MPI Global Vision Statement: Leading and empowering an inclusive meeting and event community to change the world.
MPI Global Mission Statement: Connect the global meeting and event community to learn, innovate, collaborate, and advocate.

Chapter Performance Standards: Scores below are based on sustaining performance and should be considered minimum benchmarks. For a glossary of terms and instructions on using this business plan, refer to the guide on p. 1.

Membership Satisfaction & Growth	Leadership & Engagement	Administration & Finance	Communication & Brand	Educational Offerings
Member Satisfaction: *61 – 70%* *Metric Incentive begins with member satisfaction of 71%*	Succession: Complete board slate due to MPI Global by *March 1*	Compliance: All documents filed with MPI Global by *June 15*	Community Presence: *Maintain current info on website and at least one social media outlet (not scored)*	Clock-hour Accredited Educational Offerings: *4 educational events.* *Metric Incentive begins with 4 sessions approved by EIC, ILEA, ASAE, etc.*
Member Retention Without Students: *65.1 - 70%* *Metric Incentive begins with member satisfaction of 70.1%*	Volunteer Engagement: *Maintain a healthy pipeline (not scored)*	Governance: Update chapter bylaws & policy manuals by *June 15*	Brand Compliance: *Meet guidelines consistently & in timely manner (not scored)*	Education Content Satisfaction: *4.22-4.32% survey score*
Net Member Growth: *0.1 - 3%* *Metric Incentive begins with net member growth of 3.1%*	Global Trainings: Participation in globally mandated programs: *Online Chapter Leader Training, CAP, etc.*	Net Profit/Fiscal Sustainability: *0.1 - 1%* *Metric Incentive begins with net profit of 1.1%*		
		Reserves as % of Fixed Annual Operating Expenses: *25.1-75% of target*		

Membership:

Metric Incentives: **#1:** Membership Satisfaction **#2:** Member Retention without Students **#3:** Net Member Growth **#4:** Net Profit/Fiscal Sustainability
#5: Reserves **#6** Education Content Satisfaction **#7** Clock Hour-Accredited Education

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(Note: Membership goals should be reflective of growth, retention, engagement, satisfaction, etc. Chapter Admin to provide net member growth, and member satisfaction goals below prior to dissemination)

Performance Standard or Metric	Objectives/Actions	Description	Owner	Collaborations	Completion Date (no later than)	Stage to Completion at report out
	Objective 1 Revamp Affiliate Program	Revise affiliate application and create a campaign to promote to other MPI chapters	VP Membership	Director Membership	6/30/23	0%
	Objective 2 Increase Student Participation	Promote value of MPI membership to both faculty & students at local universities	VP Membership Director Membership		6/30/23	0%
	Objective 3 Partner with other departments and/or	Host (4) networking opportunities in conjunction with education programs.	VP Membership Director Membership	Education Special Educational Projects		0%

Metric Incentives: #1: Membership Satisfaction **#2:** Member Retention without Students **#3:** Net Member Growth **#4:** Net Profit/Fiscal Sustainability
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	associations to host networking events				
	Objective 4 Increase membership to 250	Create a membership campaign, BOD participation in volunteer-athon, new member focus in newsletter & on social media	VP Membership Director Membership	Membership Communications Board of Directors		0%

Metric Incentives: #1: Membership Satisfaction **#2:** Member Retention without Students **#3:** Net Member Growth **#4:** Net Profit/Fiscal Sustainability
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Education:

(Note: Education goals should be reflective of driving attendance, clock hours, meeting member's content needs, etc. Not a list of chapter events - Chapter Admin to provide Education Satisfaction goal below prior to dissemination)

Performance Standard or Metric	Objectives/Actions	Description	Owner	Collaborations	Completion Date (no later than)	Stage to Completion at report out
	Objective 1 Create & maintain Speaker Database and Plan Year in Advance	Information for speakers, topics, fees in one document for Education Team to use to recruit and contract speakers	Director of Education	VP of Education	7/31/22, OnGoing	0%
	Objective 2 Maintain Education Satisfaction Score of 4.5 or better	Continue to meet this standard and strive for improvement	Director of Education	VP of Education	6/30/23	0%
	Objective 3 Host at least one education program in outlying areas and/or on the	Engage with our members in these areas for Education during the weekend to	Director of Education	VP of Education, Membership	6/30/22	0%

Metric Incentives: #1: Membership Satisfaction **#2:** Member Retention without Students **#3:** Net Member Growth **#4:** Net Profit/Fiscal Sustainability **#5:** Reserves **#6** Education Content Satisfaction **#7** Clock Hour-Accredited Education

	weekend (i.e., West Valley, Tucson, Flagstaff, Prescott, etc.)	accommodate different schedules				
	Objective 4 Collaboration with a new industry association (i.e. PCMA) on Education Programs	Opportunity to present Education with other associations in the industry and cross promote organizations	Director of Education	VP of Education, Membership	6/30/22	10%

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Marketing & Communication:

(Note: Marketing & Communication goals should be reflective of growth opportunities in marketing the chapter, reach of membership, development of new outreach initiatives, etc.)

Performance Standard or Metric	Objectives/Actions	Description	Owner	Collaborations	Completion Date (no later than)	Stage to Completion at report out
Communication & Branding	**Objective 1:** Stay 2-3 weeks ahead	Create tools to maintain a proactive approach to content	VP	Digital Communications	8/1/22	
	Action 1: Google Form	Create a Google form for submitting all social and newsletter content	VP/Director	Digital Communications	8/1/22	
	Action 2: Communications Plan	Create a communications plan that will be updated monthly and in leadership shared drive for board review	VP/Director	Digital and Strategic Communications	Ongoing	
	Action 2: Canva Branding Scheduling	Create consistent templates for brand and Utilize Canva's scheduling tool for social channels	Director	Digital Communications	Ongoing	
Communication & Branding	**Objective 2:** Audits and Consolidation	Run full audits to create benchmarks and consolidate platforms used	VP	Digital Communications	1/30/23	
	Action 1: Initial Audit	Run an audit of all social channels and newsletter metrics	VP/Director	Digital Communications	8/1/22	

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	Action 2: Newsletter Clean Up	Move all contacts to CVENT platform, remove dups, bounce back, create buckets by type	VP/Director	Digital Communications	9/1/22	
	Action 3: Secondary Audit	Run additional audit mid-year to measure growth, provide to SA for sponsor support	VP/Director	Digital Communications	1/30/23	
Communications & Branding	Objective 3: Departmental Liaisons	Provide 1 member of the communications team to support each: Membership, Strategic Alliances and Education	VP	Strategic Communications	8/1/22	
	Action 1: Monthly check-ins	Liaison will check in with their department monthly	Committee Members	Digital and Strategic Communications	Monthly	
	Action 2: Provide tools	Liaison will provide the submission tools to departments	Committee Members	Digital and Strategic Communications	Ongoing	

Finance:

(Note: Finance goals should be reflective of profit, managing expenses, sponsorship needs, reserves etc. Chapter Admin to provide financial management goal below prior to dissemination)

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Performance Standard or Metric	Objectives/Actions	Description	Owner	Collaborations	Completion Date (no later than)	Stage to Completion at report out
	Objective #1 Raise $16,300 at 3 Fundraising Events	Golf Tournament, Holiday Party, Spring Fundraiser	Director of Special Events	VP Finance Golf Chair Special Events Chair	06/30/23	0%
	Objective #2 Secure a Minimum of $14,500 in Sponsorships	CVB, Meeting Partners, Supplier Members, Other Untapped Sources	Director of Strategic Alliances	VP Finance	6/30/23	0%

Leadership/OTP:

(Note: Goals should be reflective of member/volunteer engagement growth, satisfaction, training and processes. Chapter Admin to provide volunteer engagement goal below prior to dissemination)

Metric Incentives: #1: Membership Satisfaction **#2:** Member Retention without Students **#3:** Net Member Growth **#4:** Net Profit/Fiscal Sustainability
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Performance Standard or Metric	Objectives/Actions	Description	Owner	Collaborations	Completion Date (no later than)	Stage to Completion at report out
	Objective 1 Obtain 50 new members in 2022-2023. Increase membership to pre-pandemic 260 members.	External PR campaign to attract new members and recruitment of non-members attending all MPI AZ 2022-23 programs and events.	VP Membership/VP Communication		6/30/2023	
	Objective 2 90% attendance at board meetings and board retreats	Through communication set expectations of attending board meetings, tracked by attendance spreadsheet	President/ Executive Director		6/30/2023	
	100% Board of Director and Chair position needs assessment and fulfillment.	Examine board and chair positions with scrutiny of merge, elimination or change; fill current board and committee positions.			12/30/2022	
	Objective 3 Streamline event planning, contracting, payments, sponsorships, and venue RFP processes and procedures for	Assess current processes and procedures challenges; provide checklist for programs/event planning in Gdrive.			December 1, 2022	50%

Metric Incentives: #1: Membership Satisfaction **#2:** Member Retention without Students **#3:** Net Member Growth **#4:** Net Profit/Fiscal Sustainability
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	board/committee chairs.					
		Create a central database for sponsorship, raffle prizes and venue hosts for events in Gdrive.			June 30, 2022	
		Secure a process and procedure along with a document signature app for contracts and payment requests.			August 1, 2022	
	Objective 4 Engage new members at each event to keep them returning; provide relevant education; recruit talent to committees.	Conduct Committee Talent Orientation	OTP		September 1, 2022	
		Combine four (4) education and networking in 2022-23 programs that include new member engagement activity, promote need for talent or experience opportunities; utilize OTP in any capacity to fulfill these solutions.	OTP/VP Education/VP Membership		June 30, 2023	
	Objective 5	Increase membership, paid event attendance, more	VP Membership/VP Finance/VP Education		6/30/2023	

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	Breakeven in 2022-23 utilizing $0 of MPI AZ reserves	sponsorships/donations based on budget projections.				

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