

Goals (2011–2012)	Strategy	Action
Quality Meetings *100% of meetings qualify *increase Survey Ratings	Meeting topics and speakers qualify for recertification points Cross generation relevant	Annual Member Survey High calibre speakers & relevant topics Cross generation relevant Table Topics / Members Moments
Balanced Budget *Meet budget *Increase Partnerships (+2)	Good Planning and Monitoring Seek Partnerships/ Sponsors Advertising Revenue Opportunities	Review History/ Variance Reports Existing & Potential New Partnerships Newsletter / Website / Meetings
Membership Retention *90% Retention	Meet Members Needs Follow up, Mentorship Involve new members	Exit Survey Assign Mentors as needed Greater use of Vancouver Web Community
Membership Increase *12% net increase	Equip Members Recruitment Event Ensure Guests feel welcome	Recruitment Coordinator Recruitment at reg. Meeting / Lunch Meet and Greet Coordinator
Member Certification * 25% Certified	Share the Benefits of Membership and Certification	Members Moments Hear the stories – meeting inspiration newsletter/website article Testimonials
Increase Awareness * UBC / VCC / Douglas •Office Team / Recruiters •MPI, others	Nurture Partnerships Collaborate with Recruiters and other Associations	Public Relations – Social Media Target companies if possible Send them IAAP Program
Pathways to Excellence * Qualify for Chapter of Excellence	7% of members must be MOE	P2E Champion Members aware of revised criteria All Chapter criteria is mandatory