



## Regional Council 2025 Summary of Goals

Deadline September 1, 2024

	<b>Membership Satisfaction &amp; Growth</b>	<b>Finance</b>	<b>Educational Events</b>	<b>WEC and/or EMEC</b>	<b>MPI Foundation</b>	
Pacific US	Drive Membership Growth through collaboration on quality education	Develop training for Chapter Finance teams, including ways to increase revenue	Work with Pacific US Chapters to collaborate on speakers to negotiate fees & share cost	Engage Chapters by planning a Pacific Region US meet up at WEC 2025	Determine three best practices, for Foundation promotion plans, to be shared across the Pacific US Chapters	
Canada	Create a participatory webinar with panelists and breakout sessions geared to Canadian chapter leaders focused on best practices for engaging members on different career journeys (senior planners, junior suppliers, students).	Encourage all chapters to consider hosting newly created revenue-generating events whether as a stand-alone event, an add-on event, or by partnering with other industry events. RCC to create a document with suggested ideas. Completion Date – Prior to	Recommendation for every chapter in the Canadian region to hold five educational events in 2025 with the RCC to host an educational session for all Canadian members. Completion Date – Prior to June 1, 2025	Ensure the RCC has representation on the MPI Foundation Canada Council to increase awareness. Encourage support of the Foundation for all Canadian Chapters to donate to the Foundation to increase the contribution by 5%. Completion Date – Prior to December 31, 2025	Promotion of WEC in St Louis June 17-19, 2025, and The Event (Location/Dates TBC). Each Canadian Chapter to support both events with a minimum of five initiatives. Completion Date – Prior to October 1, 2025	RCC to launch an annual Governance Session for new Chapter Leaders to cover topics such as Finance, Budgets, Holding Efficient Meetings, Motions etc. Completion Date – February 1, 2025

	Completion Date – Prior to August 1, 2025	September 30, 2025				
Northeast US	<p><u>Goal # 1</u> - Create a best practices document from each Chapter to include the following information by March 31, 2025:</p> <ul style="list-style-type: none"> <li>-Member retention</li> <li>-Scholarship opportunities</li> <li>-Highlighting and recognizing members</li> <li>-New member introductions</li> <li>-Member recruitment efforts</li> </ul> <p><u>Goal # 2</u> - Achieve overall average of 76.0% Member Satisfaction for FY2025 by promoting the Membership &amp; Chapter Satisfaction Survey (MCSS)</p>	Each chapter to share their sponsorship prospectus and best practices for in-kind donations by May 31, 2025.	Execute a collaborative event, in-person or virtual, with another Chapter(s) in the region and then share the successes/challenges involved with planning such as speakers, sponsors and revenue by November 30, 2025.	<p>Each Chapter will promote MPI WEC 2025 St. Louis at all events between January 1 - June 1, 2025, and complete a minimum of six (6) of the following activities in any combination, and include a member testimonial, no later than June 1, 2025:</p> <ul style="list-style-type: none"> <li>-Social media posts</li> <li>-Email promotion (dedicated email blast and/or as part of monthly newsletter)</li> <li>-List WEC St Louis on Chapter’s event page</li> </ul>	Support MPI Foundation by having each Chapter in the Northeast US allocate a minimum 25% donation from a signature event by November 30, 2025. Educate the BOD and Chapter members about the mission of the MPI Foundation, a minimum of 2 times by November 30, 2025, through the website, newsletters and/or at an event.	

	and encouraging all members to complete the survey by its deadline.					
Southwest US	Host a Town Hall in January 2025 with a panel of chapter presidents to highlight membership success strategies for the 2025 term.	Share financial best practices on budgeting, revenue-generation, reserve fund management, and sponsorship and partnership development	Every chapter will maintain a 4.22 Satisfaction Score. SW Region chapters also will cross-promote each others' signature education events	Host a SW Region Meet-Up/Reception at WEC 2025.	Share best practices on Foundation support strategies, including specific activations, i.e. % event registration, raffle, dedicated event revenue.	-
Midwest US	Compile and share new member engagement and onboarding best practices by March 31, 2025	Chapters will implement one new financial best practice, revenue producing event or strategy (from the toolkit assembled in 2024) by October 31, 2025	Chapters will submit one top speaker from 2024 and 2025 by August 31, 2025	Host a Midwest Regional Meet-Up during WEC.	Create and conduct a Foundation Chapter Challenge by December 1, 2025, with at least 7 out of 9 Chapters participating in the region.	
Southeast US	Host a virtual Membership 101 Webinar and invite all members and prospective members in the region. Conduct	Investigate opportunities for regional sponsorships by March 30, 2025	Chapters will continue to add speaker data to the speaker form when education surveys produce good results	Identify ways to easily recognize Southeast Region members at WEC and communicate it to all chapters.	Compile at least one package representing Southeast US chapters for the WEC MPI Foundation Silent Auction. Action plan	

	by August 30, 2025			Action plan created by March 30, 2025	will be created by February 15, 2025	
EMEA & APAC	Grow Community by 100 new members in a year	Develop one new EMEA partnership in a year	Aligned Chapter communication with support of external agency for cohesive brand awareness	Support promotion for EMEC2025	Organize one EMEA fundraiser action by Council to benefit MPIF	
LATAM	Maintain LATAM membership over 500 members – Overall Retention over 70% -	Keep organize 1 Latam Roadshow for Brand Awareness and to support Latam Chapter & Clubs	Incorporate Sustainability & Inclusion education in Latam Chapters and Clubs sessions in terms of topic points, try to elaborate a summary from each chapter or club.	Host 1 MPI LATAM meet up at WEC St Louis with more than 20 attendees.	Support MPIF “RDVZ” at no less than 1 Latam Trade fairs in 2025.  Include MPI Foundation in each Zoom Meeting to spread the voice and links with Chair of Latam.	

*This is a summary version of the five goals for all eight Regional Councils. These goals have been shortened for publishing purposes.*

*As of 9.16.2024*