



## **FY2023-2024 Chapter Metric Incentive & Awards Program**

### **Overview of Program**

As you plan for your upcoming term, we would like to encourage you to focus on some key metrics that will help ensure the needs of the membership are being met in a strong and consistent manner. This program is designed to help you stay focused on your key business drivers of success and sustainability. In each core area you will have the opportunity to earn points that translate into dollars to support education programs and training needs for your Chapter.

The program consists of 7 goals/focus areas providing multiple levels where incentives can be achieved.

- Member Satisfaction
- Member Retention without Students
- Net Member Growth without Students
- Net Profit / Fiscal Sustainability
- Reserves as a % of Fixed Annual Operating Expenses
- Education Content Satisfaction
- Accredited Educational Offerings

### **Requirements to Participate in Chapter Metric Incentives Program**

In order for your Chapter to be eligible to receive metric incentives, the following requirements must be met:

- Provide a minimum of 4 educational offerings during the Chapter fiscal year (webinar, conferences, luncheon, etc.)
- Maintain compliance for all required documents by December 1<sup>st</sup>.
  - o Business plan with SMART Goals
  - o Approved budget for fiscal year
  - o 18-24 Month Education/Events Calendar
  - o Current MPI Chapter Bylaws and MPI Chapter Policy Manual
  - o Copy of Chapter Administrator Contract



### Awarding Incentives

Points earned will be calculated at the end of each fiscal term by your Chapter Operations Manager or Director (COM) based on data provided in your Chapter dashboard. Once dashboards are finalized in late January, your COM will provide you with a summary of your results, a form to select your incentives and all required deadlines for submittal.

### What Incentives Can You Receive?

MPI is committed to your success, so each year we will provide a list of various incentives that support your overall Chapter needs. There will be a variety of incentives from varying point values. This is the list for FY2023-2024:

#### **INCENTIVE LIST – FY2023-2024**

<b>INCENTIVE LIST</b>	<b>Points Value</b>
1 complimentary preferred-level new membership or membership renewal for a planner or supplier. Renewal certificates may only be offered to members who have not yet renewed for the next calendar year.	4 Points Each
1 complimentary registration for a 4-hour (select) MPI Academy Certificate Course (digital delivery only) for a Chapter member.	3 Points Each
\$100 towards a membership renewal or new membership. Renewal certificates may only be offered to members who have not yet renewed for the next calendar year.	1 Point Each



## Description of Incentive Goals

### **Member Satisfaction Incentive Goal**

Ensuring our members find value in their membership is another important factor in operating the association. Understanding the needs locally and providing resources to support the overall satisfaction will ensure healthy retention.

**Purpose** – To ensure strong retention and value in membership.

**Goal** - Chapter satisfaction goals will be determined through your annual Membership & Chapter Satisfaction Survey conducted by MPI in the Spring. Chapters will receive their goals with their survey dashboards between May and June. Goals will be set based on a statistical approach to represent a significant positive change in member satisfaction.

**Dashboard Tracking Process** – Chapters will not need to enter any data into the dashboard for this goal. Each year MPI will automatically populate your survey scores once available, and the points earned based on scores received.

### **Member Retention without Students**

Ensuring our members find value in their membership and that they will renew year over year is another important factor in operating the association. Understanding needs and engaging Chapter members locally and providing resources and education that meets those needs will ensure healthy retention.

**Purpose** – To ensure strong retention of Chapter membership.

**Goal** – Member retention goals will be determined based on the MPI member retention rate (the national average). Chapters will receive their goals through the Annual Retreat MPI Update. Goals will be set based on a statistical approach to represent significant positive retention.

**Dashboard Tracking Process** – Chapters will not need to enter any data into the dashboard for this goal. Each month MPI will automatically populate your retention rates.



## **Net Member Growth Incentive Goal**

**Purpose** – To ensure strong retention and growth at the Chapter level.

**Goal** - Chapter goals are based annually on the MPI overall net member growth goal. Net Member growth is calculated by adding all new members, rejoins, and reinstates from July 1, 2023, to December 31, 2024, and subtracting the cancellations processed during the same time. Growth goals will be benchmarked from the previous year's closing membership numbers provided on the membership statistics report by MPI.

**Dashboard Tracking Process** – Chapters will not need to provide any information for this goal. Your Chapter dashboard will automatically populate your membership numbers and scores for you each month.

## **Net Profit / Fiscal Sustainability**

Strong oversight and management of finances is crucial to any business. Your Chapter will need to monitor and manage revenue over expenses and hold each area of the board accountable to the budget or forecast voted on locally. This allows the Chapter to continue to enhance the value they provide to the local membership community and ensure the long-term sustainability of the Chapter.

**Purpose** – To ensure the Chapter is earning profit for reinvestment into the membership and Chapter reserves.

**Goal** - The financial incentive goal is based on gross profit. This is calculated by total year-end revenue less total year-end expenses, divided by total year-end revenue.

**Dashboard Tracking Process** – Chapters will need to enter their monthly closing revenues and expenses into their dashboards. The dashboard will automatically calculate the gross profit and incentive points for you.

## **Reserves as a % of Fixed Annual Operating Expense**

As an additional strategy for oversight and management of finances, effectively managing reserves as a percentage of fixed annual operating expenses is crucial. Your Chapter will need to monitor and manage reserves to ensure funds are set aside to be used in emergency cases or in the event of an investment by the Chapter to further its mission. This allows the Chapter to continuously operate and ensure the long-term sustainability of the Chapter.

**Purpose** – To ensure funds are set aside to be used in emergency cases or in the event of an investment by the Chapter to further its mission.



**Goal** - The Chapter reserve target shall be defined as a minimum 25% of annual fixed expenses. This should not include any event-related expenses, only expenses needed to keep the Chapter operational (i.e. costs related to Chapter administrator, bank fees, telecommunication, rent, etc.).

**Dashboard Tracking Process** – Chapters will need to enter their fixed annual expenses and reserves on hand. The dashboard will automatically calculate the percentage of fixed expenses for you.

## **Education Satisfaction Incentive Goal and Accredited Educational Offerings**

**Purpose** – To ensure members’ overall satisfaction with Chapter level educational opportunities and content.

**Goal** - The education incentive goal is based on the Chapter's ability to provide accredited (EIC and/or other industry relevant accreditations) content for members. Chapters are typically required to host a minimum of 4 educational offerings within the fiscal term. A minimum of 50% of these offerings must be accredited to receive credit for this metric goal.

**Additionally, to measure education satisfaction, all Chapters must have this question in their survey to enter in their dashboards as part of the education requirements.**

Please rate your overall satisfaction with each of the following from today’s program:

- Quality of the presenter
  - Communication skill of the presenter
  - Overall Content
  - Usable take-away from this session
  - The overall program (**Enter this score into your dashboard for metrics**)
- Chapters are required to use a 5-point scale for their education surveys to report to the metric dashboard. Please use the following guidelines.
- 5 Point Scale
- The rating for the above questions should reflect 1 for completely dissatisfied to 5 for completely satisfied. The use of these exact terms is required.
  - The following is a good baseline for gauging Chapter satisfaction as it relates to average scores:
    - 4.22 - 4.32 represents Sustaining level
    - 4.33 or above represents High Performing level
    - A minimum of 15% engagement on the survey is a good standard to gauge true satisfaction or a base line of 30 respondents.



### **Dashboard Tracking**

You will simply need to provide monthly the total number of events that your Chapter hosted that month and how many were accredited. The system will automatically calculate the number of annual events and the number of accreditations earned.

To enter your survey scores into the dashboard, follow these steps:

**Step 1** – Enter the total combined score for the “overall program satisfaction” question from all respondents into the dashboard.

**Step 2** – Enter the total number of respondents in the space provided.

The dashboard will automatically total your average overall program satisfaction for the month. The dashboard will also automatically calculate the average satisfaction for the year. Your incentive is based on the year-end average.

If you have multiple education program styles such as monthly educational luncheons designed for larger audiences and coffee talks designed for smaller segments of membership, you will need to work with your COM to determine which programs will be tracked for the metric goal and document it in the notes section of your dashboard. It is recommended to list additional program scores in the notes section for reference and tracking purposes. The same process would apply to multiple education programs in the same month. If your multiple monthly programs are similar you can choose to combine both and track as overall for the month. You will need to work with your COM on these variations to ensure tracking is clear.

### **Chapter Awards**

Chapters will be recognized, and incentives awarded, at the annual Chapter performance awards in April. The objective of the Chapter Awards Program is to recognize, reward and spotlight Chapters for their consistent delivery of quality services to members. The Chapter Awards Program is designed to acknowledge superior Chapter performance based on objectively measured results.

**Categories tracked:** Member Satisfaction, Member Retention Non-Student, Net Member Growth Non-Student, Net Profit/Fiscal Sustainability, % Reserves, Education Content Satisfaction, Accredited Educational offerings. Results are determined through Chapter dashboard results and the Chapter Performance & Metric Summary Report.

**CHAPTER MERIT AWARD:** winners achieved highest performance over all Chapters in a specific focus area.

**TOP PERFORMING CHAPTER:** winners achieved “High Performing” status with a minimum **6 out of 7** measured focus areas of Chapter management or membership satisfaction.

**CHAPTER OF EXCELLENCE:** winners achieved “High Performing” status with a minimum **7 out of 7** measured focus areas of Chapter management and membership satisfaction.

*Updated: October 2023*



## Governance & Compliance

To further ensure Chapter sustainability, Chapters are required to follow the rules of governance and compliance as described in the MPI Chapter Bylaws and MPI Chapter Policy Manual. However, Chapters will not be rated in these areas, nor do they contribute to a Chapters ability to earn metric incentives or Chapter awards.

**CHAPTER COMPLIANCE:** Chapter compliance documents must be submitted on time and completed.

**GOVERNANCE:** Chapters must have current bylaws/policies in place and consistently adhere to them while conducting firm board practices.

**COMMUNICATION & BRAND:** Chapters must maintain a current website and at least one social media outlet that follows MPI Brand guidelines consistently.

**SUCCESSION:** A completed Board slate must be submitted to MPI by August 1<sup>st</sup>. A Board slate with “vacancies” should be reviewed with your COM on a case-by-case basis.

***The Chapter Performance & Metrics Summary Report and related metric incentives and awards programs are reviewed annually and may be subject to change. If you have any questions, please contact your Chapter Operations Manager or Director.***