

Kansas City Chapter Membership Achievement

2022-2023



Kansas City Chapter

Membership Achievement

Overview: The culture of this chapter is all about community, where everyone is welcome. Looking for ways to grow the chapter, they have sought out new audiences and welcomes other vertical markets not historically part of the chapter. With a strong onboarding process in place, they get the members engaged in an intentional manner as soon as they join. Adding a new technology platform allowed the board to log notes on interactions throughout the members journey to help engage them better.

Building on the affiliate program, this chapter continues to look for partnerships with other chapters to add to this program as well as creating a strategy to sustain the new memberships.

The University Outreach Program continues to be a strong relationship between the chapter, students and faculty which includes a student project to design the marketing & communications package for the annual education conference.

Objective: Making sure that everything done benefits the members and helps the community.



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Results:

- 14% Chapter growth year over year with a 78% retention rate.
- Joined 8 affiliate members in the 1st half of the 2022-2023 year.
- Worked with students on the annual education conference.
- Created a board seat on the communications team for a student member each year. This helps the student with leadership principles early in their career and gives the board a difference perspective.
- Created sponsorships for membership opportunities for 24 student members.
- Added a Planner Advisory Board in 2022, consisting for (5) planners that range in involvement with the chapter. A Supplier Advisory Board is in the works.
- Increased social media following.
- Several mentorships provided to students through the outreach program.
- CMSU is now funding MPI student memberships as part of their program. Attendance to the annual education conference is mandatory to pass the program.



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SPECIAL OFFER

MPI Affiliate
Discount Memberships

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- HEARTLAND
- INDIANA
- KANSAS CITY
- OKLAHOMA
- ST. LOUIS

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