



MPI Arizona Sunbelt Chapter

2021-22 BUSINESS PLAN

MPI Global Vision Statement: Leading and empowering the 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. 8-9.

Membership Satisfaction & Growth	Leadership & Engagement	Administration & Finance	Communication & Brand	Educational Offerings
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Metric Incentives: #1: Membership Satisfaction #2: Net Member Growth #3: Net Profit/Fiscal Sustainability
#4: Clock Hour-Accredited Education #5: Volunteer Engagement

<p>Member Satisfaction: 60.1-70%</p> <p><i>Metric Incentive begins with member satisfaction of 70.1%</i></p>	<p>Succession: Complete board slate due to MPI Global by March 1st</p>	<p>Compliance: All documents reviewed by June 15th. File with MPI Global by July 1st</p>	<p>Community Presence: Maintain current info on website and at least one social media outlet</p>	<p>Clock-hour Accredited Educational Offerings: 6 educational events.</p> <p><i>Metric Incentive begins with 3 sessions approved by EIC, ILEA, ASAE, etc.</i></p>
<p>Member Retention Without Students: 70.1-75%</p>	<p>Volunteer Engagement: 15.1-20%</p>	<p>Governance: Update chapter bylaws & policy manuals by July 1st</p>	<p>Brand Compliance: Meet guidelines consistently & in timely manner</p>	<p>Content Satisfaction: 4.22-4.32% survey score</p>
<p>Net Member Growth: 0.51-3.5%</p> <p><i>Metric Incentive begins with net member growth of 3.51%</i></p>	<p>Global Trainings: Participation in globally mandated programs: Online Chapter Leader Training, CAP, etc.</p>	<p>Net Profit/Fiscal Sustainability: 1.1-5%</p> <p><i>Metric Incentive begins with net profit of 5.1%</i></p>		
<p>Non-Member Conversion Rate: 2.1-10%</p>		<p>Reserves as % of Fixed Annual Operating Expenses: 50.1-100% of target</p>		

Metric Incentives: #1: Membership Satisfaction **#2:** Net Member Growth **#3:** Net Profit/Fiscal Sustainability
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Membership:

(Note: Membership goals should be reflective of growth, retention, conversion, engagement, satisfaction, etc. Chapter Admin to provide net member growth, member satisfaction and conversion 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 Increase membership to 250	Gain total number of members to 250 or higher (225 members, as of June 2021)	VP Membership		6/30/22	0%

Metric Incentives: #1: Membership Satisfaction #2: Net Member Growth #3: Net Profit/Fiscal Sustainability
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	Objective #2 Membership Retention of 70% or Higher		VP Membership	Chair, Recruitment & Renewals Committee Members	6/30/22	0%
	Objective #3 Host 4 Networking Events	Plan 4 open/speed networking events at different venues	VP Membership	Director of Membership Chair, Networking Events	6/30/22	0%
	Objective #4 Membership Satisfaction Survey of 75% or Better		VP Membership	All BOD	6/30/22	0%

Metric Incentives: #1: Membership Satisfaction **#2:** Net Member Growth **#3:** 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 Plan and execute a virtual CMP U for 2022	Engage the CMP U committee to continue on the 20-21 momentum by managing a fully virtual program. Program would be fully accessible to any who wish to participate, regardless of chapter affiliation, Study tools, including the online video library of all sessions to be made available to enrolled participants.	VP of Education	Director of Special Educational Programs CMP U Committee	6/2022	0%

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		Plan and execute one (1) EduCon program	VP of Education	Director of Special Educational Programs and Educon Committee	8/29/21	90%
	Objective #3 Maintain Education Satisfaction Score of 4.5 or better	Monitor Education Satisfaction via occasional surveys and adjust programming as needed to maintain satisfaction score	VP of Education	Director of Special Educational Programs	6/1/22	0%
	Objective #4 Continue to be a CMP Preferred Provider	Ensure that annual dues are paid to EIC and work with Education team to submit qualifying programs	VP of Education	Education Directors and assistance from Joanne Winter	6/1/22	0%

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	Objective #5 Provide a minimum of 3 EIC Approved CEU credit hours	Create and provide at least 3 EIC approved CEU credit hours. Targeting EduCon to complete this objective	VP of Education	Director of Monthly Programs Director of Special Educational Programs	6/1/2022	0%

Metric Incentives: #1: Membership Satisfaction #2: Net Member Growth #3: Net Profit/Fiscal Sustainability
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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
	Objective #1 Increase Social Media Visibility	<ol style="list-style-type: none">1. Create more engaging content for the social media posts (i.e., challenge membership to take action, encourage participation in upcoming events in new and creative ways, etc.)2. Tag other similar organizations via hashtags to encourage broader visibility for our posts.3. Share content from other sources	VP of Communications	Director of Communications Social Media Committee	6/30/22	0%

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		that are pertinent to our industry.				
	Objective #2 Maintain open rate of 29% or higher for Monthly Newsletter	1. Ensure content is relevant and eye-catching. 2. Create visuals or video that captures attention and holds it. 3. Develop consistent process for all committees to easily submit their information to Newsletter Committee in a timely manner.	VP of Communications	Director of Communication Newsletter Committee	6/30/22	0%

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	<p>Objective #3</p> <p>Increase social media followership by 5%</p>	<p>1. Have a contest that is tied to signing up for social media (i.e., photo contest, theme contest, scavenger hunt, etc.)</p> <p>2. Tag other similar organizations via hashtags with our content/submissions.</p> <p>3. Pay for a few social media posts to gain more visibility and encourage followership.</p>	VP of Communications	<p>Director of Communications</p> <p>Social Media Committee</p>	6/30/22	0%

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	Objective #4 Achieve >25% participation rate in survey	1. Have a prize drawing for a \$100-150 AMEX or Visa gift card to encourage participation. 2. Explore “raffle prizes” as well to encourage more participation.	VP of Communications	Director of Communications	6/30/22	0%

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)

Performance Standard or Metric	Objectives/Actions	Description	Owner	Collaborations	Completion Date (no later than)	Stage to Completion at report out
	Objective #1 Raise \$11,000 at 3 fundraising events	Golf Tournament, Holiday Party, Spring Fundraiser/GMID	Director of Special Events	VP Finance	04/30/22	0%
	Objective #2 Secure a minimum of \$12,500 in Sponsorships		Director of Strategic Alliances	VP Finance	6/30/22	0%

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Leadership:

(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)

Performance Standard or Metric	Objectives/Actions	Description	Owner	Collaborations	Completion Date (no later than)	Stage to Completion at report out
	Objective #1 Achieve >30% volunteer engagement ratio		PE	All BOD	06/30/22	0%
	Conduct Volunteer-a-thon phone bank	Identify where volunteers are needed Call all members and ask them to volunteer - twice	PE	VP Membership	6/30/21	0%
	Call and ask new members to join a committee					

Metric Incentives: #1: Membership Satisfaction #2: Net Member Growth #3: Net Profit/Fiscal Sustainability
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	Objective #2 Achieve 75% Satisfaction rate on Global Survey				06/30/22	0%
					10/01/21	0%
	Objective #3 Conduct Volunteer/Leadership Training		President, PE, IPP		7/15/21	0%
	Objective #4 Collaborate with other industry partner associations	HSMAI for example – co-sponsor an event to increase income and organization membership			6/30/22	0%

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Other (As Needed By Chapter):

(Note: This page is meant for your board of directors to customize. Customize it to accommodate objectives or actions related to additional departments or committees not captured above: e.g., Special Events, Leadership Development, Inclusion, Community Engagement/Meet-Ups, etc.)

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HOW TO USE THIS BUSINESS PLAN

Key Points

- Work with your facilitator and board members to create this plan. Depending on your retreat agenda plan and facilitator's preference, you might be asked to work with your board to create the plan in advance of or onsite at the retreat.
- Each section of the business plan aligns with one of your key board members in addition to the five core areas of performance standards by which your chapter is measured:
 - Membership = VP of Membership
 - Education = VP of Education
 - Marketing & Communications = VP of Communications
 - Finance = VP of Finance
 - Leadership = Office of the President
 - Other = Additional or supporting departments, committees and special projects
- This business plan is a living, breathing document that should be constantly updated. At every board meeting, conduct a quick review of the stage of completion for each goal. Mid-year retreats are a great opportunity to revisit and update this plan so that you can finish the year strong.

Glossary

Performance Standards – Metrically aligned measurements for chapter success that derive from mandates outlined in MPI's Global Bylaws and Policy Guide and incorporate other operational best practices; chapters that do not meet mandated minimum standards might be at risk of losing their chapter charter

Metric Incentives – Five statistical goals tied to high-performing chapter standards, which might qualify chapters to receive incentives and recognition at the annual chapter performance awards.

Metric # - The number that corresponds to each Metric Incentive.

Objectives/Actions – Steps your chapter will take to achieve minimum performance standards or metric incentives for high-performing chapters

- Objectives – SMART Goals (specific, measurable, achievable, relevant, timely). They should tie directly to the mission, vision, performance standards and/or metrics. As a chapter, we need to align with the overall direction of the global organization. (see an example below)
- Action – The volunteer/committee work needed to achieve the objectives (see example below)

Performance Standard or Metric	Objectives/Actions	Description	Owner	Collaborations	Completion Date (no later than)	Stage to Completion at report out
Non-Student New Member Growth	Objective 1 Achieve 5% Net Member Growth	Recruit XX Members by end of term through targeted Membership programs and initiatives	VP Membership	Director of Member Care, Director of Member Recruitment	6/30/2020	0%
1	Action: Develop and Activate Member Recruitment Committee with a total of (3) volunteers	<ul style="list-style-type: none">• Conduct (1) annual Member Recruitment Drive beginning Aug. 1		Director of Member Recruitment	May 24	0%

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2	Action: Develop and Activate Member Care Committee with a total of (3) volunteers	<ul style="list-style-type: none"> Conduct (4) Master Your Membership & Networking Events 		Director of Member Care	July 15 Oct. 23 Jan. 22 April 17	0%
3	Action: Partner with Special Events on Volunteer Recognition Event In May prior to Gala	<ul style="list-style-type: none"> Produce Member VIP Recognition Event and award (4) chapter membership renewals Award member recruitment prize 		Director of Member Care	May 24	0%

Owner – The main point person to manage the objectives/actions. Should be a position and not a name.

Collaborations – Other departments or committees involved in achieving the objective or action.

Completion Date – The date the objective needs to be achieved.

Stage to Completion – The current percentage of the goal that has been achieved.