

NORTHERN CALIFORNIA CHAPTER MPI

MEETING PROFESSIONALS INTERNATIONAL

2011-2012 Leadership Plan

This Document was Created June 4, 2011

Last updated November 7, 2011

2011-2012 Business Plan (Objectives & Actions)

Date Last Updated: June 27, 2011

Metric #1: Net Member Growth						
Item	Description	Metric	Owner	Committee	Expense/Revenue	Completion
Objective 1.1	Attract 200 new members	1	Director, Member Administration	Recruitment & Retention		06/30/12
Action 1.1.1	Host membership table @ five (5) meetings/events	1	Director, Member Administration	Recruitment & Retention		06/30/12
Action 1.1.2	Execute a minimum of four (4) nonmember recruitment activities	1	Director, Member Administration	Recruitment & Retention		06/30/12
Action 1.1.3	Execute a minimum of fifty (50) recruitment calls per month	1	Director, Member Administration	Recruitment & Retention		06/30/12
Objective 1.2	Achieve a net member growth of -5% based upon 2011-2012 year end	1	Director, Member Administration	Recruitment & Retention		06/30/12
Action 1.2.1	Committee members will execute ROI (renewal) calls a minimum of 6 months prior to renewal date	1	Director, Member Administration	Recruitment & Retention		06/30/12
Action 1.2.2	Review & update all telephone and email scripts	1	Director, Member Administration	Recruitment & Retention		08/01/11
Action 1.2.3	Plan a minimum of one (1) Nothing But Networking Event	1	Director, Member Administration	Recruitment & Retention		09/30/11
Action 1.2.4		1				
Objective 1.3	Maintain a minimum of 80 student members	1,2,3	Director of Membership Administration	Student Affairs Committee		06/30/12
Action 1.3.1	Provide Student/Faculty Scholarships which utilizes at least 50% of the budget	1,2,3	Director of Membership Administration	Student Affairs Committee		06/30/12
Action 1.3.2	Develop one (1) new relationship with a local university	1	Director of Membership Administration	Student Affairs Committee		09/01/11

Metric #2: Member Satisfaction						
Item	Description	Metric	Owner	Committee	Expense/Revenue	Completion

Objective 2.1	Increase number of chapter members with a CMP and/or CMM designation to 270	2	Director, Education	CMP/CMM		06/30/12
Action 2.1.1	Deliver 1 CMP/CMM Informational Session	2	Director, Education	CMP/CMM		09/30/11
Action 2.1.2	Conduct CMP University	2	Director, Education	CMP/CMM		06/30/12
Action 2.1.3	Determine demand for CMP Refresher by July 1, 2011	2	Director, Education	CMP/CMM		07/01/11
Objective 2.2	Deliver 1 CMP recertification session	2	Director, Education	CMP/CMM		08/31/11
Objective 2.3	Execute 8 Educational Programs	2, 3, 4, 1	Director, Education	Programs		06/30/12
Action 2.3.1	Ensure at least one hybrid formatted event	2, 3	Director, Education			06/30/12
Action 2.3.2	Hold a minimum of 3 programs outside San Francisco	2, 3	Director, Education			06/30/12
Objective 2.4 <u>Deleted as of 10/19/11</u>	Deliver 1 webinar programs	2,3,	Director, Education	Special Projects		01/31/12
Objective 2.5	Execute a minimum of four (4) Chapter orientations	2,3	Director, Member Care	New Member Care		06/30/12
Objective 2.6	Execute Ambassador Program Rollout	2,1,3	Director, Member Care	New Member Care		07/31/11
Action 2.6.1	Convert a minimum of 10 program participants to volunteers and 5 program participants to new members.	2,1,3	Director, Member Care	New Member Care		06/30/12
Objective 2.7	Create & execute a student satisfaction survey	2	Director, Member Administration	Student Affairs Committee		02/28/12
Objective 2.8	Plan and execute a holiday reception with a net profit of \$2,625	2	Director, Special Events	Holiday Committee		12/31/11
Objective 2.9	Increase attendance at holiday reception to 275	2,4	Director, Special Events	Holiday Committee		12/31/11
Objective 2.10	Increase attendance at Gala over previous year by 5%	2,3	Director, Special Events	Gala		06/30/11

Metric #3: Engagement & Participation

Item	Description	Metric	Owner	Committee	Expense/Revenue	Completion
Objective 3.1	Increase social community by 10% over previous year numbers	3,1,2	Director, Marketing	Marketing		06/30/12
Action 3.1.1	Maintain a minimum of 3 social media networks	3,1,2	Director, Marketing	Marketing		06/30/12
Action 3.1.2	Develop social media policy	3,1,2	Director, Marketing	Marketing		09/01/11
Objective 3.3	Determine viability and effectiveness of Chapter website and report to board at the August board meeting	3,2,1	Director, Marketing	Marketing		08/31/11
Objective 3.3	Publish & distribute 4 issues of Perspective	3,1,2,4	VP, Communications	Perspective		06/30/12
Objective 3.4	Maintain new member attendance at events at 55 total	3,2	Director, Member Care	New Member Care		06/30/12
Objective 3.5	Create a minimum of 5 networking opportunities for new members to engage	3	Director, Member Care	New Member Care		06/30/12

Action 3.5.1	Implement a minimum of 4 networking icebreakers at PEP's	3	Director, Member Care	New Member Care		06/30/12
Action 3.5.2	Plan 1 Nothing But Networking event	3	Director, Member Care	New Member Care		01/30/12
Objective 3.6	Award a minimum of 1 WEC and 1 CMPU scholarship	3,2	Director of Member Care	Awards & Recognition		06/30/12
Action 3.6.1	Distribute a minimum of 2 marketing emails blast for each (WEC/CMPU)	3,2	Director of Member Care	Awards & Recognition		03/15/12

Objective 3.7	Present a minimum of 4 MPQ awards, the MPY award, the Tomorrows Leader award, Hall of Fame award and Student Star Award	3,2	Director of Member Care	Awards & Recognition		06/30/11
Action 3.7.1	Distribute a call for nominations email for MPIQ 4 times annually	3,2	Director of Member Care	Awards & Recognition		04/30/11
Action 3.7.2	Distribute a call for nominations email for MPY award, the Tomorrows Leader award and a Hall of Fame award.	3,2	Director of Member Care	Awards & Recognition		04/30/11
Action 3.7.3	Develop criterion for Student Star Award	3,2	Director of Member Care	Awards & Recognition		08/01/11
Action 3.7.4	Revise point system and qualification criterion for ALL awards (except student star) & scholarships		Director of Member Care	Awards & Recognition		08/31/11
Objective 3.8	Develop 3 community outreach activities working with local organizations	3,1,2	Director Marketing	Community Outreach		05/31/12
Action 3.10.1	Create press releases per event (1-3 releases to support objective)	3,1,2	Director Marketing	Community Outreach		04/11/12
Objective 3.9	Develop a 2-year succession plan	3	President-Elect	Volunteer Development		08/01/11
Action 3.9.1	Survey existing board members by phone to determine development needs and discuss future volunteer roles	3	President-Elect	Volunteer Development		12/01/11
Action 3.9.2	Survey existing committee Chairs and Co-Chairs to determine development needs and discuss future volunteer roles	3	President-Elect	Volunteer Development		1/15/12
Objective 3.10	Increase volunteer involvement in MPINCC to 222	3	President-Elect	Volunteer Development		06/30/12
3.10.1	Facilitate a minimum of 2 chair/co-chair peer-to-peer sessions to assist leaders in both volunteer positions as well as in their full time careers (i.e., PowerPoint training, Presentation Skills, Budgeting, Managing People, etc.)		President-Elect	Volunteer Development		06/30/12
Objective 3.11	Create an engaging environment for the student members maintaining a student member participation rate of 40%	3	Director of Membership Administration	Student Affairs Committee		06/30/12
Action 3.11.1	Host a minimum of 2 student focused events with a minimum attendance of 25 students at each event	3	Director of Membership Administration	Student Affairs Committee		06/30/12
Action 3.11.2	Ensure all student members are assigned a committee ambassador.	3	Director of Membership Administration	Student Affairs Committee		09/01/11
Action 3.11.3	Identify a minimum of 2 local universities that will implement intern programs for student members.	3	Director of Membership Administration	Student Affairs Committee		09/01/11
Revised as of						

10/19/11	<i>Revision: Implement a student volunteer opportunities program that promotes at least one volunteer opportunity to students per month.</i>					
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Metric #4: Financial Management						
Item	Description	Metric	Owner	Committee	Expense/Revenue	Completion
Objective 4.1	Raise a total of \$17,000 at Holiday & Gala Auctions	4	Director, Fundraising/Sponsorship	Auction		06/30/12
Objective 4.2	Achieve \$32,500 in cash sponsorships for 2011-2012 program year	4	Director, Fundraising/Sponsorship	Sponsorship		06/30/12
Action 4.2.1	Complete a minimum of 20 solicitations calls per month	4	Director, Fundraising/Sponsorship	Sponsorships		06/30/12
Action 4.2.2	Manage a minimum of 5 raffles at education events	4	Director, Fundraising/Sponsorship	Sponsorships		06/30/12
Objective 4.3	Plan & execute Casino Night to achieve a minimum of \$2,890 profit	4,2,3	Director, Special Events	Tournament		3/31/12
Action 4.3.1	Secure a minimum of \$4,500 in cash sponsorships	4,2,3	Director, Special Events	Tournament		3/31/12
Objective 4.4	Achieve a minimum of \$170,934.88 profit for A.C.E.	4,2,3	Director, Special Events	ACE		02/28/12
Action 4.4.1	Secure 450 Planner & 120 Supplier paid registrations	4,2,3	Director, Special Events	ACE		02/28/12
Action 4.4.2	Raise \$10K in cash sponsorships for ACE	4,2,3	Director, Special Events	ACE		02/28/12
Objective 4.5	Produce & execute Annual Conference & Expo Education	4,2,3	Director, Special Events	ACE		02/28/12
Action 4.5.1	Design and execute a minimum of three (3) educational tracks at ACE	2,3,4	Director, Education	Special Projects, ACE		02/28/12

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