



Mid America Cooperative Council



Cooperative Certificate Feasibility

Seeking Roundtable discussion

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Certificate Approach

- 2013 RCDG Coop Grant to Illinois Institute for Rural Affairs
- Who is currently engaged?
 - Ontario Cooperative Association
 - Southern New Hampshire University
 - Cooperation Works
 - Mid America Cooperative Council
 - _____
 - _____



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Certificate Approach

- 2013 RCDG Coop Grant to Illinois Institute for Rural Affairs
- How are they structured?
 - Ontario Cooperative Association
 - Southern New Hampshire University
 - Cooperation Works
 - Mid America Cooperative Council
 - _____



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Certificate Approach

- Research shows that Canada has more developed:
 - Why?
- US has smattering of courses:
 - MIT offers “community ownership”
 - Other Universities have ‘Open Online Courses’



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Certificate Approach

- We propose a survey of 200 cooperative leaders: Who?
 - Senior Leaders, CEO's, CFO's, COO's, _____
 - Directors,
 - Educational Professionals in cooperative businesses
 - Educational Professionals
 - Others: _____



Goal is identifying needs:



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Certificate Approach

- Can Certificate program consolidate information into cogent learning
- What cooperative knowledge is needed to manage a Co-op?
- What specific topics are needed by coop leaders, staff, directors, developers, etc.
- Training style "Face to Face" or "Online" or combo
- What accreditation is desired?
- Is the Training for single goal or ongoing process?



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Certificate Approach

- What else is important to consider?
- Is an economic, psychology, or sociology approach important?

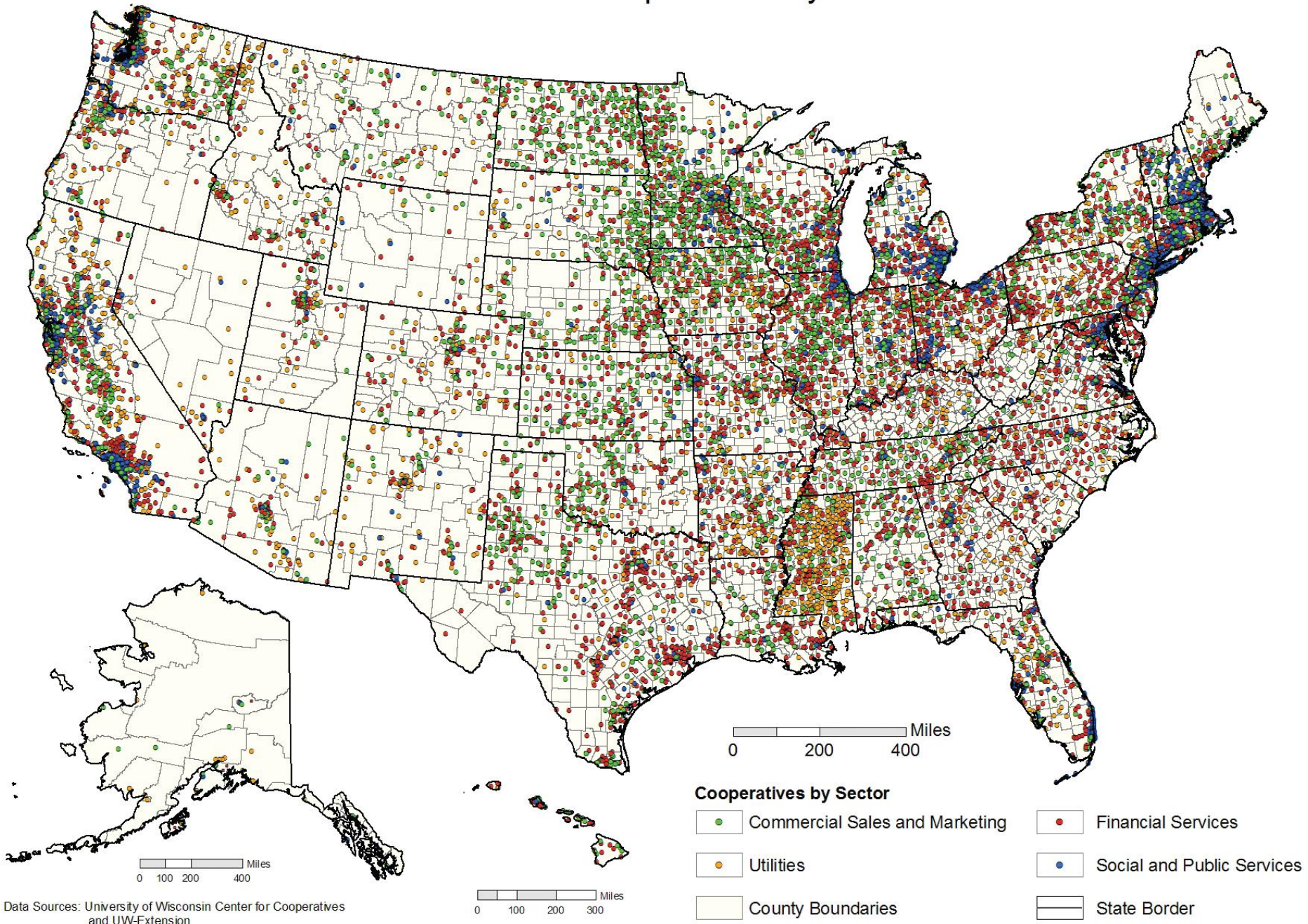
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Cooperatives a Unique Business

- More than 29,000 co-ops & 73,000 places of business
- Serving 100 million people
- Almost half of the population
- A significant economic force in American Business
 - >\$ 3 Trillion in assets, \$600 Billion in revenue, \$2 Million jobs
 - 863 Co-ops in Michigan
- Credit unions are most numerous

Source: Research on Economic Impact of Cooperatives 2009

Distribution of Cooperatives by Sector



Data Sources: University of Wisconsin Center for Cooperatives and UW-Extension

Cooperatives a Unique Business

- The Cooperative Relationship:

- Cooperative

- Family Culture
- Relationship Based
- Cooperatively Controlled
 - - Democratically Governed
- Service Driven
- Net Profits Reinvested
- Owners live in "Trade Area"

- Investor Owned

- Investor Culture
- Transaction Based
- Investor Controlled
 - Share of Ownership Governed
- Ownership Driven
- Net Profits to Owners
- Owners live outside "Area"

Cooperatives a Unique Business

Cooperative Principle of Success?

- Individuals realize benefit of mutual strength is stronger than each individual contributor.
 - Individual Belief in strength of the group
 - Mutual Trust
 - Faith that individual will contribute
- Cooperatives are Principle Based Business

Cooperatives a Unique Business

When Customers Own the Business

Can they self govern?

1. _____
2. _____
3. _____
4. _____
5. _____

Classic Cooperative Challenges

1. Owners acting in self interest vs mutual benefit

2. Member Agreement Enforcement

Willing to Back up the Policies of the Coop

3. Age or Ownership difference in goals

All members do not share the same goal or time horizon

4. Free Rider

The coop helps the total market, including nonmembers.

2013 is the 150th Anniversary of the Battle of Gettysburg

It took place about 50 years after the war of 1812 when the United States were demonstrating they were a new type of government, a democracy.

The monarchs of Europe and dynasties in Asia were counting on this myth of common people electing leaders to fail.

This great battle symbolized a new nation tearing itself apart. 51,000 men killed, wounded or missing after three days. Yet, President Lincoln delivered his Gettysburg Address, just 272 words.

Ending Phrase:

“ . . . that we here highly resolve that these dead shall not have died in vain -- that this nation, under God, shall have a new birth of freedom -- and that government of the people, by the people, for the people, shall not perish from the earth.”