



**MPI Global Vision Statement:**

*To be the first choice for professional career development and a prominent voice for the global meeting and event community*

**MPI Global Mission Statement:**

*To provide MPI members, chapters and the global meeting and event community with innovative and relevant education, networking opportunities and business exchanges, and to act as a prominent voice for the promotion and growth of the industry*

**Chapter Performance Standards:** Scores below are based on Sustaining Performance and should be considered minimum benchmarks.

Membership	Leadership	Admin & Financial	Communications	Educational Offering
<b>Satisfaction:</b> 8.00 – 8.50	<b>Succession:</b> Full Slate	<b>Compliance:</b> All Documents by June 15 <sup>th</sup> Annually	<b>Community:</b> Up to date Website and Social Media	<b>Maintain Minimum Satisfaction:</b> Score: _____
<b>Retention:</b> 70-75%	<b>Volunteer Ratio:</b> 20-25%	<b>Governance:</b> Bylaws & P&Ps Current	<b>Brand Compliant:</b> Across all platforms	<b>Education Offerings:</b> Execute a minimum of 6 Educational Events
<b>Net Member Growth Achieve:</b> 0.51 – 3.99%	<b>Global Trainings:</b> Participation in Minimums (4 attendees CBS/New board members attend Board 101)	<b>Net Profit:</b> 1% or higher		
<b>Non-Member Conversion:</b> Achieve: 2-10%		<b>Reserves:</b> 6 months operating expenses		

Business Plan Component Descriptions					
Strategic Initiative	Strategic Objective	S.M.A.R.T. Goals	Owner	Target	Progress
A broadly defined idea that provides an overview of the categorical direction of the organization (dept., product, service, etc.)	A broadly defined strategy to support its corresponding initiative <i>(focus) (WHAT)</i>	The specific, measurable, achievable, realistic & time-based action to support its corresponding objective <b>(HOW)</b>	The organizational member assigned to the execution of the S.M.A.R.T. Goal	Goal date of completion <i>(e.g., "No Later Than", or "On Or Before.")</i>	Subjective percentage (%) of completion identified during ongoing monitoring and evaluation throughout the fiscal year

<b>Strategic Initiative (Department) 1: LEADERSHIP</b>						
No.	Strategic Objective	No.	S.M.A.R.T. Goal	Owner	Target	Progress
1.1	Develop a board that is well informed of their responsibilities	1.1.1	Update & publish job descriptions for all board positions	Director, Leadership Development	7/25/2019	
1.2	Increase volunteer participation	1.2.1	Maintain a 23% volunteer engagement rate throughout the fiscal year	Director, Leadership Development	6/30/2020	
1.3	Identify volunteer needs of the chapter	1.3.1	Meet with each Director to discern appropriate volunteer needs for the committees they oversee and develop job descriptions	Director, Leadership Development	8/15/19	
1.4	Provide chapter leader training on chapter forms	1.4.1	Coordinate quarterly training on board forms for all board members	Director, Leadership Development	6/30/2020	
1.5	Discern ongoing needs of chapter membership	1.5.1	Develop and implement annual chapter needs assessment ( <i>questions developed no later than 12/1/19 and survey to run from 12/19/19 – 1/31/20</i> )	President-Elect	1/31/2020	
1.6	Streamline Board Technology	1.6.1	Transition Gmail accounts to Google for Nonprofit	President	1/15/2020	
1.7	Conduct nominations process in accordance with chapter bylaws	1.7.1	Identify five (5) members for the nominations committee in good standing Including IPP - Chair & PE	President	7/30/2019	
		1.7.2	Submit slate to Global	Immediate Past President	3/1/2020	

<b>Strategic Initiative (Department) 2: EDUCATION</b>						
No.	Strategic Objective	No.	S.M.A.R.T. Goal	Owner	Target	Progress
2.1	Develop and implement new meeting formats for chapter educational programs	2.1.1	<b>New Format No 1:</b> Member Choice: Create One (1) minute video from speakers where members will vote on and select their choice ( <i>additionally, team will create a Best Practice for this format and send to Global</i> )	Vice President, Education	4/30/2020	
		2.1.2	<b>New Format No 2:</b> Experiential Event – behind the scenes of the Convention Center	Vice President, Education	6/30/2020	
		2.1.3	<b>New Format No 3:</b> CMP focused event, extended education “After program”	Vice President, Education	6/30/2020	
2.2	Use attendee survey data to maintain high quality chapter educational content	2.2.1	Maintain a minimum 4.80 score ( <i>on a 5.00-point scale</i> ) on all chapter educational offerings	Director, Education	6/30/2020	
2.3	Offer Superior Education for all attendees	2.3.1	Execute six (6) educational programs that qualify for EIC CEUs from September 2019 - May 2020	Vice President, Education	5/31/2020	

2.4	Provide clear and transparent speaker payment processes for the chapter	2.4.1	Revise speaker Letter of Agreement (LOA)	Vice President, Education	7/31/19	
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<b>Strategic Initiative (Department) 3: MEMBERSHIP</b>						
No.	Strategic Objective	No.	S.M.A.R.T. Goal	Owner	Target	Progress
3.1	Create and implement enhanced member recruitment opportunities	3.1.1	Rebrand, plan and execute a minimum of one (1) "MPI on the Road"	Director, Recruitment	6/30/2020	
3.2	Meet and or exceed MPI global member retention goals	3.2.1	Maintain an annual member retention rate of 75%	Director, Member Care	6/30/2020	
3.3	Meet and or exceed MPI global member recruitment goals	3.3.1	Increase total membership to 500	Director, Recruitment	6/30/2020	
3.4	Meet and or exceed MPI global non-member conversion goals	3.4.1	Increase Non-Member Conversions to 10%	Director, Recruitment	6/30/2020	
3.5	Provide ongoing new member engagement opportunities	3.5.1	Plan and Execute a minimum of two (2) New Member Receptions	Director, Member Care	6/30/2020	
		3.5.2	Plan and execute a minimum of (5) new member orientations	Director, Member Care	6/30/2020	
3.6	Create and implement enhanced student engagement opportunities	3.6.1	Plan and execute a minimum of one (1) student visit each semester	Director, Recruitment	6/30/2020	
		3.6.2	Plan and execute a minimum of one (1) student "WEC – Know Before You Go" offering	Director, Member Care	6/30/2020	

<b>Strategic Initiative (Department) 4: COMMUNICATIONS</b>						
No.	Strategic Objective	No.	S.M.A.R.T. Goal	Owner	Target	Progress
4.1	Revamp Community Service Project	4.1.1	Present 3 options to board to vote on	Director, Marketing	9/19/2019	
		4.1.2	Secure Community service Organization	Director, Marketing	10/17/2019	
		4.1.3	Host a minimum of 6 community service events with new organization	Director, Marketing	6/30/2020	
4.2	Increase social media presence/activity	4.2.1	Roll out new Hashtag or Tags / Check in for Events	Director, Marketing	9/19/2019	
		4.2.2	Cease use of event app	Director, Marketing	12/31/2019	
		4.2.3	Create 10 Facebook Events for all MPIRMC events	Director, Marketing	6/30/2020	
4.3	Develop new ways to drive advertising income	4.3.1	Evaluate current advertising costs based upon mean in the market	VP, Communications	9/30/2019	
		4.3.2	Sell 5 Stand-alone Advertising emails	VP, Communications	6/30/2020	

<b>4.4</b>	<b>Revamp Weekly emails/MPI Member Minute</b>	<b>4.4.1</b>	Meet with RMEC to review formatting/layout	Director, Publications	7/30/2019	
		<b>4.4.2</b>	Redesign the Marketing form	Director, Publications	8/15/2019	
		<b>4.4.3</b>	Present BOD with new e-blast program	Director, Publications	8/30/2019	
		<b>4.4.4</b>	Launch new e-blast program	Director, Publications	10/1/2019	
<b>4.5</b>	<b>Drive more traffic to our chapter website</b>	<b>4.5.1</b>	Increase traffic by 10% to MPIRMC website	Director, Marketing	6/30/2020	

<b>Strategic Initiative (Department) 5: FINANCE</b>						
<b>No.</b>	<b>Strategic Objective</b>	<b>No.</b>	<b>S.M.A.R.T. Goal</b>	<b>Owner</b>	<b>Target</b>	<b>Progress</b>
<b>5.1</b>	Streamline chapter financial processes	<b>5.1.1</b>	Review all LOA's and ensure each event has a specific one that is approved by the appropriate department VP	VP, Finance	9/1/2019	
<b>5.2</b>	Increase participation at golf tournament	<b>5.2.1</b>	Ensure 100 golfers	Director, Fundraising	8/15/19	
<b>5.3</b>	Increase revenue from golf tournament	<b>5.3.1</b>	Ensure a \$15,000 net profit for golf tournament	Director, Fundraising	6/30/2020	
<b>5.4</b>	Spread out venues throughout the area to better serve member needs	<b>5.4.1</b>	Go over updated member list to approach people who have not hosted and approach nonmembers to become members and host events evenly dispersed.	Director, Strategic Alliance	1/1/2020	
<b>5.5</b>	Execute a profitable annual marquis networking event	<b>5.5.1</b>	GalAuction to ensure \$18,000 net profit	Director, Special Events	6/30/2020	
<b>5.6</b>	Implement multiple networking opportunities for members	<b>5.6.1</b>	Plan and execute a minimum of 4 MPI after 5's with a target revenue of \$3500	Director, Strategic Alliance	6/30/2020	