



ICD Endorsed Director Education Programs Frequently Asked Questions

Why is the Institute of Corporate Directors (ICD) introducing the new ICD Endorsed Director Education Program model?

This new model recognizes the important role that the ICD plays as the key standard-setting organization for directors and boards across Canada. It also recognizes that partner schools and other stakeholders possess greater resources and specialized expertise to develop and deliver new and innovative education curriculum and courses. By endorsing selected director education programs, we hope to encourage these experts to invest in developing their own programs and expose directors to education that will assist them in achieving board effectiveness.

The ICD will continue to deliver its top-quality national education programs, which at this time includes the Directors Education Program (DEP) and the Governance Essentials Program for Directors of Not-for-Profit Directors (NFP Program).

How does a program qualify for endorsement by the ICD?

Programs seeking to be endorsed by the ICD are subject to a rigorous process of review, whereby program content, learning outcomes, teaching faculty, delivery methods, and instructional facilities, among other criteria, must meet the ICD's standards. In short, our goal is to ensure a standard of quality appropriate to the director community. Only director education courses that meet or exceed ICD's standards receive endorsement.

Once endorsed, the ICD will review program quality by auditing the course and reviewing participant evaluations. We will also continually refine our standards over time to incorporate feedback from directors and educators and to ensure the relevancy and currency of our standards.

How will this new model benefit ICD members?

We recognize that a significant investment of time and money is required for our members to participate in director education programs. First and foremost, the ICD's endorsement of an educational program will provide our members with confidence that the course adheres to certain standards and represents a learning opportunity of the highest quality.

The tangible benefits to ICD members include discounts off course fees (ranging from 10-25%) that are negotiated as part of the endorsement, and the opportunity to earn continuing education credits for ICD.D certified directors.

In addition, because one of our goals is to spur a growth in programs across the country, our hope is that the endorsement program will eventually provide our members with a greater selection of courses in more geographic locations.

What are the opportunities and benefits for partner schools to offer ICD Endorsed Programs?

Partner schools benefit in a number of ways. In addition to being recognized by Canada's professional association for directors as having the highest quality director education programs, they benefit from the strength of the ICD's promotional and marketing capabilities. Also, because they retain ownership of the programs, they are able to invest the profits in ongoing curriculum development and improvement.

What has the feedback been on the ICD Endorsed Programs to date?

The feedback has been very positive. Our stakeholders view this as a significant step forward in the evolution of director education and the growth of director professionalism in Canada. Partner schools welcome the chance to develop innovative programs that tap into local expertise and the opportunity to be recognized by a credible organization that represents the Canadian director community. Members of the ICD welcome the role that their national association is taking to establish standards. And directors who are not members of the ICD are excited that endorsed programs give them access to membership.

What does the future hold for the ICD Endorsed Programs and director education in general?

As directors in Canada continue to invest in professionalizing their community and strive for increased effectiveness in their roles, high-quality director education is becoming more central to their needs. As this demand increases so too will the supply. We want to ensure that the ICD spurs innovation in director education and that the supply is of the highest quality. Over the coming months we are confident that we will see a significant increase in the number of programs endorsed by the ICD and available to our members.