



Descriptions for 2020-2021 Board Positions

Executive Committee

Eligibility: Any member in good standing of MPI whose primary affiliation is with this Chapter is eligible for nomination and election to any elective office. It is preferable that the member have served on the Board of Directors for a minimum of one year.

General responsibilities: The Executive Committee consists of the Chapter officers - President, President-Elect, Immediate Past President, Vice Presidents of Membership, Education, Finance, Leadership Development and Communications. The committee is responsible for developing and monitoring the Chapter budget, setting goals and objectives and ensuring that the needs of Chapter members are met and surpassed.

Members of the Executive Committee are expected to participate actively in chapter monthly meetings, activities and committee meetings, and are required to attend all monthly Board meetings and retreats.

Immediate Past President

This position is one year, occurring after completing one year as President.

- Serve as voting member of Board of Directors and Executive Committee
- Chair the Nominating Committee, ensuring compliance with bylaws and policy, providing an open nominations & elections process, and ensuring compliance with MPI elections calendar requirements.
- Support and defend policies and programs adopted by the Board of Directors
- Act as support/mentor to President
- Act as coach, advisor and counselor to board members and committees
- Attend monthly board meetings, chapter events and committee meetings
- Conduct transition meeting with successor
- Perform other duties that may be delegated by the President and/or Board of Directors

President

The role of the President is directly responsible for communicating with and supervising the chapter Vice Presidents and Directors to ensure that all assignments are completed according to the strategic plan, the chapter is financially sound, and membership is advised of all progress. This position is one year, continuing on to serve one year as Immediate Past President.

The President shall:

- Ensure Chapter adherence to Chapter Bylaws, Policies and Procedures
- Support and defend policies and programs adopted by the Board of Directors
- Prepare consent agenda for each board meeting and distribute prior to meeting
- Serve as an ex-officio member on all committees except the Nominating Committee
- Act as official spokesperson of the chapter
- Conduct annual Board Orientation and mid-year Board Retreat
- Submit budget needs for the following fiscal year



- In the event of a Chapter Administrator, oversee performance of Chapter Administrator/Executive Director, including monthly meetings and a yearly performance review.
- Serve as liaison between the chapter and MPI Headquarters
- Performs any other duties as assigned by the Board of Directors

President-Elect

The role of President-elect includes visioning the future, advising, coordinating and liaising with the President and committees. When requested, the President-Elect serves as Interim President and represents the President when requested. This position is a three-year commitment, continuing on to serve one year as president and one year as immediate past president.

The President-Elect shall:

- Serve as an advisor to the President in the President's function as chief spokesperson for the chapter.
- Serve as advisor to all Vice Presidents on the Board of Directors.
- Develop Chapter succession plan through mentoring.
- Identify and mentor future leaders.
- Oversee and provide support to the VP of Leadership Development.
- Perform other duties assigned by the President or Board of Directors.
- Be knowledgeable about Chapter activities in order to act as Interim President or represent the President when necessary.
- Oversee Chapter's Minimum Standards in regulation with MPI International requirements.



Vice President of Membership

The Vice President of Membership will oversee and provide support to the Director of Member Care. He/she will assume responsibility for membership drives for the chapter, conduct new member orientations, acting student chapter liaison, evaluate new member & member retention/renewal programs to assure member engagement and coordinating the membership retention plan. This individual will act as the liaison to Global monitoring changes regarding Michigan's chapter record and reporting membership statistics to the board of directors. This position is a one-year commitment.

This individual will also be responsible for facilitating any Global incentives or initiatives.

Activities could include:

- New Member Orientations
- Tradeshows
- Student Chapter Liaison
- Member Retention/Renewal Campaigns
- Focus Groups
- Monthly Committee Calls
- Ambassador Program

Vice President of Education

The Vice President of Education will oversee and provide support to the Director of Monthly programs. He/she will assume responsibility for the Chapter's education initiatives & education plan, and oversee the EIC Preferred Provider Program, negotiate and secure speaker contracts. This position is a one-year commitment.

Vice President of Communications

The Vice President of Communications will oversee and provide support to the Director of Social Media. He/she will assume responsibility for chapter branding efforts and execution of Chapter marketing plan that supports the objectives of MPI and creates outreach and publicity for MPI through existing and new communication vehicles. They will also assume the role of editor to oversee all chapter communications via, including but not limited to, social media, newsletter and eblasts, ensuring compliance with MPI standards for logo usage and branding. VP of Communications is also responsible for chapter website updates. This position is a one-year commitment.

Vice President of Finance

The Vice President of Finance will oversee and provide support to the Director of Strategic Partners. He/she will assume responsibility for chapter financial efforts including strategic alliances, investments and reserves. They will maintain proper accounting procedure for the receipt, payment and management of funds. They will prepare the annual operating budget and ensure compliance and provide the Board of Directors with updated financial information monthly. This position is a one-year commitment.

Vice President of Leadership Development

The Vice President of Leadership Development will mentor & provide support to all members in developing their professional skills, as well as, promote future chapter leadership. The Vice President of Leadership Development will oversee and provide support to the Director of Fundraising and Special events. This individual will assume responsibility for all of the volunteers to be sure they are being utilized, engaged on assigned committees. He/she will oversee the mentorship program, mentor café, engaged



member management, Celebration! Logistics and Awards Recognition. This position is a one-year commitment.

Directors

Eligibility: Any member in good standing who has been an MPI member for a minimum of one year is eligible for a position on the Board of Directors.

Directors facilitate, collaborate, delegate, mentor, coach, teach, resolve conflict, and execute for success. Directors create objectives to support the Chapter's Strategic and Business Plan, educate committee chairs with processes, procedures, and tools to achieve committee objectives, assist in budget development, cultivate future leaders, and schedule transition time with the incoming Director.

The chief responsibilities of a Director are managing and supervising committee chairs and the ongoing activities of working committees for the chapter. Directors are ultimately responsible for ensuring the fiscal responsibility of the committees to which they are assigned.

Directors are expected to actively participate in chapter monthly meetings, committee meetings and activities, and are required to attend all monthly Board meetings and retreats.

Director of Member Care

The chief responsibilities of the Director of Member Care are managing membership committees. He/she will assume responsibility for managing new member onboarding programs, recruitment efforts, and assisting the Vice President of Membership with any Global initiatives or membership drives. This position is a one-year commitment.

Activities could include:

- Recruitment
- Tradeshow
- Prospective Member Campaigns
- New Member Onboarding

Director of Social Media

The chief responsibilities of the Director of Social Media are overseeing all social media channels, coordination with committee chairs, creation of yearly communications calendar with VP, tracking metrics, contributing creative content and supporting the Vice President of Communications. This position is a one-year commitment.

Director of Monthly Programs

The Director of Monthly Programs is responsible for all educational programs including Global Event Industry Day (GEID) and Mid-Winter Symposium (MWS). He/she will coordinate logistics, planning and execution of education programs including site selection, menu selection, audio/visual, room set up, registration and hotel arrangements. He/she is responsible for ensuring that chapter programming meets the requirements for CEUs. He/she will work with Communications to promote the education programs. This position is a one-year commitment.

Director of Regional Conference

The Director of Regional Conference is responsible for the Michigan Chapter's role in executing the Great Lakes Education Summit in conjunction with participating MPI Chapters and administrator. He/she will



serve on the GLES planning committee to plan and oversee all logistical arrangements including site selection, website development, educational programming, vendor showcase, menu selection, audio/visual, room set up, registration and hotel arrangements. He/she will also recruit and oversee volunteers from the Michigan Chapter, This position is a one-year commitment.

Director of Strategic Partners

The Director of Strategic Partners will assume responsibility for chapter financial efforts and will develop strategies to increase revenue and in-kind support for the Chapter. He/she will develop, implement and manage Chapter sponsorship efforts, including strategic alliances. He/she will ensure compliance and report to Board of Directors. He/she will work with Communications to promote sponsorship efforts. This position is a one-year commitment.

Director of Fundraising and Special Events

The Director of Fundraising and Special Events will mentor & provide support to all members in developing their professional skills, as well as, promote future chapter leadership. This individual will assume responsibility for the oversight of Special Events, Scholarships and Silent Auction, and Engaged Member events. This position is a one-year commitment.

Descriptions for 2020-2021 Committee Chair Positions

Education

Global Event Industry Day (GEID)/ Mid-Winter Symposium (MWS)/ Signature Series (SS)

Chair: MWS/ GEID / SS (1 for all 3)

- Involved with speaker selection for the day with Education VP and Director
- Provide overall coordination of the event and oversight of the volunteers
- Generate program script / Run of show

Vice Chair: MWS / GEID / SS (1 for all 3)

- Overall coordination of the venue and event logistics
 - Menu selection
 - Meeting set up
 - Liaison with facility
 - AV needs for meeting and speaker

Volunteer 1: GEID / MWS / SS (Vice chair to do)

- Coordinate Sponsorship fulfillment
 - works with vice chair and financial sponsorship fulfillment person to make sure sponsor gets all benefits expected
 - Forward logos to Admin for powerpoint
 - Get blurb for introducing facility for blue plate award to Chair for script

Volunteer 2: GEID/ MWS / SS (1 for all 3)

- **Speaker liaison**
 - Coordinate speaker av and travel needs if necessary
 - Get speaker bio
 - Meet with speaker the day of event and introduce to chair

Volunteer 3: GEID/ MWS / SS (1 for all 3)

- **Communications/ promotions**
 - Provide Communications team with information needed on upcoming events at prescribed intervals prior to events based upon guidelines established by director of education

Finance

- **Diamond Partner Chair (2)**
 - Secure Diamond Partnerships for upcoming year
- **Diamond Partner Fulfillment Chair (1)**
 - Assure all benefits are received by partner
- **Strategic Partner Chair (3)**
 - Secure Platinum, Gold, Silver and Bronze partners as well as event and in kind
- **Strategic Partner Fulfillment (1)**
 - Assure all benefits are received by partner

Membership

All four positions require less than 30 minutes per week.

New Member Conversion Chair
Member Renewal Chair
Member Retention Chair
Student Chapter Chair

Leadership Development

Celebration Chair

- Site visit of venue
- Oversee team that plans Celebration logistics, including room set, F&B, décor, audio visual
- Coordinate with Awards team to build power point presentation of award winners
- Coordinate with communications team to promote the event

Awards Chair

- Review award categories each year

- Oversee nominations and voting process; sent out through communications team
- Notify nominees and collect bios/photos
- Coordinate with chapter administrator to order awards
- Coordinate with Celebration team to build power point presentation of award winners

Engaged Member Chair

- Oversee team that plans engaged member appreciation activities
- Coordinate with Education committee on charitable event
- Oversee team member that tracks engaged member spreadsheet

Mentorship/Mentor Café Chair (Co-chairs) 2

- Oversee Three Mentor Cafes per year
- Oversee Mentorship Program/Match Mentor/Mentees and provide guidance and monitoring of their progress

Scholarship Chair

- Review scholarship applications and award throughout the year

Special Events

- Plan special events throughout the year, i.e. trivia night, board retreat evening activities, etc.

Silent Auction Chair

- Solicit supplier members to donate items to silent auction held in Feb each year
- Prepare bid sheets and set up
- Monitor throughout the auction

Communications

2 hours monthly

Instagram: Time commitment - 20 minutes weekly.

- Represents and promotes MPI MI events, promotions and happenings on the social media platform Instagram.
- Contributes ideas for social media posts on request. Will post twice weekly on Instagram throughout the year.

Twitter: Time commitment - 20 minutes weekly.

- Represents and promotes MPI MI events, promotions and happenings on the social media platform Twitter.
- Contributes ideas for social media posts on request. Will post twice weekly on Twitter throughout the year.

LinkedIn: Time commitment - 20 minutes weekly.

- Represents and promotes MPI MI events, promotions and happenings on the professional network LinkedIn.
- Contributes ideas for social media posts on request. Will post twice weekly on LinkedIn throughout the year.