahmoud Abdellatif 🡪 Chair of the Qatar Affiliate will be the Dean of the University. The role will

be filled by the person and not the “Dean”

* Mahmoud Abdellatif 🡪 There is an opportunity to have a relationship with Qatar Foundation
* Ahmed Osman 🡪 Concerns about the state of Qatar and its relationships with others in the Middle East. Wonders if Mahmoud has looked into Sillotec
* Mahmoud Abdellatif🡪 Believes Qatar is a prime hub and Sillotec is not what it used to be
* Amr Abouelazm 🡪 Proposed structure doesn’t fit properly with the rest of the MCSBE Region
* Ahmed: Qatar could be a good source of funding for ICSB
* Geralyn Franklin 🡪 Qatar University is the only national university and is a good opportunity for ICSB
* Ayman 🡪 Paperwork was late. Decision should be tabled as not to upset the Dean
* Geralyn Franklin 🡪 Decision should be tabled and ask them to bring in the higher education members

**MOTION:** It was moved and seconded by Geralyn Franklin and George Solomon to acknowledge Dr. Khalid Shams Adbdulkader as Chair of the Qatar University for the ICSB Affiliate pending final negotiation with the ICSB Board for 2018-19**... Motion Passed**

 Amr Abouelazm Abstained, none against

**Time allotted | 14 Minutes | Agenda topic ByLaws and Voting Member Duties | Presenter Geralyn Franklin**

* I encourage everyone to review the bylaws.
* I will be reviewing the VP Positions and thinking about the strategy of ICSB.
* I suggest we create a committee dedicated to reviewing the bylaws.

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| **MOTION:** It was moved and seconded by Ahmed Osman and Eric Liguori to appoint Winslow Sargeant as the SVP of Partnerships for the 2018-19 year**... Motion Passed Unanimously**  |

**Time allotted | 1 minute | Agenda topic ICSB 2018| Presenter Geralyn Franklin**

* IO office will conduct a post-congress survey
* Please view handout distributed at board meeting

**Time allotted | 3 minutes | Agenda topic IO Office and Financial Reports | Presenter Ayman Tarabishy**

* Jordyn is full-time, Ayman is part-time
* ICSB is in good financial standing
* IO office is working with Analia Pastran, Director of Communications towards a streamlined communications strategy

**Time allotted | 10 Minutes | Agenda topic ICSB’s Future Strategy | Presenter Geralyn Franklin**

* Review conflicting Vision and Mission
* Review of the four pillars 🡪 the terms researchers, policy makers. practitioners, educators might not be clear to those outside of ICSB
* MSMEs Day

***Discussion:***

* Eric Ligouri 🡪 USASBE members could be comprised of all four pillars. It is subjective
* Geralyn Franklin 🡪 ICSB can’t use the word “advocates” or work with other governments because of our 501c3 status
* Geralyn Franklin 🡪 ICSB could explore the option of changing the word “practitioners” to “entrepreneurs”
* Tui McKeown 🡪 SEANNZ changed our website and found that the 4 pillars don’t need to be even
* Jack Mussry 🡪 People in Indonesia have trouble placing themselves within one of the four pillars
* Eileen Figueroa 🡪 The translation between the 4 pillars between languages is lost
* Geralyn Franklin 🡪 Are we doing anything to involve the students who have joined the ICSB Academy?
* Eileen Figueroa 🡪ICSB PR&C involves students at events
* Eric Ligouri 🡪 USASBE doesn’t involve students outside of doctoral students
* Ahmed Osman 🡪 MCSBE has majority of educators and practitioners
* Geralyn Franklin 🡪 Would it be beneficial for affiliates to collaborate on best practices?
* Ahmed Osman 🡪 We could change to objectives: support, understand, connect
	+ Support: education/academy/global certificates/webinars
	+ Understand: Research/policy/influence
	+ Connect: Congress/Conferences/Seminars/Events
* George Solomon 🡪4 pillars are interchangeable, we should encourage cross collaboration between the pillars
* Geralyn Franklin 🡪 I would like to see more engagement on June 27 between the affiliates. Possibly releasing different marketing materials each year
* Winslow Sargeant 🡪 We should make sure the affiliates recognize the importance of this day and/or adopt a logo or use a logo
* Geralyn Franklin + Rest of Board minus Ayman 🡪 We need to update the logo and the look of ICSB
* Ruben Ascua 🡪 Many iconic brands don’t alter their logos
* Ayman Tarabishy 🡪 All websites should reflect the back of the of the business card with the declaration
* Geralyn Franklin: The logo on the back of the card indicated we have adopted the SDGs
* Vicki Stylianou 🡪 We should look into creating branding guidelines
* Winslow Sargeant 🡪 Discussion of partnerships, including EO
* Winslow Sargeant 🡪 I ask the affiliates to share any companies that supports MSMEs that you believe will be helpful to form partnerships with
* Amr Abouelazm 🡪 We should pursue the Amazon pathway because of the large presence they have and the continued growth
* USASBE, MCSBE, and Red Pymes look/acquire for funding outside of memberships
* Eric Liguori 🡪 We’ve utilized a revenue sharing model with CCSBE
* Vicki Stylianou and Geralyn Franklin 🡪 Global airlines are a thing to explore
* Ayman Tarabishy🡪 don’t look for organizations, rather look for people, and invite them to ICSB event

**Product Portfolio:**

* New Journal
* Certificate Programs (cohorts in New York, Taiwan, and DC)
	+ Revenue share model for affiliates looking to utilize certificate program
	+ Affiliate pricing might be different, example: licensing fee
* GW October, MSMEs Day, and other events
	+ MSMEs Report: have affiliates help to translate into different languages
* At least one $500,000 partnership per year
* Academy
	+ Evaluation needed for academy, Program Director (Luca Iandoli does this)
* Expand Research and data availability (Kaufmann) globally (fee based)
	+ Ayman -> we need to make official communication to Kaufmann and GEM to connect with ICSB
* International Survey – George Solomon
	+ AACSB is interested in partnering with ICSB in terms of entrepreneurship education surveys

**Time allotted | 5 Minutes | Agenda topic ICSB 2019| Presenter *Geralyn Franklin***

* ICSB and Aalto University did not reach an agreement to hold the Congress
* Proposals will be sent to all affiliates
* Start planning Conferences/Congresses for 18-24 months in advance
* Explore option of being flexible with the Congress dates so that affiliates can take part in their MSMEs Day

**Time allotted | 5 Minutes | Agenda topic New Business| Presenter *Everyone***

* Impact Factor for JSBM is up
* Communicate conferences among affiliates
* First Annual MSMEs Report
	+ Launched June 27
	+ Identify key person in your country to be a champion for the MSMEs Report

**Time allotted | 5 Minutes | Agenda topic Adjournment| Presenter *Geralyn Franklin***

* Email Geralyn with top 3 things you think ICSB should accomplish this year