



Leadership Manual

A guide for current and potential
MPI-CC leaders

May 10, 2024

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What is Leadership

“Leadership is something you earn, not something you are given. In order to be a good leader, you must first learn to be a good follower.”

- **Nancy B. Holder | Founder of MPI-CC**
MPI-CC President 1984-1985

“Leadership involves setting the example for those who you expect to follow you in accomplishing the task at hand. The first skill a leader must acquire is to understand the difference between hearing and listening.”

- **Andrew Schmidt, CHME, MPA**
MPI-CC President 2006-2007

“To lead effectively, you need to listen actively.”

- **Ginny Fountain, CMP**
MPI-CC President 2007-2008 | MPI-CC President 2011-2012

“Leadership is not what you do for yourself. It’s for the greater good of all.”

- **Heidi Walters, CHME**
MPI-CC President 2004-2005

“Leadership is a great privilege and responsibility that enables one to serve others and positively impact their lives”

- **Christian Schroeder**
MPI-CC President 2015-2016

“The definition of Leadership is powered by action not by title or position, I believe the most impactful contribution to our industry is to intentionally invest in others, inspiring them to make positive changes that will continue to strengthen the legacy of our chapter and industry.”

- **Malinda Harrell**
MPI-CC President 2014-2015

Letter from Chapter President

Dear MPI-CC Chapter Member:

As we step into another vibrant year at the MPI Carolinas Chapter (MPI-CC), I want to extend a warm welcome to both our potential and returning board members. Your commitment to leadership within our community marks the beginning of an exciting journey, one that is pivotal not only to our personal growth but also to the collective success of MPI-CC.

At the heart of MPI-CC lies a profound belief in the power of empathy and service. Leadership, in its truest form, is not just about guiding others but understanding and connecting with them on a deeper level. It's about embodying the qualities of an empathy and serving leader - someone who listens, empathizes, and acts with a genuine desire to uplift others. This ethos shapes our actions and decisions, ensuring that we always prioritize the needs and well-being of our members.

Being part of the MPI-CC board is a unique opportunity to showcase your strengths while embracing the chance to grow and be challenged. We believe in the beauty of diversity in thought and action. Whether you're someone who dreams big, setting audacious goals, or the voice of reason that brings us back to strategy, your perspective is invaluable. Our board thrives on collaboration, drawing on the diverse talents and insights of each member to forge a shared vision of success. Here, you can be authentically you, contributing in ways that are most meaningful to you and our community.

I want to acknowledge that the roles we undertake are not without their challenges. Yet, there is immense comfort in knowing that our efforts serve our members - who are, in essence, a reflection of us. This sense of purpose fuels our commitment and guides our journey forward. As we move ahead, we stand on the shoulders of giants. MPI-CC has been fortunate to have dedicated chapter leaders for 40 years, a legacy that offers us an unparalleled reservoir of knowledge, advisory, mentorship, and guidance. This wealth of experience is a beacon that lights our path, enabling us to navigate the future with confidence and foresight.

Thank you for choosing to be a part of this leadership journey. Your willingness to engage, question, and contribute is what makes MPI-CC a beacon of excellence in our

industry. As you familiarize yourself with our handbook and immerse in the responsibilities ahead, know that your curiosity and enthusiasm are what drive us forward.

We warmly welcome you to the board and look forward to another year of achievements, learning, and shared successes. Your presence enriches us, and together, there is no limit to what we can accomplish.

Najauna White, CMP, CDE®
2023-2024 President, MPI Carolinas Chapter

Leadership Succession & Transition Timeline

2023	
July 1	2023-2024 Board of Directors to send out an introductory e-mail or letter to existing committees highlighting any changes to committee meetings and/or future plans. Thank them for staying.
July 1 <i>Ongoing</i>	VPs and Directors to begin identifying potential leaders on committees who may have an interest in future Board service or other leadership roles.
July 1	Immediate Past President informs members that on behalf of the President, they have been selected to serve on the nominations committee/
November 1	Mid-Year Board Retreat

2024	
April 1	Immediate Past President to coordinate with the Management Office the call for nominations.
April 16	Vote on members of the Nominating Committee at April Board Meeting.
May 17	Board nominations submissions deadline
May 20	President-Elect to conduct 1 on 1's with all current Board members. Discuss how they are doing, determine leadership career within MPI moving forward and mentor needs if any.
May 20 - 31	Nominations Committee conducts interviews, meets to determine slate recommendation.
June 18	Board Meeting – Board votes to ratify 2025 Officers.
July 1	Proposed slate presented to the Membership (30 days needed for membership to contend slate).
August	President-Elect welcomes and invites new board to attend

	retreats, and MPI Chapter Business Summit. New leaders should be welcomed to visit remaining board and committee meetings.
August 1	2023-2024 Board Slate is official, assuming no contested roles.
August 1	Announcement to membership of Board election results.
August 1	Slate due to Global complete with full board contact information.
August 1 - 31	Transition meetings take place between outgoing and incoming Board members, and appoint committee chairs.
September	Board Planning Retreat
September 12	MPI Global – Chapter Business Summit (CBS).
November	Board Transition Meeting
November 10	Committee Chair appointments complete. Outgoing Board
November 18 -19	Board Members installed at Awards Gala
December 31	End of Fiscal Year

2025	
January 1	2025 Board of Directors to send out an introductory e-mail or letter to existing committees highlighting any changes to committee meetings and/or future plans. Thank them for staying.
May - July	Mid-Year Board Retreat

Committee Chairs & Members

COMMITMENT

Committee Chairs

Committee chairs serve an important leadership role in MPI-CC. Active, dedicated committees are essential for the success of the chapter in its mission to meet the needs of our members. Specific time commitments required for the role of Chair vary according to the charge of the particular committee. Chairs should have an ability to build and lead a team and have good communication skills. Any MPI-CC member in good standing who wishes to serve as Chair of a committee should contact the appropriate Board Director or the current Committee Chair.

Committee Members

As a committee member, you have taken the first step on the leadership ladder. Your involvement on a committee is not only an important contribution to the chapter, but also shows your willingness to commit your time and talent. Committee participation is an important step in getting the most out of your MPI membership and building your network and leadership skills. Any MPI-CC member in good standing who wishes to serve on a committee should contact the Chair of the committee, any Board member, or submit a completed "[Volunteer Interest Form](#)."

Term

Jan. 1 - Dec. 31

ROLES

The Role of the Committee Chair

Each committee will have a chair or co-chairs. The chair is appointed by the Board Director whose division the committee is assigned. The chair is responsible for the following:

- Establishing meeting dates, times, and locations; committees should meet, typically by Zoom on a monthly basis, or as determined by the goals of the committee
- Working with committee members and Board Director to establish goals and budget for the committee
- Adhering to the budget approved by Board of Directors

- Submitting bi-monthly reports to the assigned Board Director by established deadline
- Leading the committee to complete its goals and action plan
- Identifying potential candidates for succeeding Chair position
- Soliciting new committee members at chapter events
- Onboarding new committee members
- Utilizing good communication skills to ensure the Board Director is aware of the committee's progress and needs, and to engage and update committee members

The Role of the Committee Member

Each committee will have an appropriate number of members as deemed necessary by the Chair. Committee members are responsible for the following:

- To fully participate in the activities of the committee in order to meet the committee's established goals and action plan
- To identify and solicit new committee members
- To attend committee meetings

RECOGNITION

MPI-CC has established an award specifically to recognize our outstanding committee members:

Volunteer of the Quarter Award

This award is given out quarterly at a Chapter Meeting (except for the Annual Meeting) to an individual who has made contributions above and beyond his/her call of duty to promote the success of MPI-CC. Nominations are reviewed prior to the Chapter meeting and voted upon by the board of directors. The award is given during the chapter meeting portion that takes place during breakfast.

Committee of the Year Award

This award honors the Committee's outstanding contributions to the Chapter during the current year and is selected by the Chapter President, President-Elect and Immediate Past President.

Committee Descriptions

AWARDS

The Awards Committee is charged with managing and facilitating appreciation for and recognition of the outstanding achievements of individual chapter members, rewarding volunteer involvement on committees, and furthering the visibility and value of meeting professionals within our chapter. The committee oversees the selection process for the chapter's annual awards: Planner of the Year, Supplier of the Year, Hall of Fame, Tomorrow's Leader and Volunteer of the Year.

BUSINESS EXCHANGE

The Business Exchange Committee creates and executes the MPI-CC annual business exchange event or tradeshow. The ultimate format of the event is to maximize Vendor participation ensuring maximum Planner attendance. Committee members will be involved in soliciting participation from Suppliers/Vendors and Planners and promoting the event while keeping budgeted monetary goals in mind.

DIVERSITY, EQUITY & INCLUSION

The Diversity, Equity and Inclusion Committee creates networking and educational opportunities that further the mission of *“creating a diverse and equitable environment of inclusion in our chapter, community, and respective industries, through education and communication.”*

Committee members are responsible for ideation, creation, collaboration and coordination of educational content, events and activities that celebrate our members' diversity, ensure equity for all, and engage membership inclusion through education and deep conversation.

EDUCATION

The Education Committee reviews industry trends and member feedback for education session topics, decides on chapter meeting education session topics and themes, and reviews and identifies speakers for chapter meetings. For each chapter meeting, the committee provides speaker care and education session support as needed, writes education session recaps for the blog and Carolina Blitz, and collaborates with the Marketing & Communications Committee to promote education sessions.

MEETING PLANNING

The Meeting Planning Committee helps plan and execute meeting planning duties on behalf of the chapter, and provides on-site management of chapter meetings and events. The committee develops and provides input for all experiential aspects of chapter meetings and the annual awards gala (including but not limited to: menus, set design, tablescape, and audiovisual).

MARKETING & COMMUNICATIONS

The Marketing & Communications Committee keeps members current on chapter news and programs. The committee curates information, gathers updates from other committees, and creates graphics that adhere to MPI's and MPI Carolina's branding and style guides. The committee promotes chapter and member achievements, and chapter meetings, news and updates through the use of the chapter's social media platforms (Facebook, Twitter, Instagram and LinkedIn), the chapter blog, the Carolina Blitz, and the Midweek Member Minute e-newsletter.

MEMBER ENGAGEMENT

The Membership Engagement Committee plays a vital role within our organization, dedicated to fostering a sense of belonging and support for both new and existing members. At its core, the committee's mission is to ensure that newcomers are warmly welcomed and seamlessly integrated into our community. Through our proactive approach, we strive to connect new members with the resources and opportunities that align with their goals within the organization, facilitating their journey towards fulfillment. Central to our efforts is the Ambassador "Buddy" Program, where seasoned members extend a guiding hand to newcomers, offering guidance and assistance every step of the way. Additionally, during renewal periods, the committee maintains consistent communication channels to remind members of the value of their membership, fostering retention and continued engagement. Ultimately, the Membership Committee stands as a pillar of support, enriching the organizational experience for all who join our ranks.

NOMINATIONS

The Immediate Past President shall chair the Nominating Committee. The remaining members of the Nominating Committee shall be appointed by the President and approved by the Executive Committee. There shall be no less than four (4) members

including the chairman. This committee is responsible for reviewing applications for the Board of Directors and presenting a slate of Officers to the current Board of Directors.

PROFESSIONAL CERTIFICATION

The Professional Certification Committee plans and presents targeted educational programs to aid members in their pursuit of earning the CMP or other industry certifications. The committee manages and leads the MPI Carolinas virtual CMP study group, including setting the schedule, and shares relevant information about certification opportunities with the Marketing & Communications Committee to include in chapter communications.

PUBLICATIONS

The Publications Committee is responsible for producing the Carolina Blitz news publication. The Carolina Blitz is published online four times a year. It contains information about upcoming chapter meetings, education session recaps, member news and profiles, along with articles featuring a wide variety of topics of interest to planners and suppliers. The committee helps with developing, soliciting and proofreading content. The Publications committee will work directly with our Blitz designer to craft a digital publication for our members and partners.

SILENT AUCTION

The Silent Auction committee is responsible for securing items for the silent auctions two to three times a year, establishing minimum bids on all items, working with the marketing & communications committee to promote the auctions and call for donations, and setting up the online bidding site.

VOLUNTEER ENGAGEMENT

The Volunteer Engagement Committee supports the Director of Volunteer Engagement in identifying and developing new leaders and volunteers within the chapter; volunteer appreciation efforts, and serving as an ongoing resource for volunteers to ensure that they are getting the most out of their volunteer experience.

Board Members

The governing body of MPI-CC is composed of 9 members representing both planners and suppliers. Details regarding the composition of the Board and eligibility may be found in the chapter bylaws.

COMMITMENT

Serving on the MPI-CC Board of Directors is a highly rewarding experience both personally and professionally. It is an honor bestowed on qualified members that have earned the respect and admiration of their peers through leadership and service to the chapter. Board membership has many responsibilities and requires a commitment of time and personal dedication to the chapter. Specific responsibilities for Board Directors and Officers are outlined in accordance with MPI Chapter job descriptions for each position.

The following is general information and expectations to consider if you are interested in an MPI-CC Board position.

TERM

- Vice Presidents – 1 year (Jan. 1 - Dec. 31). Officers may be re-elected to the same position for up to three consecutive terms.
- Board Director – 1 year (Jan. 1 - Dec. 31). Officers may be re-elected to the same position for up to three consecutive terms.
- The 2023-24 term is July 1, 2023 - Dec. 31, 2024. In 2025, MPI will move to follow the calendar year, Jan. 1 - Dec. 31.

ATTENDANCE REQUIREMENTS

- New Board Orientation – conducted in the Fall following elections
- Transition Meeting – Fall
- Two Board Retreats – conducted in November 2024 and Spring/Summer 2025
- Monthly Board meetings. In-person board meetings take place the afternoon of the first day of our Chapter meetings. In the months we do not have chapter meetings, the board will be online. Board members are allowed two excused absences during the calendar year.
- Committee meetings in their respective areas (usually monthly)
- Executive Committee members (President, President-Elect, Immediate Past President, all Vice Presidents) are expected to attend periodic Executive Committee meetings as may be determined by the President

- Select Board members will also be expected to attend the MPI Chapter Business Summit virtually each year
- Attend as many chapter meetings and functions as feasible

GENERAL RESPONSIBILITIES

- Serve as a voting member of Board of Directors
- Attend board meetings, Chapter events, and committee meetings (see “Attendance Requirements”)
- Fulfill the responsibilities as set forth in the individual role description
- Support and defend policies and programs adopted by the Board of Directors even when they may not be in agreement.
- Fully participate in all board meetings, including a responsibility to read all board member reports prior to the board meeting, review financial statements and minutes prior to the board meeting, and review chapter meeting/program surveys, as well as any other reports or materials that may be presented to the Board for review
- Develop and execute annual goals and objectives for their specific areas of responsibility that support and advance the MPI and Chapter strategic business plans
- Submit agenda items for Board of Directors meetings in advance of meetings
- Think and act strategically and provide guidance to their committees to meeting the goals set forth by the Board
- Identify, recruit, train and mentor committee chair(s) for assigned committee(s)
- Act as an advisor and team builder to assigned committee(s)
- Ensure the fiscal responsibility of the committee(s) to which your position is assigned
- Report to the Board of Directors on the strategies, successes, and challenges of assigned specific responsibilities and committee(s)
- Respond to all electronic correspondence and surveys
- Utilize Basecamp, the chapter’s project management tool
- Encourage member involvement/leadership development
- Perform other duties that may be delegated by the President and/or Board of Directors
- Update the Standard Operating Procedures (SOPs) for their role as necessary
- Conduct transition meeting with successor
- HAVE FUN!!!!

SELECTION PROCESS IN 2024 FOR 2025

- Call for nominations sent out by Nominating Committee in April
- Nominee qualification forms sent out to all nominees
- Nominating Committee (Chaired by Immediate Past President) selects a slate of nominees for Board and Officers
- Slate sent out for membership approval in July
- New Board installed during annual business meeting in November, and officially takes office January 1, 2025

2025 MPI-CC Board Position Descriptions

The following job descriptions specify the roles, responsibilities and duties for each Board position within MPI-CC. Standardized descriptions provided by MPI have been customized to reflect the unique organization of the Carolinas Chapter [e.g., by eliminating references to “monthly” meetings and by noting responsibilities that have been contracted to Chapter Management (i.e., The Management Office)]. Some editing has also been done to make the language consistent and assure that (for example) the “General Responsibilities” as Board members do not vary from position to position (with only a few exceptions).

Note that positions are grouped by Category: Finance, Leadership, Membership, Education, and Marketing & Communications. Each Category has one VP position with optional Director positions, as determined by the Chapter Board according to the specific size and needs of the Chapter. VPs and the Directors who report to them are sometimes referred to as e.g., “the Communications team” or “the Communications Department.” By extension, when appropriate, those terms may also be understood to include committee chairs and committees working with the VP and Directors.

MPI provides that chapters may customize the job descriptions in three ways:

1. Each job description contains the statement: "Perform other duties that may be delegated by the President and/or the Board of Directors," providing the opportunity for individual chapters to add responsibilities to fulfill their unique needs.
2. Each VP position has both Overall Responsibilities and Specific Responsibilities. In the event a chapter chooses to have Directors within a category, the appropriate Specific Responsibilities transfer to the appropriate Director. For example, in the Communications Category, there is a VP - Communications (COM), with areas of Specific Responsibility: Marketing, Publications, Public Relations, Advertising, Community Outreach, and Advocacy. Each of these areas of Specific Responsibility may be designated as a separate Director.
3. Furthermore, these areas of Specific Responsibility may combine into unique Director groupings to fulfill the needs of the individual chapter. As long as combinations occur within a Category and individual job descriptions combine intact, chapters may customize positions in this manner.

The standardization of the position descriptions was designed to (1) facilitate communication between MPI staff and Chapter leadership and to (2) help to provide a more consistent experience for MPI members who move from one chapter to another. Coincidentally the implications for the Board of having Chapter structure dictated by International are enormously positive. Time which might have been spent determining how to structure the organization (and restructure and redescribe and reinvent and restructure . . .) can now be spent focusing on the ideas and projects necessary to move the Chapter forward.

Regrettably, this does not mean that we can totally ignore the task of documenting position descriptions. The standard descriptions must be tailored for the Carolinas Chapter and maintained (continuously updated) so that Board members understand their responsibilities and potential leaders can better assess their own interest and prepare themselves for Board positions. (And so that Board members can be clear in their discussions with MPI staff.) This presupposes the commitment of each Board member to his/her particular position/responsibilities (which, in turn, presupposes their familiarity with, and understanding of, the requirements of the position).

In editing the position descriptions, the (length of) term of office has been deleted—because of conflicts in the original information from MPI. While the recommendations of the Project Structure designers were in general two years in each Board position (excepting the progression through the presidency), and that was included in the original position descriptions, the minimum chapter by-laws specify terms of one year in Executive Committee positions. Although candidates may run for a 2nd one-year term in the same position.

Job Description: President

Category: Leadership

Qualifications:

- Member in good standing with previous service as President Elect
- Knowledgeable of the activities/affairs of the Chapter
- Willing to give the time, energy, talents and enthusiasm required of the position

Specific Responsibilities:

- Chair all meetings of Board of Directors and Executive Committee
- Appoint all members of standing and special committees and relieve any inactive committee members with approval of the Board
- Act as coach/mentor to the President Elect
- Communicate with and supervise Chapter officers and directors to ensure that all assignments are completed according to the Chapter's strategic plan and goals, that the Chapter is financially sound, and that the membership is advised of all progress.
- Serve as a member of the Budget and Finance Committee
- Responsible for the following budget line items: 62800 Board of Directors Expense.
- Ensure development and facilitation of a long term strategic plan.
- With Chapter Management, ensure Chapter adherence to Chapter Bylaws, Policies and Procedures.
- With Chapter Management, prepare consent agenda for each board meeting and distribute prior to meeting.
- With Chapter Management, prepare agenda and preside at Chapter meeting.
- Serve as an ex-officio member on all committees except the Nominations Committee.
- Vote on issues brought before the Board of Directors only in the event of a tie.
- Act as official spokesperson of the Chapter.
- Plan and produce annual Board Orientation/Retreat (if not complete before taking office of President) and Mid-year Board Retreat (if applicable).
- Manage the board member onboarding process.
- With Chapter Management, submit budget needs for the following fiscal year.
- Monitor performance of Chapter Management Office/Executive Secretary, including initiating and chairing yearly performance review by Executive Committee.
- Serve as liaison between the Chapter and MPI Headquarters.
- With Chapter Management, ensure Chapter compliance with MPI policies.

- Serve as a member of the Council of Chapter Presidents, if applicable, or appoint a designee.

Time Commitment:

- Attendance at regular Chapter meetings, Board meetings, and Executive Committee meetings Attendance at Annual Board Retreat and Mid-year Board Retreat (@ 2 days each).
- Attendance at all official Chapter activities and functions.
- Attendance at leadership training/meetings including the MPI Chapter Business Summit
- All other related activities (20 hrs/mo)

Job Description: President Elect

Category: Leadership

Qualifications:

- Member in good standing with previous service in a Board position
- Knowledgeable of the activities/affairs of the Chapter
- Willing to give the time, energy, talents and enthusiasm required of the position

Specific Responsibilities:

- Manage the following budget line items: 62800 Board of Directors Expense and with Chapter Management, monitor and control administrative costs.
- Serve as a voting member of Budget & Finance Committee.
- Serve as direct support to the Chapter President.
- Keep knowledgeable about Chapter activities in order to take over for or represent the President.
- In the absence of the President, perform the duties of the President with the powers of and subject to all the restrictions upon the President.
- Serve on the Nominations Committee to develop a slate of qualified board members for the following year.
- Develop and implement a leadership succession/mentoring/transition program.
- Plan and produce a Board orientation program/Retreat for the in-coming Board of Directors. Onboard new board members.
- Liaise with Marketing and Communications team to create messaging around appropriate position-related activities.

Reports to: President

Time Commitment:

- Attendance at regular Chapter meetings, Board meetings, Executive Committee meetings
- Attendance at Annual Board Retreat and Mid-year Board Retreat (@ 2 days each)
- Attendance at all official Chapter activities and functions.
- Attendance at leadership training/meetings including the MPI Chapter Business Summit
- All other related activities (15 hrs/mo)

Job Description: Immediate Past President

Category: Leadership

Eligibility:

- Member in good standing
- Completion of previous year's term as President

Specific Responsibilities:

- Manage the following budget line items: 51730 Awards/Acknowledgment. Monitor and control communications expenses related to Nominations Committee and Past Presidents Council that affect MPI-CC office budget.
- Chair the Nominations Committee, ensuring compliance with bylaws and policy, providing an open nominations and elections process, and ensuring compliance with MPI elections calendar requirements.
- Chair Chapter's Past Presidents Council to provide for continued involvement of past presidents to support the strategic plan of the Chapter.
- Act as guardian of the Chapter's bylaws, policies and procedures to ensure they are updated as necessary and in compliance with MPI bylaw standards.
- Liaise with Marketing and Communications team to create messaging around appropriate position-related activities.

Reports to: President

Committees: Nominations, Awards

Time Commitment:

- Attendance at regular Chapter meetings, Board meetings, and Executive Committee meetings.
- Attendance at Annual Board Retreat and Mid-year Board Retreat (@ 2 days each).
- Attendance at all official Chapter activities and functions.
- Related committee activities.
- Time Commitment (8 hrs/mo)

Job Description: Director of Volunteer Engagement

Category: Leadership

Eligibility:

- Member in good standing
- Willing to give the time, energy, talents and enthusiasm required of the position

Specific Responsibilities:

- With Chapter Management and Board, maintain accurate records of Chapter's volunteers and reconcile reports monthly.
- Recruit, identify, encourage and develop new volunteers in the chapter.
- Review volunteer inquiries and be a point of contact for interested volunteers.
- Connect members who express interest in volunteering with committee chairs/Board Members based on the members' interests and committee needs.
- Check-in with new volunteers to assess engagement and satisfaction.
- Stay abreast of committees' volunteer needs.
- Develop ways to re-engage former volunteers.
- Oversee volunteer appreciation efforts.
- Work with Marketing and Communications team to promote the value of volunteering.
- Communicate strategic issues relating to volunteering to Board of Directors.
- Work with IPP and PE to identify future chapter leaders for both Board and chair positions.
- With Chapter Management, manage the process for the volunteer interest form and submissions.
- Liaise with Marketing and Communications team to create messaging around appropriate position-related activities.

Reports to: President Elect

Committee: Volunteer Engagement

Time Commitment:

- Attendance at regular Chapter meetings and Board meetings
- Attendance at Annual Board Retreat and Mid-year Board Retreat (@ 2 days each).
- Attendance at all official Chapter activities and functions.
- Attendance at virtual MPI Chapter Business Summit
- Committee activities (8 hrs/mo)

Job Description: VP of Finance

Category: Finance

Eligibility:

- Member in good standing
- Previous service on Board of Directors, preferably in a financial capacity.
- Willing to give the time, energy, talents and enthusiasm required of the position

Specific Responsibilities:

- Assist/guide Director of Partnerships position to achieve goals set forth via budget.
- Serve as a voting member of Budget & Finance Committee
- With Chapter Management and the Finance Team, manage the following budget line items: 45000 Advertising Revenue, 44100 Annual Sponsorships, 41500 Fundraising which includes 45101 Auctions and 45550 Raffles, 62000 Administrative Expenses, and 64000 Insurance Expenses.

Provide oversight of the Chapter financial efforts, including:

- Special Events – silent auction, trade shows, fundraising events
- Strategic Partnerships - Sponsorships, partnership marketing
- Advertising – Web and Blitz
- Investments & Reserves - CDs, mutual funds, prudent reserve
- With Chapter Management, maintain proper accounting procedure for the receipt and handling of funds, maintain financial records, and pay all authorized invoices.
- With Chapter Management, ensure safekeeping of Chapter funds in such banks, trust companies, and/or investments as approved by the Board of Directors.
- With Chapter Management, prepare annual operating budget and ensure compliance once approved by the Board.
- With Chapter Management, ensure Chapter is incorporated according to chapter minimum bylaws.
- With Chapter Management, comply with all governmental tax regulations and file Chapter tax reports as required.
- With Chapter Management, ensure Chapter complies with MPI bonding requirements.
- Present up-to-date financial statements at each Board of Directors meeting.
- With Finance Team, research current funding, partnership and investment trends and topics pertinent to the Chapter and report findings to Board of Directors.
- Assist Chapter Management in developing strategies to broaden sponsor base to nontraditional sources of support.

- With Chapter Management and committee(s) as appropriate, develop, implement, and manage sponsorship programs to increase revenue and in-kind support for the Chapter and marketing opportunities for Chapter members.
- Maintain and uphold Chapter policies governing ad insertions.
- With committee, design, update, and distribute advertising contracts and rate sheets, reflecting any price changes and contact information, for distribution to members and advertisers.
- Liaise with Marketing and Communications team to create messaging around appropriate position-related activities.

Reports to: President

Time Commitment:

- Attendance at regular Chapter meetings, Board meetings, and Executive Committee meetings
- Attendance at Annual Board Retreat and Mid-year Board Retreat (@ 2 days each).
- Attendance at virtual MPI Chapter Business Summit
- Attendance at all official Chapter activities and functions.
- Maintenance of Chapter financial records (4 hrs/mo).
- Committee activities (6 hrs/mo)

Job Description: Director of Fundraising

Category: Finance

Eligibility:

- Member in good standing
- Willing to give the time, energy, talents and enthusiasm required of the position

Specific Responsibilities:

- Manage the following budget line items: 41500 Fund Raising, including 45101 Auctions, 45550 Raffles, 45200 Tradeshow, 45400 Vendor Tables.
- Communicate strategic issues relating to fundraising to Board of Directors.
- Develop strategies to increase revenue and in-kind support for the Chapter.
- Monitor association and meetings industry trends to discover best practices in resource development by other organizations.
- With Committees and Chapter Management, develop, implement and manage Chapter fundraising efforts and events, including the annual Business Exchange tradeshow, silent auction, and other fundraising events.
- Liaise with Marketing and Communications team to create messaging around appropriate position-related activities.

Reports to: VP of Finance

Committees: Business Exchange, Silent Auction

Time Commitment:

- Attendance at regular Chapter meetings and Board meetings.
- Attendance at Annual Board Retreat and Mid-year Board Retreat (@ 2 days each).
- Attendance at all official Chapter activities and functions
- Attendance at virtual MPI Chapter Business Leadership Summit
- Committee activities (8 hrs/mo)

Job Description: VP of Education

Category: Education

Eligibility:

- Member in good standing
- Previous service on Board of Directors, preferably in an education capacity.
- Willing to give the time, energy, talents and enthusiasm required of the position

Specific Responsibilities:

- Manage the following budget line items: 41100 Event Registration; 51000 Meeting and Event Costs, which includes 51051 Speaker Fees and 51052 Speaker Travel; and 51700 Other Meeting and Event Costs, which includes 51720 EIC Preferred Provider Fee, 51730 Awards/Recognition, 51750 Meeting Supplies.
- Communicate strategic issues relating to education and professional development to Board of Directors.
- Provide oversight of Chapter educational efforts, including chapter meeting educational content, speaker contracts, and professional certification programming.
- With Chapter Management, develop, implement and manage a system of collecting and summarizing attendee evaluations; report summarized information to Board of Directors.
- With Chapter Management, develop, implement and manage a system for providing CEs at Chapter educational programs.
- Develop annual education plan in accordance with Chapter strategies, MPI standards and MPI compliance requirements.
- With Committees, ensure content of educational programs is considered to be relevant to all members, not solely to planners and not solely to suppliers.
- Review industry trends and topics and discuss with Committees.
- With Committees, serve as point of contact for speakers to provide for their arrangements, including fee negotiation and transportation requirements.
- With Committees, manage speaker care at chapter meetings.
- With Committees, review speaker proposals, meet with potential speakers, and follow up with speakers who submit proposals.
- With Chapter Management, maintain the call for speakers process (form and submissions).
- Stay abreast of MPI Global/Academy educational opportunities available to the Chapter and members.

- Assign committee chairs to facilitate the virtual CMP study group program and provide any necessary support.
- Oversee Director of Meeting Planning.
- Liaise with Marketing and Communications team to create messaging around appropriate position-related activities

Reports to: President

Committees: Education, Professional Certification

Time Commitment:

- Attendance at regular Chapter meetings and Board meetings.
- Attendance at Annual Board Retreat and Mid-year Board Retreat (2 days each).
- Attendance at all official Chapter activities and functions.
- Attendance at virtual MPI Chapter Business Summit.
- Committee Activities (10 hrs/mo)

Job Description: Director of Meeting Planning

Category: Education

Eligibility:

- Member in good standing
- Willing to give the time, energy, talents and enthusiasm required of the position

Specific Responsibilities:

- Manage the following budget line items: 41100 Event Registration; 51000 Meeting and Event Costs, which includes 51051 Speaker Fees and 51052 Speaker Travel; and 51700 Other Meeting and Event Costs, which includes 51720 EIC Preferred Provider Fee, 51730 Awards/Recognition, 51750 Meeting Supplies.
- With Committee, develop and provide input for all experiential aspects of chapter meetings and the annual awards gala (including but not limited to: Menus, Set design, Tablescares, and Audiovisual).
- Manage the RFP process and sourcing meeting venues for chapter meetings and events. Review proposals and present options to the Board.
- Conduct site inspections for chapter meetings as necessary. If unable to conduct site inspections, a member of OOTP or the VP of Education may conduct the site inspection.
- Negotiate final details of the venue contracts and prepare contracts for signature by the President. Maintain file copies with Chapter Management of all meeting contracts.
- Plan, organize and execute meeting planning duties on behalf of the chapter, such as coordinating pre-meeting logistics, initiating and reviewing all contracts, and managing event orders and changes.
- With Committee, provide on-site management of meetings and events.
- With Committee and Chapter Management, assist all committees to facilitate the production of their events.
- Liaise with the Marketing and Communications team to create messaging around appropriate position-related activities.

Reports to: VP of Education

Committee: Meeting Planning

Time Commitment:

- Attendance at regular Chapter meetings and Board meetings.

- Attendance at Annual Board Retreat and Mid-year Board Retreat (@ 2 days each).
- Attendance at all official Chapter activities and functions.
- Attendance at virtual MPI Chapter Business Summit
- Committee activities (8 hrs/mo)

Job Description: VP of Member Engagement

Category: Membership

Eligibility:

- Member in good standing
- Previous service on the Board of Directors, preferably in a membership capacity.
- Willing to give the time, energy, talents and enthusiasm required of the position

Specific Responsibilities:

- Manage the following budget line items: 42000 Membership Dues
- Communicate strategic issues relating to membership recruitment and retention to Board of Directors.
- Lead and provide oversight of Chapter membership efforts, including member recruitment, member retention, New Member Orientation, Chapter Ambassador Program, awareness of member benefits and programs, member anniversary recognition at chapter meetings and in chapter publications/social media, and outreach related to member promotions and renewals.
- Stay abreast of MPI Global membership campaigns and communicate them to Board of Directors and committee.
- With Marketing and Communications team, highlight Chapter's diverse membership through profiles (New Member Spotlight and Meet the Member), and chapter publications and social media.
- Research current membership trends and engagement topics and report findings to Board of Directors.
- With Chapter Management, maintain complete and accurate records of the Chapter's membership and reconcile reports monthly.
- With Committee, answer prospective members' questions about joining the chapter.
- Liaise with Marketing and Communications team to create messaging around membership initiatives and related subcommittees.

Reports to: President

Committee: Member Engagement

Time Commitment:

- Attendance at regular Chapter meetings, Board meetings, and Executive Committee meetings.

- Attendance at Annual Board Retreat and Mid-year Board Retreat (@ 2 days each).
- Attendance at all official Chapter activities and functions.
- Attendance at virtual MPI Chapter Business Summit.
- Committee activities (10 hrs/mo)

Job Description: VP of Marketing and Communications

Category: Marketing/Communications

Eligibility:

- Member in good standing
- Previous service on Board of Directors, preferably in a Marketing and Communications team capacity.
- Willing to give the time, energy, talents and enthusiasm required of the position

Specific Responsibilities:

- Manage the following budget line items: 45000 Advertising Revenue, 52000 Directory & Publications and 62601 Web Site.
- Communicate strategic issues relating to Marketing and Communications team to Board of Directors.
- Provide oversight of the communications, marketing, public relations, and social media efforts of the Chapter. This includes ensuring Marketing and Communications team follows MPI Global and Chapter branding and style guides, as well as accessibility best practices.
- Ensure that Chapter programs, news, activities, membership information, etc. are being communicated and are highlighted in Chapter communications.
- Maintain tracking of communication data points, including email/Midweek Member Minute performance, social media engagement and following, and Carolina Blitz performance.
- Along with Board and Chapter Management, create and maintain a marketing/communications content calendar.
- Provide and manage the process for requests from Board Members, Chapter Management and Committees for the marketing/communications content calendar.
- Review and execute social media posts.
- Monitor Chapter social media accounts and engage with posts/comments to drive engagement using best judgment. Respond to or forward inquiries/messages via social media to appropriate Board Member.
- Stay abreast of MPI Global initiatives and communication requests.
- With Committee, perform bi-annual review of Chapter publications to ensure efficacy as Chapter communications tools.
- With Chapter Management, update the passwords to social media accounts annually or more frequently if needed.
- With Committee and Chapter Management, produce the Carolina Blitz.

- Research current communications, social media and email marketing trends and topics pertinent to the meetings industry and report findings to Board of Directors.

Reports to: President

Committees: Marketing & Communications, Publications

Time Commitment:

- Attendance at regular Chapter meetings, Board meetings, and Executive Committee meetings.
- Attendance at Annual Board Retreat and Mid-year Board Retreat (@ 2 days each).
- Attendance at all official Chapter activities and functions
- Attendance at virtual MPI Chapter Business Summit
- Committee activities (10 hrs/mo)

Job Description: VP / Director of Diversity, Equity & Inclusion (DEI)

Category: Leadership

Eligibility:

- Member in good standing
- Knowledgeable of the activities/affairs of the Chapter
- Willing to give the time, energy, talents and enthusiasm required of the position
- Dedicated to the continual progression of diversity and inclusion initiatives
- Previous service on the DEI Committee, preferably

Specific Responsibilities:

- Oversee continuing Board and institutional progress toward the intentions of the Chapter's strategic plan, and the OOTP's business plan objectives that focus on opportunity and equitable chapter success.
- Work with Board Members and their respective Committees on the Board's goals concerning diversity, equity and inclusion.
- Stay abreast of MPI Global DEI initiatives and resources
- With Committee and the OOTP, work to establish resources to support the chapter to advance its goals related to DEI.
- With OOTP, create strategies and evaluations regarding diversity, equity and inclusion.
- With Committee, work with Board Members to ensure that all are familiar with and able to do the following:
 1. Understand and create a commitment to the chapter's identified goals concerning DEI.
 2. Assist the Board in incorporating diversity, equity, and inclusion into Board goals and priorities.
 3. Nurture a collaborative culture of diversity, equity, and inclusion through discussing issues in a meeting environment that respects and values all points of view in a respectful manner.
 4. Promote interactive communication between the Board of Directors and those directly involved with addressing DEI issues within chapter, and reporting to the Board what insights may be gleaned from Committee discussions.
 5. Make recommendations to the Board of Directors, as are deemed appropriate.

6. Review areas for future consideration regarding Board development in DEI strategies.

Reports to: Office of the President (OOTP)

Time Commitment:

- Attendance at regular Chapter meetings, Board meetings, (and Executive Committee meetings if VP level)
- Attendance at Annual Board Retreat and Mid-year Board Retreat (@ 2 days each)
- Attendance at all official Chapter activities and functions.
- Attendance at virtual MPI Chapter Business Summit
- Committee activities (8-10 hrs/mo)

Annual Pledge of Commitment

2025 BOARD OF DIRECTORS, MEETING PROFESSIONALS INTERNATIONAL CAROLINAS CHAPTER

As a Board Director of MPI Carolinas Chapter, I hereby agree to comply with the following requirements in order to effectively promote the mission of Meeting Professionals International.

1. To be an objective member representative in my consideration of policy issues;
2. To recognize the geographical and professional diversity inherent in the Chapter and represent the best interest of the entire membership at all times;
3. To attend and fully participate in all Board meetings to the best of my ability;
4. To present my Board/Committee Reports, activity, results and updates for Board of Directors review and acceptance, prior to the Board Meeting;
5. To prioritize my participation during Board meetings, and limit my tactical input in order for a minimum of 80% of each Board Meeting be dedicated to Strategic Planning;
6. To arrive on time for Board meetings fully briefed and prepared on all issues;
7. To promote and offer leadership and support to the programs, goals, and projects of MPI and the Carolinas Chapter;
8. To faithfully discharge the duties which may be assigned by the Board;
9. To review MPI's Principles of Professionalism, and to practice and adhere to these mandates at all times;
10. To be accountable for the achievement of my committee(s) goals;
11. To act as a facilitator for my committee(s) by encouraging active participation, providing direction and support, and ensuring adherence to established committee guidelines;
12. To actively communicate openly and frequently with all members. To listen;
13. To lead by example;
14. To foster unity among the membership through accessibility and communication;
15. To fully support all board decisions regardless of my individual stance on an issue;
16. To respond to requests from members in a timely manner;
17. To identify potential future chapter leaders and provide opportunities for their growth;
18. To identify and recruit new members whenever possible;
19. To encourage active recruitment of committee members;
20. To stand 'outside the box' and participate in regular open forums and idea exchanges, on all topics of interest and concern, as expressed by the membership.

Leadership Promise

As a leader within our chapter, you have agreed to take on certain responsibilities. The role you play has an impact on the overall success of our chapter and ultimately on the value of membership. It is understood that the position you have accepted is as a volunteer. By accepting this position, you are committing to fulfill its responsibilities or to seek assistance when you are unable to do so.

The success of our chapter depends on each person's integrity to fulfill their commitment. By signing this promise, you are acknowledging your role and responsibility as a chapter leader.

I promise:

1. To attend all chapter and Board related meetings. If this is not possible, I promise to notify the chair of the meeting of my absence to learn the outcome of the meeting and any responsibilities I have as a result.
2. To follow the chain of command and inform the appropriate person when I cannot fulfill an obligation I have committed to.
3. To respect the personal and professional demands on my fellow volunteers.
4. To offer a solution to any problem about which I express a concern.
5. To ask for guidance, assistance and/or clarity if needed on any task I am assigned.
6. To read and follow all policies and procedures and the by-laws of our chapter.
7. To enjoy my role as a chapter leader.
8. To not take on more than I am able to.
9. To be honest and ethical in all my capacities as a chapter leader.
10. To keep my word - to do what I say I will do.
11. To participate 100% in whatever assignment I undertake.
12. To be in full, open and honest communication and to do so in a responsible way.
13. To acknowledge and respect the contributions, talents, efforts and dignity of every single chapter member.
14. I will take the responsibility of properly delegating work for my department by developing the proper committee chairs and offer them the tools they need to be successful in their position, which will be my part in the successful strategic vision implementation for our chapter.

Signature

Name

Leadership Position

Date

President

Date