



APPROVED ACTION PLANS FOR 2010

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IMPLEMENTATION OF THE NEW MODEL TO FOSTER EDUCATION CREDIT RISK PROVISIONS

OBJECTIVES OF THE STRATEGIC PLAN:

Managing risks in a holistic manner.

PURPOSE OF THE PROJECT:

Implement policy in terms of provisions due to education accounts receivable risk exposure approved in December 2009.

N	ACTIVITIES
1	Submission of the matrix and grading and provisions scale
2	Requesting the program requirement by the software vendor
3	Planning of portfolio applications
4	Performing tests
5	Results analysis / Model adjustments
6	Generating reports to collegiate organisms

METHODOLOGY CHANGE IN THE MEASUREMENT OF OPERATIVE RISK AND IMPLEMENTATION OF COMPUTER APPLICATION

OBJECT OF THE STRATEGIC PLAN:	Manage risk in a holistic fashion.
PURPOSE OF THE PROJECT:	Have adequate methodology that allows to timely measure probability and impact of operating risks identified in the organization's risk map.

N	ACTIVITIES
1	Hiring of SARO consulting group and risk software application
2	Risk map optimization
3	Gathering of information, technical documentation and methodology formulation
4	Modification to SARO manual and policy; definition of SARO risk boundary
5	Methodology implementation through the SARO application
6	Report generation to collegiate organisms

STRUCTURING AND PLACEMENT OF THE THIRD ISSUANCE OF EDUCATION SAVINGS BONDS	
OBJECT OF THE STRATEGIC PLAN:	Grant financial sustainability and guarantee the increase resources coming from internal operations and those from third parties and the nation.
PURPOSE OF THE PROJECT:	Obtain different financing alternatives through deposits.

N	ACTIVITIES
1	Public selection of the contractor
2	Structuring and issuance approval
3	Issuance placement

NATIONAL NUMBERING AGENCY PROJECT - ANNA PROJECT- COMPREHENSIVE TESTS AND COMMISSIONING

OBJECT OF STRATEGIC PLAN:	Optimize management of investment portfolio.
PURPOSE OF THE PROJECT:	Updating the numbering of securities to international standards.

N	ACTIVITIES
1	Tests
2	Commissioning

AUTOMATION OF PURCHASES AND FIXED ASSET PROCESSES	
OBJECT OF THE STRATEGIC PLAN:	Grant financial sustainability.
PURPOSE OF THE PROJECT:	Automate purchases and fixed asset processes to grant accounting viability and reduce operating risk.

N	ACTIVITIES
1	Preimplementation
2	Implementation
3	Commissioning, management and follow up

DEMOCRATIZATION OF OPPORTUNITIES THROUGH COMMUNICATION	
OBJECT OF THE STRATEGIC PLAN:	Repositioning Icetex, thus reinforcing its image.
PURPOSE OF THE PROJECT:	Strengthening corporate image.

N	ACTIVITIES
1	Production of episodes of Icetex TE VÈ.
2	Generating strategic alliances that foster reinforcement of corporate identity.
3	Spread of special programs supported on communication media
4	Organization, planning and broadcast of ICETEX 60 years.

DOCUMENT MANAGEMENT	
OBJECT OF THE STRATEGIC PLAN:	Counting on customer-oriented efficient processes and procedures
PURPOSE OF THE PROJECT:	Managing and protecting ICETEX's document assets, as well as their reception, transport, storage, verification, digitization, safeguard and reference

N	ACTIVITIES
1	MAIN ARCHIVE
	Storage, conservation and safeguard of the main archive
	Organization: application of assessment tables, elimination and digitization
	Reference
2	MANAGEMENT ARCHIVES
	Management archives administration Transfers to main archive
3	BONDS AND BENEFICIARY FOLDERS Gathering at higher education institutions, physical and legal verification, digitalization of loan bonds granted in 2010. Transport to the security vault, storage and safeguard
4	BENEFICIARY FOLDERS
	Training at higher education institutions. Collection systems Gathering of 52.269 folders
5	MERCURIO DOCUMENT MANAGEMENT SYSTEM Latest version of system upgrade.

HUMAN TALENT MANAGEMENT

OBJECT OF THE STRATEGIC PLAN:	Grant adequate human talent in terms of knowledge, competences, and necessary skills for operation, aligned with strategy. Accomplish an adequate work environment supported by good internal communications.
PURPOSE OF THE PROJECT:	Develop strategies that make it possible to have personnel that is suitable, committed, with high levels of belonging at doing their duty. 50 Meet requirements of both our internal and external customers.

N	ACTIVITIES
1	CORPORATE ENVIRONMENT AND CULTURE Development of leadership skills and personal and interpersonal effectiveness Specialized workshops in management leadership skills for group coordinators Involvement in corporate values
2	STRENGTHENING THE PERSONNEL SELECTION MODEL Adjustment, presentation and process methodology approval Implementation of the process with new methodology Follow up
3	TRAINING THROUGH VIRTUAL E-LEARNING Gathering of information Content structuring and approval Making and validating the didactic script Content assembly Registration, follow-up and assessment to participating officials
4	INFORMATION AUTOMATION TO ISSUE CERTIFICATES FOR RETIREMENT PROCEDURES AND/OR PENSION BONDS Classification and analysis of information Capturing information Information reconstruction Software development Test development Implementation

NATIONWIDE PHYSICAL INFRASTRUCTURE

OBJETIVE OF THE STRATEGIC PLAN: Offer customers adequate and efficient service and accomplish an adequate work environment.

PURPOSE OF THE PROJECT: Readapt and modernize plants at ICETEX's headquartes nationwide.

N	ACTIVITIES
	MAIN HEADQUARTERS INFRASTRUCTURE
1	READAPTATION AND MOVING FROM MAIN HEADQUARTER TO RENTED OFFICES AT SAN MARTIN BUILDING
1,1	Architecture and network design for the relocation of areas and work places
1,2	Moving of furniture and equipment to the offices at San Martin building
2	READAPTATION AND MOVING OF THE CUSTOMER SERVICE SPOT TO THE RENTED OFFICES AT BARICHARA BUILDING
2,1	Achitecture and network design for readapting the rented area
2,2	Readaptation works and furniture installation
2,3	Moving of equipment to the offices at Barichara building
3	REINFORCEMENT AND READAPTING OF THE MAIN HEADQUARTERS BUILDING
3,1	Structure reinforcement
3,2	Readaptation of environments and networks
3,3	Elevator update
3,4	Security implementation, access control, fire detection, basic systems and integration system.
3,5	Making, supply and installation of furniture
3,6	Moving of equipment and office goods to San Martin building
4	NATIONWIDE FACILITIES INFRASTRUCTURE
4,1	READAPTATION OF THE OFFICE IN MEDELLIN
4,2	Preliminary activities (demolitions)
4,3	Readaptation of environments and networks

REINFORCEMENT OF THE MONEY LAUNDER RISK MANAGEMENT SYSTEM

OBJECT OF THE STRATEGIC PLAN: Monitoring risk holistically

PURPOSE OF THE PROJECT: Have an updated system that allows to prevent, detect and manage money-laundering risk and financing terrorism at the entity.

N	ACTIVITIES
1	Update of the SARLAFT manual
2	Tradition and incorporation of Sarlaft risk for its management Within the risk computer application
3	Spread the word on the Sarlaft project to all ICETEX officials
4	Assessment on knowledge about SARLAFT to ICETEX officials
5	Analysis of unusual operation identified during the development of ICETEX's operation

IMPROVEMENT OF CUSTOMERS' PORTFOLIO RECOVERY MANAGEMENT

OBJECT OF THE STRATEGIC PLAN:

Optimize levels of customers' portfolio recovery.

PURPOSE OF THE PROJECT:

Increase levels of recovery through implementation of collection strategies.

N	ACTIVITIES
1	<p>Follow-up to credit and collection</p> <p>Verify information on new requests</p> <p>Inform users on the collection of their debt</p> <p>Develop campaigns of corrective collection on debts between zero and 30 days</p> <p>Develop campaigns of corrective collection on debts between 31 and 60 days</p> <p>Print and send him payment receipts</p>
2	<p>Reduce payments over due through external collection, both pre-legal and legal</p>
3	<p>Credit background analysis for joint debtors, databases and follow up to debtors in different sectors</p> <p>Submitting study analysis results of credit background for joint debtors</p> <p>Updating information for no-found debtors</p> <p>Submit statistics reports on payment behavior</p>

PROMOTION AND DISCLOSURE OF INTERNATIONAL PORTFOLIO	
OBJECT OF THE STRATEGIC PLAN:	Reinforce international management
PURPOSE OF THE PROJECT:	Generate more international academic exchange from and to Colombia. Establish international alliances for institutional experience exchange in the development of postgraduate programs.

N	ACTIVITIES
1	Make of visitors' timeline, diplomatic missions accredited in Colombia
2	Prepare visit programs for higher education entities
3	Visits to missions
4	Negotiation and completion of alliances

PROMOTING SCHOLARSHIP OFFERS (INTERNATIONAL COOPERATION MECHANISMS)	
OBJECT OF THE STRATEGIC PLAN:	Strengthen international management
PURPOSE OF THE PROJECT:	<ol style="list-style-type: none"> 1. Get more participation by Colombian citizens in different official announcements. 2. Contribute to the access of Colombian citizens to professional, undergraduate and postgraduate update programs, languages and research at foreign institutions. 3. Better communication in the regions.

N	ACTIVITIES
1	Articulation between the different departments involved
2	Gathering of databases
3	Permanent database update
4	Qualified spread of the word based on information collected

TECHNOLOGY STRATEGIC PLAN 2010	
OBJECT OF THE STRATEGIC PLAN	Half adequate technology infrastructure, integrated and safe, that grants trustworthy and timely information.
PURPOSE OF THE PROJECT	Provide the necessary and quality technology resource to allow for languages and research at foreign institutions.

N	ACTIVITIES
1	Start implementation of scholarship system PHASE I.
2	Implementation of data center outsourcing - The scope for 2010 is to be up and running.
3	Implement HelpDesk outsourcing – The estimated scope for 2010 is to have the help desk up and running.
4	Support and maintenance of C&CTEX and COBOL
5	Define a strategy for the new credit and portfolio system

DEVELOP INTERNAL CUSTOMER CULTURE 2010

OBJECT OF THE STRATEGIC PLAN:	Offer adequate and efficient customer service.
PURPOSE OF THE PROJECT:	Improve internal customer-oriented service culture by applying corresponding strategies.

N	ACTIVITIES
1	Reinforce the objectives for the campaigns on the use of the telephone, e-mail, effective meetings, and personal appearance of the entities' officials.

COMPREHENSIVE SERVICE TO THE PERSONAL AND CORPORATE CUSTOMER (2010)	
OBJECT OF THE STRATEGIC PLAN:	Generate effective commercial processes
OBJETIVO DEL PROYECTO:	Improve customer-oriented service.

N	ACTIVITIES
1	Perform service measurements by means of 'mystery shopper' methodology.
2	Revisión, from the commercial standpoint, of the structure of ICETEX's education credit products
3	Support, from the commercial standpoint, the data update campaigns to education loan beneficiaries performed by the Credit and Collection Vice Presidency.
4	Support, from a commercial standpoint, the release of education savings bonds
5	Implementation to a corporate customer service system (for higher education entities, fund constituents, credit unions, and public and private entities)
6	Development of commercial campaigns to support portfolio recovery and promote ICETEX's service portfolio

OPPORTUNITY AND EFFICIENCY AT SERVICE TO CONSTITUENTS

OBJECT OF THE STRATEGIC PLAN:

Offer an adequate and efficient customer service

PURPOSE OF THE PROJECT:

Grant optimal execution of processes oriented towards customer need's satisfactionfación by providing timely and trustworthy information.

N	ACTIVITIES
1	Hiring of supporting personnel
2	Training of supporting personnel
3	Gathering current fund status (total of active funds: 164). Classification of funds according to operation scheme.
3,1	Gathering of the first 30% of current fund status. Classification of funds according to operation scheme (total funds: 49)
3,2	Gathering of the second 30% of current fund status. Classification of funds according to operation scheme (Total funds: 49)
3,3	Gathering of the remaining 40% of the current fund status. Classification of funds according to operation scheme (Total funds: 66)
4	Assignment of accounts for each responsible person (active funds nationwide: 164)
4,1	Assignment of accounts for each responsible person (active funds nationwide to be assigned: 49)
4,2	Assignment of accounts for each responsible person (active funds nationwide to be assigned: 49)
4,3	Assignment of accounts for each responsible person (Active funds nationwide to be assigned: 66)
5	Generation of the communication plan (chat, constituent contact revisión, visits of each responsible person for assignment accounts and work plan with constituents.
6	Visit to constituents with new work plan (account administrator)
6,1	Visit to 49 constituents with new work plan (account administrator)
6,2	Visit to 49 constituents with new work plan (account administrator)
6,3	Visit to 66 constituents with new work plan (account administrator)
7	Measurement of efficiency in terms of constituent service, taking into account the commissioning of new operations scheme.