

Item	Description	Metric	Owner (Who is responsible)	Committee	Completion Date (No Later Than)	Stage to Completion (e.g. 10%, etc. - For use at mid-year retreat)
METRIC 1: RETENTION						
Objective 1.1	Achieve a rate of 75% retention	1	Director, Membership	Retention	6/30/2020	
Action 1.1.1	Committee members will execute monthly "Member ROI" /renewal calls and report results monthly to the VP Membership	1	Director, Membership	Retention	6/30/2020	
Action 1.1.2	Develop and implement Strategic Onboarding for New members - Process pending Global Member Onboarding Update	1	Director, Membership	Retention	6/30/2020	
Action 1.1.3	Continue to run length of service recognition pins and/or ribbon program at September and May programs	1	Director, Membership	Retention	6/30/2020	
Action 1.1.4	Execute an MPI and Me Session at Professional Education Programs - collaborate with Leadership Development to include member testimonials	1	Director, Membership	Retention	6/30/2020	
Objective 1.2	Offer one (1) WEC & one (1) CMPU Scholarship	1	Director, Leadership Development	Awards & Recognition	6/30/2020	
Action 1.2.1	Distribute a minimum of 2 marketing email blasts for each (WEC/CMP U)	1	Director, Leadership Development	Awards & Recognition	4/30/2020	
Objective 1.3	Present a minimum of 4 MPQ awards, plus a minimum of four (4) annual awards and one (1) Spire Award	1	Director, Leadership Development	Awards & Recognition	6/30/2020	
Action 1.3.1	Distribute a quarterly call for nominations email for MPQ	1	Director, Leadership Development	Awards & Recognition	5/31/2020	

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Objective 1.4	Inclusion & Diversity: Ensure I&D is involved/present in every chapter event	1	Director, Leadership Development	Inclusion & Diversity	6/30/2020	
Action 1.4.1	I&D to have a liaison with every event committee (PEP, ACE, NBN, C&F)	1	Director, Leadership Development	Inclusion & Diversity	6/30/2020	
Action 1.4.2	I&D having a table at career fair, NBN and chapter booth at ACE	1	Director, Leadership Development	Inclusion & Diversity	6/30/2020	

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METRIC 2: RECRUITMENT						
Objective 2.1	Recruit a total of 215 new members for a net increase of 5% year over year	2	Director, Membership	Recruitment	6/30/2020	
Action 2.1.1	Have a Membership representation/presence and materials at every event, to include the MPI and Me Sessions prior to education programs.	2	Director, Membership	Recruitment	6/30/2020	
Action 2.1.2	Engage with non-members, as listed on registration, two weeks prior to each event to determine their goals and anticipated ROI and see if we can connect with them onsite or refer them to a member who can assist and promote MPI. Implement a Follow-Up Connection	2	Director, Membership	Recruitment	6/30/2020	
Action 2.1.3	Execute one (1) Nothing But Networking event	2	Director, Membership	Recruitment	6/30/2020	
Action 2.1.4	Organize at least two membership recruitment pushes (via media or onsite). Options to include: Holiday Event, Corks & Forks, ACE, GMID.	2	Director, Membership	Recruitment	6/30/2020	
Action 2.1.5	Promote the Refer a Friend program	2	Director, Membership	Recruitment	6/30/2020	

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Objective 2.2	Engage Emerging Professionals – New Professionals (50%), New Graduates (25%) , Students (25%) Participate in or host minimum of two (2)	2	Director, Membership	Recruitment	6/30/2020	
Action 2.2.1	Emerging Professionals focused events with a minimum attendance of 25 attendees at each event.	2	Director, Membership	Emerging Professionals	6/30/2020	
Action 2.2.2	Promote MPI at least 4 times via Social Media directed to Emerging Professionals audience; promote past events on Social Meeting with photos after every event	2	Director, Membership	Emerging Professionals	6/30/2020	
Action 2.2.3	Recruit 20 Mentors to assign to interested members as needed	2	Director, Membership	Emerging Professionals	6/30/2020	
Action 2.2.4	Create awareness of Mentor program to members utilizing social media, promotion at events, and member outreach	2	Director, Membership	Emerging Professionals	6/30/2020	

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METRIC 3: MEMBER SATISFACTION						
Objective 3.1	Plan and execute 4 education programs per year	3	Director, Education	Programs	6/30/2020	
Action 3.1.1	Execute a minimum of one (1) education program on a corporate campus or unique venue	3	Director, Education	Programs	6/30/2020	
Action 3.1.2	Execute a minimum of one (1) experiential, alternative learning format	3	Director, Education	Programs	6/30/2020	
Action 3.1.3	Produce an educational program in collaboration with Corks and Forks Committee (content TBD)	3	Director, Education	Programs	6/30/2020	
Action 3.1.4	Identify and fill key committee liaison positions (i.e. marketing, partnerships, membership, corks & forks, venue procurement, special events and ACE)	3	Director, Education	Programs	6/30/2020	
Objective 3.2	Plan and execute CMP University achieving a score of 5.6	3	Director, Education	Programs	6/30/2020	
Action 3.2.1	Secure location in Bay Area	3	Director, Education	Programs	11/1/2019	
Action 3.2.2	Explore adding a bootcamp component to help people prepare for January or August test dates	3	Director, Education	Programs	6/30/2020	
Objective 3.3	Deliver 3 professional designation information sessions	3	Director, Education	Programs	6/30/2020	
Action 3.3.1	Deliver one (1) 1 CMP certification information session	3	Director, Education	CMP/CMM	6/30/2020	
Action 3.3.2	Deliver one (1) CMP recertification information session	3	Director, Education	CMP/CMM	6/30/2020	
Action 3.3.3	Deliver one (1) CMM certification information session	3	Director, Education	CMP/CMM	6/30/2020	

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Objective 3.4	Position MPINCC as the leader in the Bay Area Meeting Professional Community supporting chapter Events, Education Opportunities, Networking Event and Campaigns via social media	3	Director, Marketing	Marketing	6/30/2020	
Action 3.4.1	Establish baseline to learn social media click thru rates for the chapter events & engagement opportunities (via bit.ly tracking) to position us to grow attendance & engagement.	3	Director, Marketing	Marketing	6/30/2020	
Action 3.4.2	Create social media campaign to promote chapter volunteers and grow volunteer engagement Restructure MSR process to be more of a marketing brief of key	3	Director, Marketing	Marketing	6/30/2020	
Action 3.4.3	dates/messages/speakers/partners to empower Marketing team to create consistent voice and goals of posts.	3	Director, Marketing	Marketing	6/30/2020	
Action 3.4.4	Create chapter “voice” for each social media channel – LinkedIn, Twitter, Facebook, Instagram – to align with Chapter voice and metrics	3	Director, Marketing	Marketing	6/30/2020	
Action 3.4.5	Recruit 6 committee members for social media	3	Director, Marketing	Marketing	6/30/2020	
Objective 3.5	Publish, distribute and promote four (4) issues of MPINCC’s Perspective magazine (print & digital)	3	Director, Marketing	Marketing	6/30/2020	
Action 3.5.1	Test & Learn social promotion of Perspectives to learn if we can increase click rates on Digital version of Perspective for consideration of move to digital only	3	Director, Marketing	Perspective	6/30/2020	
Action 3.5.2	Survey Membership on interest of print edition of Perspective	3	Director, Marketing	Perspective	6/30/2020	
Action 3.5.3	Recruit 8 committee members	3	Director, Marketing	Perspective	6/30/2020	

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Objective 3.6	Consult with the Office on Chapter Emails to help create one voice	3	Director, Marketing	Marketing	6/30/2020	
Action 3.6.1	Partner with office for thoughtful alignment of language with chapter voice	3	Director, Marketing	Perspective	6/30/2020	
Objective 3.7	Streamline Annual Conference & Expo (ACE)	3	VP, ACE	ACE	3/24/2020	
Action 3.7.1	Discontinue General Session and Sunrise Session	3	VP, ACE	ACE	3/24/2020	
Action 3.7.2	Move Breakfast in between 1st Education Track and 2nd Education Track to be held in General Session area. Housekeeping announcements will be held during breakfast.	3	VP, ACE	ACE	3/24/2020	
Action 3.7.3	Secure 2 educational sessions directed at seasoned event planners	3	VP, ACE	ACE	3/24/2020	
Action 3.7.4	Bring lunch back onto the tradeshow floor - create progressive lunch area around show floor with different cuisines.	3	VP, ACE	ACE	3/24/2020	
Action 3.7.5	Retain "neighborhood" layout design, but allow exhibitors to choose their own space.	3	VP, ACE	ACE	3/24/2020	
Action 3.7.6	Have 3 Chairs - 1 for expo, 1 for education, 1 for attendee engagement (e.g., registration auditing, volunteer coordination, lunch set up, etc.).	3	VP, ACE	ACE	3/24/2020	
Objective 3.8	Execute the Nominations Process as stated in the By-Laws	3	IPP	Nominations	2/28/2020	
Action 3.8.1	Form a committee, minimum of six members, maximum of ten members	3	IPP	Nominations	10/31/2019	
Action 3.8.2	Hold a call or webinar meeting to train committee on nominations process	3	IPP	Nominations	10/31/2019	

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METRIC 4: VOLUNTEER ENGAGEMENT						
Objective 4.1	Recruitment - Increase volunteer involvement in MPINCC to 160 volunteers (20% of membership – based on 801 members)	4	Director, Leadership Development	Volunteer Development	6/30/2020	
Action 4.1.1	Contact all interested volunteers within one (1) week of receiving submitted online volunteer form	4	Director, Leadership Development	Volunteer Development	6/30/2020	
Action 4.1.2	Complete one (1) check-in with all new volunteers to gauge satisfaction and engagement quarterly	4	Director, Leadership Development	Volunteer Development	6/30/2020	
Action 4.1.3	Deliver two (2) Committee Fair Trade Shows - Fall & Spring to bring in more volunteers Recognize Volunteers monthly who go 'above and beyond' on a committee	4	Director, Leadership Development	Volunteer Development	9/30/2019 3/31/20	
Action 4.1.4	Recognize all Volunteers with a THANK YOU reception at the end of the term	4	Director, Leadership Development	Volunteer Development	6/30/2020	
Action 4.1.5	Execute one (1) professional development training (Chair 101) at beginning of term & one (1) mid-year refresher	4	Director, Leadership Development	Volunteer Development	7/31/19 2/28/20	
Action 4.1.6	Have one committee member dedicated to track all day of volunteers all year long	4	Director, Leadership Development	Volunteer Development	6/30/2020	
Objective 4.2	Collaborate with Membership for MPI & Me to involve testimonials from members	4	Director, Leadership Development	Volunteer Development	6/30/2020	

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Objective 4.3	Leadership Development	4	Director, Leadership Development	Volunteer Development	6/30/2020	
Action 4.3.1	Implement monthly "Ted Talk" link opportunities sent via email to all chairs/co-chairs and committee volunteers	4	Director, Leadership Development	Volunteer Development	6/30/2020	
Action 4.3.2	Implement quarterly "Ted Talk" opportunities. 30 min call with 15 min on topic and 15 min of Q&A	4	Director, Leadership Development	Volunteer Development	6/30/2020	
Objective 4.4	Mentorship for Leadership	4	Director, Leadership Development	Volunteer Development	12/31/2019	
Action 4.4.1	Implement the mentorship program for new (1-2 year) board members and match them with "retired" board members	4	Director, Leadership Development	Volunteer Development	7/1/2019	
Action 4.4.2	Check in calls with mentors and mentees at 6 months for feedback	4	Director, Leadership Development	Volunteer Development	12/31/2019	
Objective 4.5	Formalize Board Transition Process	4	PE	Volunteer Development	9/30/2019	
Action 4.5.1	Implement in-person transition meeting between outgoing and incoming board members	4	PE	Volunteer Development	9/30/2019	

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METRIC 5: FINANCIAL MANAGEMENT						
Objective 5.1	Plan a "Culinary Experience" Event (ie. Corks & Forks) to achieve a profit of \$8,000	5	Director, Special Events	Culinary Experience	4/1/2020	
Action 5.1.1	Secure 10 volunteers (facilitate: F&B, silent auction, decor, entertainment, production, liaison with communications, partnership & membership)	5	Director, Special Events	Culinary Experience	4/1/2020	
Action 5.1.2	Increase C&F revenue by 6% (extra 1% to make-up for Holiday)	5	Director, Special Events	Culinary Experience	4/1/2020	
Action 5.1.3	Assign Liaison to communicate w/ communications, partnership, membership	5	Director, Special Events	Culinary Experience	4/1/2020	
Objective 5.2	Create an event that recognizes the achievements to the chapter/industry of our members, to validate the installation of incoming board and appreciation of outgoing board	5	Director, Special Events	Gala	6/30/2020	
Action 5.2.1	Secure 10-15 volunteers (facilitate: F&B, silent auction, decor, entertainment, production, etc)	5	Director, Special Events	Gala	6/30/2020	
Action 5.2.2	Increase gala revenue by 5%	5	Director, Special Events	Gala	6/30/2020	
Action 5.2.3	Produce an Annual Gala to achieve profit of \$6,001	5	Director, Special Events	Gala	6/30/2020	
Objective 5.3	Create a Culture of Budget/Finance Ownership from Top Down Through Committee Members	5	VP, Finance		6/1/2020	
Action 5.3.1	Review Budget Format to Include Year Previous Comparison on P&L	5	VP, Finance		6/1/2020	
Action 5.3.2	Create 3 Year Finance Comparison Presentation to be Presented at Mid-Year Retreat	5	VP, Finance		6/1/2020	
Action 5.3.3	Review Budget Format and presentation to chairs	5	VP, Finance		6/1/2020	

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Objective 5.4	Achieve \$128,150 in Partnerships for 2019-2020 program year	5	Director, Partnerships	Partnerships	6/30/2020	
Action 5.4.1	Update the partnerships/sponsorships prospectus to review additional revenue opportunities	5	Director, Partnerships	Partnerships	6/30/2020	
Action 5.4.2	Secure sponsorships for ACE, exceeding \$25,200	5	Director, Partnerships	Partnerships	6/30/2020	
Action 5.4.3	Secure \$80,000 in sustaining and chapter program sponsorships	5	Director, Partnerships	Partnerships	6/30/2020	
Action 5.4.4	Secure total of \$1,600 in raffle ticket sales at educational programs	5	Director, Partnerships	Partnerships	6/30/2020	
Action 5.4.5	Secure \$21,350 in raffle ticket sales and auction sales at the Holiday Event Raffle and the Gala Auction	5	Director, Partnerships	Partnerships	6/30/2020	
Objective 5.5	Achieve profit of \$135,000 for Annual Conference & Expo (ACE)	5	VP, ACE	ACE	3/24/2020	
Action 5.5.1	Secure 350 Planner registrations	5	VP, ACE	ACE	3/24/2020	
Action 5.5.2	Increase 2019 ACE Exhibitor Revenue by 3%	5	VP, ACE	ACE	3/24/2020	
Action 5.5.3	Work with partnerships to identify partnership strategy	5	VP, ACE	ACE	3/24/2020	
Objective 5.6	Implement ACE Task Force	5	President	OTP, Finance, ACE Stakeholders	10/31/2019	
Action 5.6.1	Form a task force of OTP, Finance and Past ACE Stakeholders	5	President	OTP, Finance, ACE Stakeholders	8/31/2019	
Action 5.6.2	Create strategic plan for the next three years of ACE	5	President	OTP, Finance, ACE Stakeholders	10/31/2019	
Objective 5.7	Annual Review of Chapter Contracts	5	OTP	OTP, Finance	7/31/2019	
Action 5.7.1	Review annual chapter contracts prior to renewal	5	OTP	OTP, Finance	7/31/2019	