

## MPI NORTHERN CALIFORNIA CHAPTER

### 2023-2024 BUSINESS PLAN

**MPI Global Vision Statement:** Leading and empowering an inclusive meeting and event community to change the world.

**MPI Global Mission Statement:** Connect the global meeting and event community to learn, innovate, collaborate and advocate.

**MPI Global Chapter Performance Standards:** Scores below are based on sustaining performance and should be considered minimum benchmarks.

1. Membership Satisfaction & Growth	2. Leadership & Engagement	3. Administration & Finance	4. Communication & Brand	5. Educational Offerings
Member Satisfaction: <i>61 – 70%</i>	Succession: Complete board slate due to MPI Global by <i>March 1</i>	Compliance: All documents filed with MPI Global by <i>June 15</i>	Community Presence: <i>Maintain current info on website and at least one social media outlet</i>	Educational Events: <i>4 educational events.</i>
Member Retention without Students: <i>68.1 - 73%</i>	Volunteer Engagement: <i>Maintain a healthy pipeline</i>	Governance: Update chapter bylaws & policy manuals by <i>June 15</i>	Brand Compliance: <i>Meet guidelines consistently &amp; in timely manner)</i>	Education Content Satisfaction: <i>4.22-4.32% survey score</i>
Net Member Growth: <i>0.1 -3%</i>	Global Trainings: Participation in mandated programs: <i>Chapter Leader Training, global calls etc.</i>	Net Profit: <i>0 - 1%</i>		
		Reserves as % of Fixed Annual Operating Expenses: <i>25.1-75%</i>		

**Membership:**

(Note: Membership goals should be reflective of growth, retention, engagement, satisfaction, etc. Chapter Admin to provide net member growth, and member satisfaction goals below prior to dissemination)

Performance Standard or Metric	Objectives/Actions	Description	Owner	Collaborations	Completion Date (no later than)	Stage to Completion at report out
Membership Satisfaction (1)	<b>Objective 1: Produce engaging events to promote the membership including Nothing but Networking and MPI &amp; Me sessions</b>	<b>Providing different opportunities for members and potential members to engage</b>	<b>VP, Membership</b>	<b>Education Team, Recruitment Committee</b>	<b>06/30/24</b>	<b>%</b>
Membership Satisfaction (1)	<b>Action 1.1:</b> Produce 2 NBN events and partner with Volunteer Development to host committee fairs at each event	Providing different opportunities for members and potential members to engage and provide volunteer opportunities on committees at each event	Director, Membership	Recruitment, Marketing and Leadership Development Committees	6/30/24	%
Membership Retention (2)	<b>Objective 2: Ensure a minimum of 68.3% or higher retention rate (non-student)</b>	<b>Regrow the membership</b>	<b>VP, Membership</b>	<b>Retention Committee</b>	<b>06/30/24</b>	<b>%</b>
Retention (2)	<b>Action 2.1:</b> Run a minimum of one MPI & Me at ACE to hear from members and what they are looking for in their membership	Provide opportunities for new members to hear about MPI and how to get the most of their membership and provide opportunity for members to give feedback about their membership	Director, Membership	Retention Committee	06/30/24	%
Retention (2)	<b>Action 2.2:</b> Implement monthly touch points for upcoming renewals and new members	Reach out to members monthly to get feedback and encourage them to renew	Director, Membership	Retention Committee	06/30/24	%

Performance Standard or Metric	Objectives/Actions	Description	Owner	Collaborations	Completion Date (no later than)	Stage to Completion at report out
Retention (2)	<b>Action 2.3:</b> Achieve a minimum of 61% on the Member Satisfaction Survey		Director, Membership	Retention Committee	06/30/24	%
<b>Net Member Growth (3)</b>	<b>Objective 3: Ensure a minimum of 0.1% or higher net member growth</b>	<b>Continue to grow our chapter membership</b>	<b>VP, Membership</b>	<b>Recruitment and Emerging Professionals Committee</b>	<b>06/30/24</b>	<b>%</b>
Net Member Growth (3)	<b>Action 3.1:</b> Launch a minimum of one and a maximum of four Emerging Professionals programs	Identify and engage emerging professionals (one to three years in the industry) to attend EP education, social and networking programs and to connect EP with industry peers and chapter leadership	Director, Membership	Emerging Professionals and Marketing Committees (using social media to announce and coordinate)	06/30/24	%
Recruitment (2)	<b>Action 3.3:</b> Follow up with all non-members that attended an education and/or networking event after each event	Reach out to each attendee and ask them how their experience was and explain the benefits of joining MPI	Director, Membership	Recruitment Committee	06/30/24	%

### Leadership Development:

(Note: Goals should be reflective of member/volunteer engagement growth, satisfaction, training, and processes. Chapter Admin to provide volunteer engagement goal below prior to dissemination)

Performance Standard or Metric	Objectives/Actions	Description	Owner	Collaborations	Completion Date (no later than)	Stage to Completion at report out
	<b>Objective 1: Ensure 9% of total membership are active volunteers</b>	<b>Support our volunteers and cultivate them with effective leadership development opportunities to ensure healthy succession planning is realized</b>	<b>Director, Leadership Development</b>	<b>Director, Leadership Development, All VPs &amp; Directors</b>	<b>06/30/24</b>	<b>%</b>
Volunteer Engagement	<b>Action 1.1:</b> Produce Virtual Annual Chair/Co-Chair Training (on-boarding)	This will be the annual Chair 101 training the chapter provides to all chairs and co-chairs	Director, Leadership Development	Office, LD Committee, VPs, & Directors	6/30/24	%
Volunteer Engagement	<b>Action 1.2:</b> Execute a minimum of two virtual round tables focused on individual leadership development for chairs and co-chairs	These meetings are designed to help leaders learn more about their positions and how to execute them	Director, Leadership Development	Office, LD Committee, VPs, & Directors	06/30/24	%
Volunteer Engagement	<b>Action 1.3:</b> Hold a minimum of 2 committee fairs at existing events	These committee fairs are designed to recruit new committee members	Director, Leadership Development	Office, LD Committee, VPs, & Directors	06/30/24	%
	<b>Objective 2: Create a culture of inclusion to consistently apply the DE&amp;I lens on all chapter initiatives &amp; programs</b>	<b>Inspire and showcase the culture of inclusion at the core of our chapter.</b>	<b>Director, Leadership Development</b>	<b>Director, Leadership Development</b>	<b>06/30/24</b>	<b>%</b>
	<b>Action 2.1 :</b> Develop and distribute formal chapter DEI policy	Speaker selection, RFP Practices, Chapter communications, Nominations, Task force/special committees, and chapter awards	Director, Leadership Development	Office, LD Committee, VPs, & Directors	06/30/24	%
Volunteer Engagement	<b>Objective 3: Execute Annual Chapter Leader Transition event</b>	This event is to be a facilitated/structured event for effective board transition (23-24)	<b>Director, Leadership Development</b>	<b>OTP, Director Leadership Development</b>	<b>5/31/24</b>	<b>%</b>

**Metric Incentives: #1:** Membership Satisfaction **#2:** Member Retention without Students **#3:** Net Member Growth **#4:** Net Profit/Fiscal Sustainability **#5:** Reserves **#6:** Education Content Satisfaction **#7:** Clock Hour-Accredited Education

	<b>Action 3.1 Execute quarterly (4) volunteer/member awards</b>	Hand out recognition awards for member/volunteer of the quarter	Director, Leadership Development	Office, Director of Education, Membership, Events	06/30/24	
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**Annual Conference & Expo:**

Performance Standard or Metric	Objectives/Actions	Description	Owner	Collaborations	Completion Date (no later than)	Stage to Completion at report out
Net Profit/Fiscal Sustainability (4)	<b>Objective 1:</b> Produce a 1.5 day event to raise chapter awareness, through a strong education slate and unique networking opportunities for planners and suppliers.	Provide a successful conference and showcase to our members and nonmembers best in class education that earns CEU credits, multiple networking opportunities, and awareness and brand of the MPINCC chapter	VP, ACE & Director ACE	Entire Board of Directors (except Director of Special Events) all committees, (except specific special events committees)	03/1-15/24	0%
Member Retention without Students (2)	<b>Action 1.1:</b> Hold recurring meetings with ACE Committee and Board (Separately)	Execution of event plan: Set goals, timelines and deliverables. Update and conduct process with full transparency.	VP, ACE & Director ACE	Entire Board, ACE Committee, ACG	6/30/24	0%
Net Profit/Fiscal Sustainability (4)	<b>Action 1.2:</b> Secure venue and negotiate contract for 2024 & potentially 2025	Draft sample production schedule, venue needs and partner benefits - disseminate to unique venues with board feedback	VP & Director ACE	VP, Finance & Director, Partnerships Admin	7/31/23	0%
Net Profit/Fiscal Sustainability (4)	<b>Objective 2.0:</b> Continue to support the financial health of the chapter through our largest chapter event with a goal of \$40,000 in net revenue	<b>Shift focus and programming to increase planner attendance.</b> <b>Increase revenue by boosting attendee engagement, sponsorships and exhibitors.</b>	VP, ACE & Director, ACE	Director ,ACE; VP, Finance; VP, Communications; OTP	03/1-15/24	0%
Education Content Satisfaction (6)	<b>Action 2.1:</b> Research digital/virtual engagement opportunities to be potentially implemented pre, post or during	Work closely with Partnerships Committee to identify our options for in-kind technology partner for these needs, choose by 10/30/23	Director, ACE	Director, Education, VP, Finance, Director, Partnerships, ACE Experiences & Logistics Committee, ACE Content & Programming	12/29/23	0%

**Metric Incentives: #1:** Membership Satisfaction **#2:** Member Retention without Students **#3:** Net Member Growth **#4:** Net Profit/Fiscal Sustainability **#5:** Reserves **#6:** Education Content Satisfaction **#7:** Clock Hour-Accredited Education

Membership Satisfaction (1)	<b>Action 2.2</b> Strategic Marketing Plan: Calendar for event promotion, strategic marketing outreach, 12 pre event touches to engage and call to action, promote & excite attendees, sponsors etc.	Examples: Polls, ACE promotion at pre-ace networking events, teasers, social media spotlights, video production: testimonials + 2023 recap video sizzle reel for marketing	VP ACE & Director, ACE	Director & VP, Marketing, Social Media Squad, ACE Content & Programming Committee	7/31/23	0%
Net Profit/Fiscal Sustainability (4)	<b>Action 2.3:</b> Execute plan to realize 50%+ planner attendance at ACE	Target planners with strategic education, engagement and marketing	VP ACE, Director, ACE	Membership & Marketing Committees	8/30/23	0%
Net Profit/Fiscal Sustainability (4)	<b>Action 2.4:</b> Confirm pricing structure, event sponsorships & partners	Identify pricing structure as well as registration incentives for both planners and suppliers.	VP ACE & Director, ACE	VP, Finance, Partnerships, OTP	10/30/23	0%

**Finance:**

(Note: Finance goals should be reflective of profit, managing expenses, sponsorship needs, reserves etc. Chapter Admin to provide financial management goal below prior to dissemination)

Performance Standard or Metric	Objectives/Actions	Description	Owner	Collaborations	Completion Date (no later than)	Stage to Completion at report out
Net Profit/Fiscal Sustainability (4)	<b>Objective 1: To continue to maintain a fiscally strong and sustainable chapter by achieving a net Profit of 0-1% or higher</b>	<b>Creating unique offerings for revenue through education, partnerships, special events and membership</b>	VP, Finance	Director, Partnerships; Director, Special Events; VP, Membership; VP, Education; VP, ACE; OTP	6/30/24	%
Net Profit/Fiscal Sustainability (4)	<b>Action 1.1:</b> Execute two Special Events, including a culinary event (Corks and Forks) with a minimum \$3K net profit, and Celebration with a minimum \$3K net profit.	Form committees for 2 existing events with partnership opportunities, both in-kind and cash.	Director, Special Events	Corks & Forks Committee, Gala Committee, Programs Committee, Partnerships, Marketing	06/30/24	%
Net Profit/Fiscal Sustainability (4)	<b>Action 1.2:</b> Revisit both special events to create 1 new partnership opportunity/revenue per event	Review Corks and Forks agreements with NY & Co. Corporate sponsor opportunities for Gala.	Director, Special Events	Director Partnerships, Partnerships Committee	06/30/24	%

Performance Standard or Metric	Objectives/Actions	Description	Owner	Collaborations	Completion Date (no later than)	Stage to Completion at report out
Net Profit/Fiscal Sustainability (4)	<b>Objective 2: Achieve partnership &amp; fundraising goals of \$70,000 in cash</b>	<b>Educate new partners on value proposition and maintain existing partner relationships. Explore and create alternative sponsor packages</b>	VP, Finance	Director, Partnerships; Partnerships Committee	06/30/24	%
Net Profit/Fiscal Sustainability (4)	<b>Action 2.1:</b> Secure a minimum of 2 new cash annual partners	Have committee members focused on chapter sponsorships – year-round or longer term. Start earlier for sponsorship requests as organizations are setting budgets earlier than our chapter calendar year	Director, Partnerships	Partnerships Committee, OTP	06/30/24	%
Net Profit/Fiscal Sustainability (4)	<b>Action 2.2:</b> Review and update Partnership prospectus	Review existing prospectus and make any updates/changes. Focus on past event sponsors to engage them early to become chapter sponsors	Director, Partnerships	Partnerships Committee; Director, Special Events; VP, ACE; OTP	8/31/23	%
Reserves (5)	<b>Objective 3: To continue to maintain reserves at 25.1-75% of annual operating expenses to ensure the future sustainability of the chapter</b>	<b>Maintain reserves without having to use the investment funds to provide enough funds for the following program year</b>	VP, Finance	Entire Board	06/30/24	%
Reserves (5)	<b>Action 3.1:</b> VP Finance will review, and report reserves to board at board meetings	Making the board aware of reserves totals is vital. Board needs to develop a plan to begin adding back to the reserves.	VP, Finance	Entire Board	06/30/24	%

## Marketing & Communication:

(Note: Marketing & Communication goals should be reflective of growth opportunities in marketing the chapter, reach of membership, development of new outreach initiatives, etc.)



Performance Standard or Metric	Objectives/Actions	Description	Owner	Collaborations	Completion Date (no later than)	Stage to Completion at report out
Membership Satisfaction (1)	<b>Objective 1:</b> Ensure monthly communication opportunities are available for every committee	Collaborate with all committees to ensure fair representation through chapter marketing platforms	VP, Communications	All Committees	06/30/24	%
Membership Satisfaction (1)	<b>Action 1.1:</b> Create and distribute annual MarCom calendar	Assign a marketing volunteer as a liaison to specific committees.	Director, Marketing	All Committees	7/31/23	%
Membership Retention (2)	<b>Action 1.2:</b> Send committees how to video on marketing requests and ensure it is posted on the website.	Ensure all committees understand how to submit a marketing request.	Director, Marketing	All Committees	06/30/24	%
Membership Satisfaction	<b>Action 1.3:</b> Create an action plan to attain more followers on social media.	Put QR codes to social media accounts at all events so members and nonmembers who are not following can add easily.	Director, Marketing	All Committees	12/1/23	

Performance Standard or Metric	Objectives/Actions	Description	Owner	Collaborations	Completion Date (no later than)	Stage to Completion at report out
Membership Satisfaction (1)	<b>Objective 2: Plan and Execute a minimum of 4 (seasonal) Keynote Issues for our Members</b>	Collaborate with the committee volunteers to come up with content every month that our members find useful	VP, Communications	Director, Marketing; Chairs/Co-Chairs, Office	<b>06/30/24</b>	%
Membership Satisfaction (1)	<b>Action 2.1:</b> At an existing event or on a registration site for an event ask members to fill out a survey asking what content they'd like to see through the Keynote	Find out what our members think of our Keynote and how we can make improvements to get more click throughs	Director, Marketing	Chairs/Co-Chairs, Office	6/30/24	%
Membership Satisfaction (1)	<b>Action 2.2:</b> Create and distribute editorial calendar for Keynote	Write on a topic that strings along our readers to tune in month after month to keep our readers engages	Director, Marketing	Chair/Co-Chair, Office, Education Team	?	%

### Education:

(Note: Education goals should be reflective of driving attendance, clock hours, meeting member's content needs, etc. Not a list of chapter events - Chapter Admin to provide Education Satisfaction goal below prior to dissemination)

Performance Standard or Metric	Objectives/Actions	Description	Owner	Collaborations	Completion Date (no later than)	Stage to Completion at report out
Education Content Satisfaction (6) & Clock Hour-Accredited Education (7)	<b>Objective 1: Plan and execute a minimum 4 education programs (including ACE Education)</b>	Designing impactful education which is offered through diverse formats to make education as accessible as possible	VP, Education	Director, Education; Programs & DE&I Committees	06/30/24	0%
Education Content Satisfaction (6) & Clock Hour-Accredited Education (7)	<b>Action 1.1: Achieve a 4.22 or higher survey score with the goal of each program being approved for CEUs</b>		Director, Education	Programs Committee, Marketing Committee, Office, EIC	06/30/24	0%
Membership Satisfaction (1) & Net Profit/Fiscal Sustainability (4)	<b>Objective 2: Plan and execute (2) CMP preparation offerings</b>	To provide an in-depth review of the study material for the CMP exam and to provide revenue for the chapter	VP, Education	Programs Committee	06/30/24	%
Membership Satisfaction (1) & Net Profit/Fiscal Sustainability (4)	<b>Action 2.1: Sell a minimum of 5 CMP University on demand courses</b>	Utilize our virtual (email, website, social media) as well as in person opportunities to promote the CMP University on demand courses.	Director, Education	Programs Committee	06/30/24	%
Membership Satisfaction (1), Education Content Satisfaction (6) & CEU (7)	<b>Objective 3: Plan and execute a minimum of 6 educational sessions for ACE with all sessions being eligible for CEU credits</b>	Ensure the chapter represents member demographics and voices to secure future growth and sustainability	VP, Education		6/30/24	%

### Office of the President:

Performance Standard or Metric	Objectives/Actions	Description	Owner	Collaborations	Completion Date (no later than)	Stage to Completion at report out

**Metric Incentives: #1:** Membership Satisfaction **#2:** Member Retention without Students **#3:** Net Member Growth **#4:** Net Profit/Fiscal Sustainability **#5:** Reserves **#6:** Education Content Satisfaction **#7:** Clock Hour-Accredited Education

<b>Membership Satisfaction (1) &amp; Volunteer Engagement (NA)</b>	<b>Objective 1: Create a nominations committee that reflects the diversity of the membership with a minimum of 5 members</b>	<b>Follow job description and minimum chapter by laws to ensure this is executed as indicated in those documents</b>	<b>Immediate Past President</b>	<b>OTP, Leadership Development</b>	<b>9/1/23</b>	<b>%</b>
	1) Identify 2 Planners / 1 Past President / 1 Supplier / 1 DMC/DMO (Su-planner) 2) Have x1 Board Member sit in on the committee meetings as a non-voting role (ideally potential leadership)					
<b>Membership Satisfaction (1)</b>	<b>Objective 2: Serve as the liaison to the MPI Foundation and determine a minimum of one (1) initiative/opportunity to support the Foundation</b>	<b>Review all chapter events/initiatives to determine an opportunity to support the MPI Foundation</b>	<b>Immediate Past President</b>	<b>Entire Board, Office, COM, MPI Foundation Executive Director</b>	<b>06/30/24</b>	<b>%</b>
	1) Identify a Board Member as a Liaison with other associations 2) Raise \$500 for the MPI Foundation as a single initiative at an event. 3) Have at least two meetings with the MPI Foundation Leadership for updates and check-ins.					
<b>Membership Satisfaction (1), Member Retention (2) &amp; Volunteer Engagement (NA)</b>	<b>Objective 3: Check in with Past Presidents, from past 3 years, a minimum of once per year</b>	<b>Show appreciation for past presidents</b>	<b>President-Elect</b>	<b>Entire Board</b>	<b>06/30/24</b>	<b>%</b>
	Action 3.1 Hold a round table at a board meeting					
	Action 3.2 Secure a sponsor for a Past Presidents event					
	Action 3.3 Invite Past Presidents to host or MC an event					

	Objective 4: Review and update the Bylaws and Policies as specified				12/31/23	
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