

STRATEGIC PLAN:

MOVING MINNESOTA FORWARD

July 2020 – June 2023

Purpose & Use

The plan is used as a management tool to set priorities, focus energy and resources, strengthen operations and ensures that stakeholders, volunteers, and management staff are working toward common goals, establishes agreement around intended outcomes/results, and assesses and adjusts the organization's direction in response to a changing environment.

Development of the Strategic Plan

The plan is a result of discussions held by the board of directors, volunteer leaders, management staff and consultants during the beginning of the 2019-2020 fiscal year.

A final version of the plan was submitted for approval to the Board of Directors on January 16, 2020. Progress regarding the plan will be monitored by the Board of Directors and management staff. This document will be used as a basis for strategic discussion at board retreats and at board meetings.



MISSION, VISION, CORE VALUES

What is the MPI Minnesota Chapter?

The Meeting Professionals International (MPI) Minnesota Chapter is a meeting and event industry association.

Established in 1978, the MPI Minnesota Chapter empowers its members to increase their strategic value with education, professional development, and business growth opportunities.

The membership consists of planners (including corporate, independent, and association) as well as suppliers (any company providing services and products to the meeting and event industry), affiliates (members that also belong to another primary chapter) and student members.

The Minnesota Chapter is part of MPI, a global community of more than 70 chapters and clubs in 75 countries worldwide.

VISION:

Be the premier source for the meeting and event industry

MISSION:

Connect the meeting and event community to learn, innovate, collaborate and advocate

CORE VALUES:

Connection
Impact
Passion
Growth
Fun

INITIATIVES

To fulfill its mission and realize its vision, MPI Minnesota Chapter strives to achieve the following strategic initiatives:



ONE

Attract and engage the best meeting and event professionals



TWO

Connect planners and suppliers to mutually benefit their businesses



THREE

Ensure financial sustainability



FOUR

Be the premier resource for education and information

Membership

July 2020-June 2023

- Increase in members by 30 (421)
- 78% of members were retained
- Buy MPI (B2B)
- New ways to increase membership and retention (office visits, student membership, etc.)
- Diverse group of members (new/seasoned)
- Three events outside of the metro area
- Increase Volunteer engagement (from 24% to 31%)
- Three qualified candidates for each board position
- Leadership Development Summit or Retreat

The following benchmarks have been drafted to help support reaching the department’s three-year strategic objectives.

Year 1 July 2020-June 2021	Year 2 July 2021-June 2022	Year 3 July 2022-June 2023
Increase membership to 401 360	Increase membership to 411 375	Increase membership to 421 400
Increase retention to 76% 70%	Increase retention to 77% 72%	Increase retention to 78% 74%
Annual Focus group conducted	Annual Focus group conducted	Annual Focus group conducted
One event outside of metro area	One event outside of metro area	One event outside of metro area
Increase volunteer engagement to 27%	Increase volunteer engagement to 28%	Increase volunteer engagement to 31%
Three qualified candidates for each board position	Three qualified candidates for each board position	Three qualified candidates for each board position
Assess need and timing of summit/retreat	Objectives and goals for summit/retreat developed	Summit/retreat held

Education

July 2020-June 2023

- Event attendance will have reflected membership with 50% planners and 50% suppliers (Sept 2019, 38% planner, 62% supplier)
- 130+ average number of attendees at monthly meetings
- Many events and a variety of topics to choose from
- Be the premier choice for professional education in the industry (Ground-breaking education, best technology, cutting edge ideas, more meaningful)

The following benchmarks have been drafted to help support reaching the department's three-year strategic objectives.

Year 1

July 2020-June 2021

Increase planner attendance to 42% at events

~~96~~ 75 Average number of attendees at monthly meeting

Year 2

July 2021-June 2022

Increase planner attendance to 46% at events

113 Average number of attendees at monthly meeting

Year 3

July 2022-June 2023

Increase planner attendance to 50% at events

130 Average number of attendees at monthly meeting

Marketing & Communication (MarCom)

July 2020-June 2023

- Comprehensive editorial calendar – all monthly meetings, education conference, holiday celebration, summer social, year-end celebration, membership 101, member mingles, all-team meetings, GMID, etc. repurposing newsletter articles on social
- Website maintenance and content update
- Why MPI – content on web
- Go to Resource for industry related news and trends
- Industry thought leader

The following benchmarks have been drafted to help support reaching the department’s three-year strategic objectives.

Year 1

July 2020-June 2021

~~Draft of comprehensive editorial calendar complete~~

Identify and develop external marketing opportunities to attract new members.

Quarterly review of website and updates

Source industry news article quarterly for monthly e-newsletter

Year 2

July 2021-June 2022

~~Update editorial calendar as needed~~

Identify and develop external marketing opportunities to attract new members.

Bi-monthly review of website and updates

Source industry news article bi-monthly for monthly e-newsletter

Year 3

July 2022-June 2023

~~Update editorial calendar as needed~~

Identify and develop external marketing opportunities to attract new members.

Monthly review of website and updates

Source industry news article monthly for monthly e-newsletter

Strategic Alliances

July 2020-June 2023

- \$123,199 in Reserves
- \$35,150 net income end of 2023
- \$205,350 in Sponsorship generated revenue (2020-2023)
- \$9,000 distributed in scholarships
- Financially stable

The following benchmarks have been drafted to help support reaching the department's three-year strategic objectives.

Year 1

July 2020-June 2021

~~\$92,664~~ \$50,000 in Reserves

~~\$4,625~~ \$0 net income year end

~~\$60,125~~ \$0 in Sponsorship generated revenue

~~\$2,000~~ \$0 distributed in scholarships

Year 2

July 2021-June 2022

~~\$103,765~~ \$55,000 in Reserves

~~\$11,100~~ \$5,000 net income year end

~~\$66,600~~ \$33,300 in Sponsorship generated revenue

~~\$3,000~~ distributed in scholarships

Year 3

July 2022-June 2023

~~\$123,199~~ \$65,000 in Reserves

~~\$19,425~~ \$10,000 net income year end

~~\$78,625~~ \$55,037 in Sponsorship generated revenue

~~\$4,000~~ \$3,000 distributed in scholarships

Office of the President (OOP)

July 2020-June 2023

- Drive results from strategic plan
- Nurture relationship with other MPI Chapters
- Successful Global Meeting Industry Day (GMID) Event
- Manage contractor relationships and agreements

The following benchmarks have been drafted to help support reaching the department’s three-year strategic objectives.

Year 1
July 2020-June 2021

- Verify strategic plan integrated into committee annual Business Plan/Team Status Report (TSR)
- Review and adjust strategic plan at annual and mid-year retreats
- Strategic plan integrated into board meetings
- Nurture relationship with other MPI Chapters
- Successful Global Meeting Industry Day (GMID) Event
- Manage contractor relationships and agreements

Year 2
July 2021-June 2022

- Verify strategic plan integrated into committee annual Business Plan/Team Status Report (TSR)
- Review and adjust strategic plan at annual and mid-year retreats
- Strategic plan integrated into board meetings
- Nurture relationship with other MPI Chapters
- Successful Global Meeting Industry Day (GMID) Event
- Manage contractor relationships and agreements

Year 3
July 2022-June 2023

- Verify strategic plan integrated into committee annual Business Plan/Team Status Report (TSR)
- Review and adjust strategic plan at annual and mid-year retreats
- Strategic plan integrated into board meetings
- Nurture relationship with other MPI Chapters
- Successful Global Meeting Industry Day (GMID) Event
- Manage contractor relationships and agreements
- Development of next iteration of strategic plan