MPI Global Vision Statement:

*To be the first choice for professional career development and a prominent voice for the global meeting and event community*

MPI Global Mission Statement:

*To provide MPI members, chapters and the global meeting and event community with innovative and relevant education, networking opportunities and business exchanges, and to act as a prominent voice for the promotion and growth of the industry*

Chapter Purpose Statement

*To be the pivotal force in providing meeting planners and suppliers superior educational, networking and leadership development opportunities while establishing and implementing our business plan to ensure membership growth, retention and future development of the Chapter and its leadership.*

**METRIC 1: Net Member Growth Incentive Goal**

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| **2018-19 Year-End Actual: N/A. YE Members:**  **2018-19 Year-End Goal: 5%**  **2018-19 Year-End Actual: % Thru MM/YYYY** |  | **Meets Goals:**  **achieve a 4.0% net member growth – 1 incentive point**  **achieve a 4.5% net member growth – 2 incentives points** |  | **Exceeds Goals:**  **achieve a 5% net member growth = 3 incentive points** |

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| **Objective** | **-** |  |  |  |  |  |  |
| 1.1 | Maintain a retention rate of 1% above YE for 2018/2019 |  |  |  |  |  |  |
| 1.2 | Create an new onboarding process for new members | Dir. Member Care | Membership |  |  | 6/30/2020 |  |
| 1.3 | Recognize members and their accomplishments during monthly meetings, social media and personalized e-cards | Dir. Member Care | Membership |  |  | 6/30/2020 |  |
| 1.4 | Call 60-30 days Expiring Members to renew | Dir. Member Care | Membership |  |  | 6/30/2020 |  |
| 1.5 | Promote Chapter awards throughout the year and Host an End of Year Awards Networking Event to recognize all Members and Recap on the Awards Given throughout the year | VP of Membership/Dir. Member Care | Membership |  |  | 6/30/2020 |  |
| 1.6 | Increase Chapter membership of 4.5% above YE for 2018/2019- | Dir. Member Care | Membership |  |  | 6/30/2020 |  |
| 1.7 | Have a membership table at each event with two (2) assigned Ambassadors, and follow up to have guests become members | Dir. Recruitment | Membership |  |  | 6/30/2020 |  |
| 1.8 | Schedule two (2) appointments with University Executive Assistants, University Faculty & Staff. Strengthen relationships with one (1) area College with a Hospitality Program to increase awareness of MPI WestField’s local Chapter Industry Educational Meetings and Networking Events to gain New Members. | VP of Membership/Dir. Recruitment | Membership |  |  | 6/30/2020 |  |
| 1.9 | Create persuasion one-pager, identifying the ROI and Membership Promotions to the benefit of becoming a New Member of our Chapter | Dir. Recruitment | Membership |  |  | 6/30/2020 |  |

**METRIC 2: Volunteer Engagement Incentive Goal**

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| **2018-19 Year-End Actual: %**  **2018-19 Year-End Goal: >%**  **2018-19 Year-End Actual: % Thru MM/YYYY** |  | **Meets Goals:**  **20-25% of Members Volunteering = 1 Point**  **26-30% of Members Volunteering = 2 Points** |  | **Exceeds Goals:**  **31% or Above of Members Volunteering = 3 Points** |

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| 2.1 | Complete the slate with the recommended succession plan for the next 2 years | OOP, Leadership Development | OOP |  |  | 03/01/2020 |  |
| 2.2 | Trio outreach to new member and new Members within the last thee (3) years that have not attended events or served on a committee | OOP | OOP |  |  | 6/30/2020 |  |
| 2.3 | Work and Mentor current Board to promote to next position of interest for them on the Board – establish an SOP for a true Succession Model plan for future 24 months (2 pages Max) | OOP, Leadership Development | OOP |  |  | 2/1/2020 |  |
| 2.4 | Update and Review Role Responsibilities | Leadership Development | OOP |  |  | 11/1/2019 |  |
| 2.5 | Deliver a proper Transition for incoming Board 20 -21 and Train current Board on this process | Leadership Development | OOP |  |  | 6/1/2020 |  |
| 2.6 | Complete Board Ordination and Training on SMART GOALS, Budget, Business Plan, 18 Month Calendar, prior to Annual Board Retreat 20 - 21 | Leadership Development | OOP |  |  | 06/1/2020 |  |
| 2.7 | Complete two (2) Committee and Future Leaders Event | Leadership Development/OOP | OOP |  |  | 6/1/2020 |  |
| 2.8 | Educate and update chapter news | OOP | OOP |  |  |  |  |
| 2.9 | Quarterly Recap from the OOP on Chapter Updates – Financials, Next Event Dates, Member Engagement, Who is our Board, Global News | OOP | OOP |  |  | 6/30/2020 |  |
| 3.0 | Monthly Communications promoting Chapter Events and Member Happenings through Social Media to create more interest in our Chapter Community | OOP/19-20 Board | OOP |  |  | 6/30/2020 |  |
| 3.1 | A Bi Annual connection with Past Presidents of our Chapter – Early in the Year – State of the Union and Later part of the Year – Presidents Dinner | OOP | OOP |  |  | 6/30/2020 |  |

**METRIC 3: Education Satisfaction Incentive Goal**

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| **2018-19 YE Actual:**  **2018-19 YE Goal: >**  **2018-19 Actual: 0 thru MM/YYYY** |  | **Meets Goals:**  **4.22 to 4.32 = 1 incentive point**  **4.33 to 4.55 = 2 incentive points** |  | **Exceeds Goals:**  **4.56 or above = 3 incentive points** |

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| 3.2 | Increase attendance to a goal of 40 for each of the five education programs | VP of Education |  |  |  |  |  |
| 3.3 | Send event details to communications two months prior to Event | VP of Education/Dir. Program Logistics | Education |  |  | 05/01/2020 |  |
| 3.4 | Use new Marketing Strategies – work with Marketing Committee | VP of Education/Dir. Program Logistics/Communications | Education |  |  | 05/01/2020 |  |
| 3.5 | Work with LD to obtain and retain committee members and volunteers for Education Department | VP of Education/Dir. Program Logistics/Leadership Development | Education |  |  | 9/30/2020 |  |
| 3.6 | Work with BD to secure venue type | VP of Education/Dir. Program Logistics/Leadership Development | Education |  |  | 2/14/2020 |  |
| 3.7 | Diversify meeting content and style | VP of Education/Dir. Program Logistics | Education |  |  | 2/14/2020 |  |
| 3.8 | Provide paperless Survey | VP of Education/Dir. Program Logistics | Education |  |  | 6/30/2020 |  |
| 3.9 | Promote at Podium in Presenters Slide Deck | VP of Education/OOP | Education |  |  | 7/30/2020 |  |
| 3.10 | Increase non active member engagement by 5% |  | Education |  |  |  |  |
| 3.11 | Reach out individually to our planner contacts, planners from other chapters and local industry associations in our Chapter. | VP of Education/Dir. Program Logistics | Education |  |  | 6/30/2020 |  |
| 3.12 | Assess data from monthly surveys to tweak programs for planner needs and market, as appropriate. | VP of Education/Dir. Program Logistics | Education |  |  | 6/30/2020 |  |
| 3.13 | Work with Membership team to create incentives to promote planner participation | VP of Education/Dir. Program Logistics | Education |  |  | 6/30/2020 |  |
| 3.14 | Confirm Sponsor Opportunities for each Education Event | VP of Education/Dir. Program Logistics | Communication |  |  |  |  |
| 3.15 | Obtain a Signature Sponsor for Each Educational Event | VP of Education/Dir. Program Logistics/OOP | Communication |  |  | 6/30/2020 |  |
| 3.16 | Increase sponsor recognition by having table sponsors at each Educational Event | VP of Education/Dir. Program Logistics | Communication |  |  | 6/30/2020 |  |
| 3.17 | Obtain a Sponsor for all Planners throughout the year for Complimentary Educational Attendance | VP of Education/Dir. Program Logistics/OOP | Communication |  |  | 6/30/2020 |  |

**METRIC 4: MEMBER SATISFACTION – Overall Chapter Satisfaction Score**

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| **2018-2019 Score: %**  **2018-19 Goal: 9.0%**  **2018-19 Actual: 0 thru MM/YYYY** |  | **Meets Score:**  **Achieving targeted meet goal assigned on survey dashboard = 1 incentive point** |  | **Exceed Score:**  **Achieving targeted exceed goal assigned on survey dashboard = 2 incentive points** |
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| 4.1 | Communicate Chapter Programs | VP of Communications | Communication |  |  |  |  |
| 4.2 | Engage member interest to attend events via increased use of social media in addition to 1 per week chapter emails 1x wk min 1x day max Facebook 1x wk min 1x day max Linkedin 1x day min 5x day max Twitter | VP of Communication/OOP/ Cee | Communication |  |  | 6/30/2020 |  |
| 4.3 | Ensure that information about chapter activities is sent out and on a rolling 90 day period schedule is maintained | VP of Communication/OOP/ Cee | Communication |  |  | 6/30/2020 |  |
| 4.4 | Fulfill sponsor SAP | VP of Communication | Communication |  |  |  |  |
| 4.5 | Communicate and Confirm SAP commitment to Sponsor | VP of Communication/OOP/Dir of Business Development | Communication |  |  | 6/30/2020 |  |
| 4.6 | Increase Communication Team | VP of Communication/OOP/ Leadership Development | Communication |  |  |  |  |
| 4.7 | Increase Communications Department with a Marketing Committee Member to review all descriptions of Chapter Events | VP of Communication/OOP/ Leadership Development | Communication |  |  | 7/30/2019 |  |
| 4.8 | Increase Communications Team with one Social Media Engagement Member to post about our Members and Sponsors | VP of Communication/OOP/ Leadership Development | Communication |  |  | 7/30/2019 |  |
| 4.9 | Increase Communications Team with another Social Media Member to promote Educational and Networking Events | VP of Communication/OOP/ Leadership Development | Communication |  |  | 7/30/2019 |  |

**METRIC 5: FINANCIAL MANAGEMENT**

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| **2018-2019 Actuals: %**  **2018-19 Year-End Goal: >%**  **2018-19 Year-End Actual: % Thru MM/YYYY** |  | **Meets Score:**  **1 -5% gross profit = 1 incentive point**  **5.1 – 10% gross profit = 2 incentive points** |  | **Exceed Score:**  **10.01% or higher = 3 incentive points** |

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|  | **Achieve Year-end gross profit margin of not less than 1%** |  |  |  |  |  |  |
| 5.1 | Manage budget to end FY 2019 – 2020 with revenues equal to or greater than expenses. (Flat or in the black) | VP of Finance | Finance |  |  | 6/30/2020 |  |
| 5.2 | Re-work existing SAP program to simplify the offering and execute more efficiently. | VP of Finance | Finance |  |  | 8/1/2019 |  |
| 5.3 | Develop chapter website advertising rate card & package.  Deliver by Aug 1, 2019. | VP of Finance and Director of Business Dev | Finance |  |  | 8/1/2019 |  |
| 5.4 | Fundraising Activity: Increase raffle sales to $1,000 over 7 events. Drive interest & value of event prizes at Special Events as well as Education Programs. | VP of Finance and Director of Special Events | Finance |  | $1000 | 6/30/2020 |  |
| 5.5 | Fundraising Online Auction BFG: Increase to $8,000 | Director Special Events & Fundraising | Finance |  | $8000 | 6/30/2020 |  |
| 5.6 | Deliver Holiday party on or under budget for the month of Nov 2019, attendee goal of 85pp average $60pp. And, continue success of Live Auction. | Director Special Events & Fundraising | Finance |  | $5100 | 6/30/2020 |  |
| 5.7 | Execute popular fundraiser during the spring 2020 with attendee goal of 54pp average price $60pp. And generate $5,000 in sponsorship sales. Wine Tasting or other activity. | Director Special Events & Fundraising | Finance |  | $3250 reg  $5000 Sponsors | 6/30/2020 |  |
| 5.8 | Deliver Presidents Reception summer of 2019 and Special Events Award Dinner summer 2020 on budget and exceeding previous years’ experience. Attendance goal Presidents Rec. 55pp & Awards 45pp average price $60pp. | Director Special Events & Fundraising | Finance |  | $3300 Prez  $2700 Awards | 6/30/2020 |  |
| 5.9 | Recruit one Board Member candidate. ID candidate through committee work | Director Special Events & Fundraising/OOP | Finance |  |  |  |  |
| 5.10 | Secure a minimum of $6,500 in cash sponsorships for the Special Events and/or Education Programs. | Director Business Dev | Finance |  | $6500 | 6/30/2020 |  |
| 5.11 | Secure a minimum of $35,000 In-kind sponsorship. Including In-kind donations for education programs and special event efforts. | Director Business Dev | Finance |  | $35,000 | 6/30/2020 |  |
| 5.12 | Secure a minimum of $2,000 in advertisements on chapter website | Director Business Dev | Finance |  | $2000 | 6/30/2020 |  |