



2018 - 2019 ANNUAL BUSINESS PLAN

MPI Global Vision Statement:

Leading and empowering the 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.

Chapter Purpose Statement

MPISSN empowers its members to increase their strategic value with education, leadership development, and resources to forge powerful partnerships.

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METRIC 1: Net Member Growth (Recruitment & Retention)

2016-17 Year-End Actual: 70.00% 2017-18 Year-End Goal: 74.57% 2017-18 Year-End Actual: ____%	Above Region Average & Maintains (2pts) Goal: ____	Above Region Average & Increases by ½% or more (3pts) Goal: 74.57% Below Region Average .1-1% = 1 Point .1-2% = 2 Points 2.1 or Higher = 3 Points
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Item	Description	Metric	Owner (Who is responsible?)	Committee or Position	Budget		Completion Date (No Later than)	Stage to Completion
					Expense	Revenue		
Objective 1.1	Increase Net Member Growth	1	VP Membership Director Recruitment and Retention	Recruitment Retention			6/30/19	
Action 1.1.1	Recruit a minimum of 20 new members	1,3,4,5	VP Membership Director Recruitment and Retention	Recruitment Entire Board All Committees	\$0	\$0	6/30/19	
Action 1.1.2	Maintain a membership information/engagement table and include a membership assessment tool to collect survey data at all education events	1,3,4	VP Membership Director Recruitment and Retention	Recruitment Retention	\$0	\$0	6/30/19	
Action 1.1.3	Quarterly Recruitment Campaigns	1,3,4,5	VP Membership Director Recruitment and Retention	Recruitment	\$250	\$0	6/30/19	
Action 1.1.4	Make a membership marketing tool for recruitment	1,3,4	Entire Board	Recruitment	\$0	\$0	6/30/19	
Action 1.1.5	Generate monthly membership reports for use in making onboarding and retention calls	1,3,4	VP Membership Director Recruitment and Retention	Retention	\$0	\$0	6/30/19	
Action 1.1.6	Adhere to member onboarding process for new	1,3,4	VP Membership	Retention	\$0	\$0	6/30/19	

Metrics: #1: Recruitment & Retention #2: Education Satisfaction #3: Member Satisfaction #4: Volunteer Engagement #5: Financial Management

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	member engagement		Director Recruitment and Retention					
Action 1.1.7	Execute monthly retention calls	1,3,4	VP Membership Director Recruitment and Retention	Retention President Elect	\$0	\$0	6/30/19	
Objective 1.2	Execute annual member recognition efforts	1,3,4	VP Membership	Retention Awards & Recognition			6/30/19	
Action 1.2.1	Write "Volunteer of the Quarter" newsletter article	1,3,4	President Elect		\$0	\$0	6/30/19	
Action 1.2.2	Recognize volunteers semi-annually at events	1, 3,4	President President Elect	Retention	\$0	\$0	6/30/19	
Action 1.2.3	Distribute member longevity pins semi-annually	1,3,4	VP Membership	Awards & Recognition	\$0	\$0	6/30/19	
Action 1.2.4	Purchase and distribute chapter awards	1,3,4	VP Membership	Awards & Recognition	\$850	\$0	6/30/19	
Objective 1.3	Maintain tracking system for attendance at all chapter events and forward guest names to Membership for recruitment follow-up	1,3,4,5	Chapter Administrator	Recruitment	\$0	\$0	6/30/19	
Objective 1.4	Contribute one Corporate Social Responsibility and/or Community outreach article per quarter (posted on website, in Connects and through Social Media)	1,3,4,5	VP Communications	CSR Community Outreach	\$0	\$0	6/30/19	
Objective 1.5	Continue to promote member affiliation graphic to use in email signature line (Board and Committee Chairs)	1,2,3,4	VP Communications	Website	\$0	\$0	6/30/19	
Objective 1.6	Maintain a rolling 18-Month Master Calendar	1	ALL, Com		\$0	\$0	6/30/19	

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METRIC 2: Education Satisfaction

2016-2017 5.29	Sept Workshop = 6.0 Sept Luncheon Ed = 5.65 Nov. Luncheon Ed = 5.24 Dec. Seasonal = 4.57 Feb. Luncheon = 5.56 April Luncheon = 5.18 Avg. = 5.37	Based on 6 pt. scale		TBD Meet score: Exceed score:
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Item	Description	Metric	Owner (Who is responsible?)	Committee or Position	Budget		Completion Date (No Later than)	Stage to Completion (e.g., 10%, 25%, 50%, etc. – For Use at Mid-Year Retreat)
					Expense	Revenue		
Objective 2.1	Increase Satisfaction of Education Programs	2	Entire Board	All Committees	\$0	\$0	6/30/19	
Action 2.1.1	Execute six education sessions; (Four educational lunches/breakfasts; one workshop; and one joint session with CAISAE)	2	VP Education & Events Director of Education	Education	\$18,500	\$13,750	6/30/19	
Action 2.1.2	Ensure website and 18-month Master Calendar is updated on monthly basis to add newly secured educational programs	2,3	VP Education & Events VP Communications Director of Education	Education Website	\$0	\$0	6/30/19	
Action 2.1.3	Provide at least four educational programs that provide continuing education through our CMP preferred provider status	2,3	VP Education & Events Director of Education	Education	\$0	\$0	6/30/19	
Action 2.1.4	Provide educational content to increase knowledge-based credibility of members	2,3	VP Education & Events Dir. of Education	Education	\$0	\$0	6/30/19	
Action 2.1.5	Apply for at least one education MPI Foundation grant	2,3	VP Education & Events Dir. of Education	Education	\$0	\$0	6/30/19	

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Action 2.1.6	Education topics will be focused on strategic competencies	2,3	VP Education & Events Director of Education	Education	\$0	\$0	6/30/19	
Objective 2.2	Develop current and relevant content for all educational programming based on membership needs assessment	2,3	VP Education & Events Director of Education Director of Special Events	Other Special Events Education	\$0	\$0	6/30/19	
Action 2.2.1	Develop a logo specific to all educational programming	2,3	VP Education & Events Director of Education Director of Special Events	Other Special Events Education Graphic Design	\$0	\$0	6/30/19	
Action 2.2.2	Utilize Live Polling at educational events		VP of Education Director of Education Director of Special Events	Education	\$0	\$0	6/30/19	
Action 2.2.3	Develop a Save the Date Mailer (i.e. postcard) for all educational and networking events	2,3	VP of Education VP of Communications	Graphic Design	\$0	\$0	9/30/18	
Objective 2.3	CMP Study Group is using tools and preparation materials consistent with the CMP International Standards	2,3	VP Education & Events Director of Education	Professional Development	\$150	\$500	6/30/19	
Objective 2.4	Facilitate Meeting Planner Boot Camp curriculum and work with education on date and location to implement a full-day session for new meeting planners	2,3	VP Education & Events Director of Education	Professional Development	\$1,150	\$1,500	4/30/19	
Objective 2.5	Increase member attendance at educational programming	2	VP Communications				6/30/19	
Action 2.5.1	Minimum of one article on upcoming educational	2,1	VP Communications	Publications	\$0	\$0	6/30/19	

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	programs in Connects		VP Education				
Action 2.5.2	Commence educational program marketing at least six weeks prior to event date	2,1	VP Communications	Social Media	\$0	\$0	6/30/19

METRIC 3: MEMBER SATISFACTION – Overall Chapter Satisfaction Score

Previous Score: 9.03%	Meets Score: 9.0%	Exceed Score: 9.0%
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Item	Description	Metric	Owner (Who is responsible?)	Committee or Position	Budget		Completion Date (No Later than)	Stage to Completion (e.g., 10%, 25%, 50%, etc. – For Use at Mid-Year Retreat)
					Expense	Revenue		
Objective 3.1	Increase member satisfaction	3	Entire Board	All Committees			6/30/19	
Action 3.1.1	Implement and maintain new polling system	3	VP Education	Director of Education	\$0	\$0	6/30/19	
Action 3.1.2	Solicit testimonials quarterly to help drive membership/sponsorships/attendance	3	Entire Board	Director of PR & Communications	\$0	\$0	6/30/19	
Action 3.1.3	Include MPISSN Fun Fact quarterly in newsletter, website and e-blasts	3	Dir. R & R Dir. SA		\$0	\$0	6/30/19	
Objective 3.2	Develop consistent branding	3	VP Communications				6/30/19	
Action 3.2.1	All communications are proofread for consistency	3	VP Communications	Director of PR & Communications Publications Chair	\$0	\$0	6/30/19	
Action 3.2.2	Develop/approve branding logos for all MPISSN events		VP Communications	Graphic Design	\$0	\$0	6/30/19	
Objective 3.3	Increase Membership Engagement on Social Media		VP Communications	Social Media				
Action 3.3.1	Maintain Chapter photographer and ensure they send photos from events within 48 hrs		VP Communications	Director of PR & Communications Chapter	\$0	\$0	6/30/19	

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				Administrator				
Action 3.3.2	Post event photos on social media within 24-48 after the event and tag people/sponsors		VP Communications	Social Media	\$0	\$0	6/30/19	
Action 3.3.3	Post 1-2 member spotlights per month on social media		VP Communications VP Membership	Social Media Member Retention	\$0	\$0	6/30/19	
Action 3.3.4	Post monthly membership promos and announce new members monthly		VP Communications VP Membership	Social media	\$0	\$0	6/30/19	
Action 3.3.5	Re-establish an Instagram Page		VP Communications	Social media	\$0	\$0	6/30/19	
Action 3.3.6	Create and maintain master Social Media post calendar		VP Communications	Social Media Director of PR & Communications	\$0	\$0	6/30/19	
Action 3.3.7	Increase followers on Facebook and Twitter by 25%	3,2	VP Communications	Social Media	\$0	\$0	6/30/19	
Action 3.3.8	Establish & Maintain master password log for accounts that require a password		VP Communications		\$0	\$0	6/30/19	
Objective 3.4	Develop Editorial Content Calendar	3,2	VP Communications	Publications	\$0	\$0		
Action 3.4.1	Update Master Calendar to include editorial content deadlines, include link back to event page for ease of use by members	3,2	VP Communications	Publications	\$0	\$0	Ongoing	
Action 3.4.2	Communicate upcoming article deadlines to contributors, send form to chair prior to deadline to encourage proper submission	3,2	VP Communications	Publications	\$0	\$0	7/31/19	
Objective 3.5	Update Community Outreach Program for 2019-2020	3,2	VP Communications	Community Outreach Committee and CSR	\$0	\$0		
Action 3.5.1	Solicit new local charity by putting a call out for applications	3,2	VP Communications	Community Outreach	\$0	\$0	4/30/19	
Action 3.5.2	Let membership & charities know of selected organization for upcoming year.	3,2	VP Communications	Community Outreach	\$0	\$0	6/30/19	
Action 3.5.3	Execute raffle prize solicitation program	3,2	VP Communications	Community Outreach	\$0	\$0	6/30/19	

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Objective 3.6	Commence Chapter Administration Annual Performance Review Process	3	President		\$0	\$0	6/15/19
Action 3.6.1	Solicit evaluation comments from Board and Committee Chairs	3	President		\$0	\$0	5/30/19
Action 3.6.2	Conduct Chapter Administrator Annual Review Results with Chapter Administrator	3	OOP		\$0	\$0	6/15/19
Objective 3.7	Update and Maintain Policy & Procedure Manual	3	President Elect		\$0	\$0	6/30/19
Action 3.7.1	Coach President Elect in preparation for role as President	3	Immediate Past President		\$0	\$0	6/30/19

METRIC 4: Volunteer Engagement

16/17 Year-End Actual: 24.55% 1. 20-25% of Members Volunteering = 1 Point 2. 26-30% of Members Volunteering = 2 Points 3. 31% or Above of Members Volunteering = 3Point	Meets Score: TBD Calculation: Volunteer Engagement Number Divided by Current Membership Number = % of Member Engagement Will need to pull end of year numbers to calculate	Exceeds Score: TBD Will need to pull end of year numbers to calculate (June numbers pending report)
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					Expense	Revenue		
Objective 4.1	Increase Volunteers to 36% of membership	4	Entire Board	All Committees	\$0	\$0	6/30/19	
Action 4.1.1	Oversee the Volunteer a la carte program and help build out committees	4	President Elect	All Committees				
Objective 4.2	Increase <u>New</u> Member Participation at Chapter Activities	4	Entire Board	All Committees	\$0	\$0	6/30/19	
Action 4.2.1	Adhere to member onboarding process for new member engagement at each event with a chapter ambassador program	4,3	President Elect/VP Membership	Membership Retention	\$0	\$0	6/30/19	

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Action 4.2.2	Execute successful crab feed event	4,3,2,1	VP Education & Events Director of Special Events	Crab Feed	\$11,750	\$21,800	3/1/19	
Action 4.2.3	Increase supplier exhibitor booth sales by (2) at tradeshow/GMID.	4,3,2,1	VP Education & Events Director of Special Events	Trade Show Committee	\$3,250	\$17,000	4/1/19	
Action 4.2.4	Execute Annual Event and Silent Auction	4,3,2,1	VP Education & Events Director of Special Events	Annual Event Committee	\$9,050	\$28,550	6/30/19	
Action 4.2.5	Hold annual Sip & Swirl Member Only Appreciation / Volunteer Recruitment Event	4,3,2,1	VP Education & Events Director of Special Events	Other Special Events	\$1,500	\$0	4/30/19	
Action 4.2.6	Coordinate with Events Committee on promotion strategies/marketing plan	4,3,2,1	VP Communications VP Education & Events	Social Media Education Special Events	\$0	\$0	Ongoing	
Objective 4.3	Maintain a Past Presidents' Advisory Council	4,3,1	Immediate Past President		\$0	\$0	6/30/19	
Action 4.3.1	Serve as Liaison between Board and PPAC by checking in quarterly with council	4,3,1	Immediate Past President		\$0	\$0	6/30/19	
Objective 4.4	Convene Nominations Committee and cultivate slate for Ballot	4	Immediate Past President		\$0	\$0	3/1/19	
Action 4.4.1	Call for nominations from floor of meeting and in Chapter newsletters	4	Immediate Past President		\$0	\$0	11/30/18	
Action 4.4.2	Review and revise if necessary questionnaire for candidate interviews	4	Immediate Past President		\$0	\$0	1/20/19	
Action 4.4.3	Conduct candidate interviews and post slate on website for 30 days	4	Immediate Past President		\$0	\$0	1/27/19	

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METRIC 5: FINANCIAL MANAGEMENT [Calculated on Gross Margin and based on submitted budget for fiscal term]

Previous Year's Gross Profit: TBD	1. Year-End Gross Margin is 1-5% = 1 Point 2. Year-End Gross Margin is 5.1-10% = 2 Points 3. Year-End Gross Margin is 10.1% or above = 3 Points	Gross Profit	Calculation: Total Revenue Minus Total Expenses Divided by Total Revenue = Gross Margin %
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Item	Description	Metric	Owner (Who is responsible?)	Committee or Position	Budget		Completion Date (No Later than)	Stage to Completion (e.g., 10%, 25%, 50%, etc. – For Use at Mid-Year Retreat)
					Expense	Revenue		
Objective 5.1	Complete and Submit Annual Taxes	5	VP Finance		\$750	\$0	10/1/18	
Action 5.1.1	Execute Annual Chapter Audit	5	VP Finance	Audit	\$0	\$0	10/1/18	
Action 5.1.2	Submit Annual Tax Returns to HQ	5	VP Finance		\$0	\$0	10/1/18	
Action 5.1.3	File Tax Returns with State & Federal Governments	5	VP Finance		\$150	\$0	10/31/18	
Objective 5.2	Monitor All Revenue and Expense Items in Budget	5	VP Finance Chapter Administrator		\$0	\$0	6/30/19	
Action 5.2.1	Communications Revenue (Advertising – Website, Newsletter, Directory, E-Blast, Career Center)	5	VP Finance Dir. SA, CA	SA/Advertising	\$2,145	\$5,200	6/30/19	
Action 5.2.2	Strategic Alliance Sponsors (Key Partners, Education Sponsors)	5	VP Finance Dir. SA, CA	Strategic Alliance	\$0	\$16,000	6/30/19	
Action 5.2.3	Special Events (Annual Event, Crab Feed, Trade Show/GMID, Other Special Events)	5	VP Finance VP Ed. & SE Dir. SE, CA	Other Special Events, Trade Show, Crab Feed, Annual Event	\$24,050	\$67,350	6/30/19	
Action 5.2.4	Education (Luncheons, Workshop, Boot Camp, CMP Study Group)	5	VP Finance VP Ed & SE Dir. Ed, CA	Education	\$18,800	\$16,100	6/30/19	

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Action 5.2.5	Membership	5	VP Finance VP Mem., Dir. R&R CA	Retention, Recruitment	\$1,100	\$15,502	6/30/19	
Objective 5.3	Improve Supplier Engagement	5	VP Finance Director Strategic Alliance		\$0	\$0	6/30/19	
Action 5.3.1	Recognize and thank sponsors and key partners at each educational luncheon or workshop, and remind suppliers of opportunities available	5	Dir. SA		\$0	\$0	6/30/19	
Action 5.3.2	Recruit one key partner from our affiliate membership	5	Dir. SA	Recruitment Chair	\$0	\$0	6/30/19	
Action 5.3.3	Make contact with all supplier members twice during the year	5	Dir. SA	Advertising Sponsorship	\$0	\$0	6/30/19	
Objective 5.4	Objective: Increase Digital Advertising Sales							
Action 5.4.1	Advertise our digital advertising via weekly emails.	5	Dir SA, E.D.				6/30/19	
Action 5.4.2	Advertise our digital advertising with stand-alone email twice a year.	5	Dir. SA	Communications			1/30/19	
Objective 5.5	Objective: Create Boosted Facebook Post Offering for Suppliers	5						
Action 5.5.1	Research cost and process of posting/boosting advertisements on Facebook - Finance and Communications	5	Dir. SA	Communications			6/30/19	
Action 5.5.2	Create Advertisement to send via email and Facebook to market to suppliers	5	Dir SA	Communications			8/30/18	
Action 5.5.3	Sell 3 posts to 3 different MPISSN supplier members	5	Dir SA	Advertising			6/30/19	
Objective 5.6	Objective: Recruit one key partner from our affiliate membership	5	Dir SA					