

MPI AZ 2017-2018 CHAPTER BUSINESS PLAN



2017-2018 ANNUAL BUSINESS PLAN

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
Satisfaction: 8.00 – 8.50	Succession: Full Slate	Compliance: All Documents by June 15 th Annually	Community: Up-to-date Website, Social Media platforms and E-blasts	Maintain Minimum Satisfaction Score: 4.33
Retention: 70-75%	Volunteer Ratio: 20-25%	Governance: Bylaws & P&Ps Current	Brand Compliant – Across all platforms	Execute a minimum of 6 Educational Events
Net Member Growth Achieve: 0.51 – 3.99%	Global Trainings: Participation in Minimums (4 attendees CBS/New board members attend Board 101)	Net Profit: 1% or higher		
Non-Member Conversion Achieve: 2-10%		Reserves: 6 months operating expenses		

Metrics: #1: Net Member Growth #2: Education Satisfaction #3: Member Satisfaction #4: Volunteer Engagement #5: Financial Management

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1) Education

(Note: Education goals should be reflective of driving attendance, clock hours, meeting members content needs, etc. Not a list of chapter events, your metric content satisfaction goals)

Metric No.	Item	Description	Owner (Who is responsible?)	Committee or Position	Budget		Completion Date (No Later than)	Stage to Completion e.g., 10%, 25%, 50%, etc.
					Expense	Revenue		
2	Objective 1.1	Objective is to achieve education satisfaction score of minimum of 4.33	VP of Education	Monthly Programs	\$0	\$0	06/30/18	17%

2) Finance

(Note: Finance goals should be reflective of profit, managing expenses, sponsorship needs, reserves, etc. Your metric goals are included below for you.)

Metric No.	Item	Description	Owner (Who is responsible?)	Committee or Position	Budget		Completion Date (No Later than)	Stage to Completion e.g., 10%, 25%, 50%, etc.
					Expense	Revenue		
5	Objective 2.1	Achieve \$24,600 in Sponsorships and Tradeshow Tables	Dir of Strategic Alliances		\$0	\$0	6/30/18	0%
5	Objective 2.2	Raise \$4550 at the Spring Fundraiser	Dir of Fundraising & Special Events	Spring Fundraiser Committee	\$200	\$6300	06/30/18	10%
5	Objective 2.3	Raise \$1750 at the Annual Holiday Party	Dir of Fundraising & Special Events	Holiday Party Committee	\$4150	\$5900	12/31/17	20%
5	Objective 2.4	Raise \$4500 at the Annual Golf Tournament	Dir of Fundraising & Special Events	Golf Tournament Committee	\$0	\$4500	9/28/17	90%

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3) Membership

(Note: membership goals should be reflective of growth, retention, conversion, engagement, satisfaction, etc. Your net member growth and conversion goals are included below for you.)

Metric No.	Item	Description	Owner (Who is responsible?)	Committee or Position	Budget		Completion Date (No Later than)	Stage to Completion e.g., 10%, 25%, 50%, etc.
					Expense	Revenue		
1	Objective 3.1	Objective is to increase Net Member Growth by 4% Maintain a minimum retention rate of 75%	V.P. Membership	Membership Relations/ Retention	\$0	\$0	6/30/18	0%
1	Objective 3.2	Work with existing students to recruit additional students	V.P. Membership	Student Relations	\$0	\$0	6/30/18	0%
1	Objective 3.3	Evaluate the student landscape – explore opportunities resulting in one institution.	V.P. Membership	Student Relations	\$0	\$0	6/30/18	10%
3	Objective 3.4	Increase chapter satisfaction survey participation from 15% to 25%	VP Membership	Member Care	\$100	\$0	6/30/18	0%

4) Communication

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

Metric No.	Item	Description	Owner (Who is responsible?)	Committee or Position	Budget		Completion Date (No Later than)	Stage to Completion e.g., 10%, 25%, 50%, etc.
					Expense	Revenue		
3	Objective 4.1	Create and execute a chapter needs assessment survey	VP Communications	Director of Communication	\$0	\$0	10/1/17	0%
3	Objective 4.2	Review and revamp marketing and communications calendar	VP Communications	Director of Communications	\$0	\$0	7/31/17	90%

Metrics: #1: Net Member Growth #2: Education Satisfaction #3: Member Satisfaction #4: Volunteer Engagement #5: Financial Management

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5) Leadership/Office of the President

(Note: Goals should be reflective of member engagement growth, satisfaction, training, processes. Volunteer metric engagement goal is included below for you)

Metric No.	Item	Description	Owner (Who is responsible?)	Committee or Position	Budget		Completion Date (No Later than)	Stage to Completion e.g., 10%, 25%, 50%, etc.
					Expense	Revenue		
3	Objective 5.1	Increase Member Satisfaction 8.52 exceeds goal based on the International Global survey	President	Board of Directors	\$0	\$0	06/30/18	0%
4	Objective 5.2	Maintain Volunteer Engagement of 32%	President Elect	Membership	\$0	\$0	06/30/18	0%
4	Objective 5.3	Develop and conduct an MPI AZ Volunteer/Leadership training program to support the transition to a new year based on improving effective communications, chapter knowledge, leadership and best practices	President-Elect	Board of Directors	\$0	\$0	7/30/17	100%
4	Objective 5.4	Award \$3,000 to MPI-AZ members through the MPI-AZ Scholarship Program and the Bobette Gorden Scholarship	Immediate Past President	Immediate Past President	\$3,000	\$0	2/2018	0%
5	Objective 5.5	Raise \$1,000 via financial campaigns to donate to the MPI Foundation	Immediate Past President	Administration & Leadership	\$1000	\$0	6/30/18	0%

Metrics: #1: Net Member Growth #2: Education Satisfaction #3: Member Satisfaction #4: Volunteer Engagement #5: Financial Management