

**2012-2013 Administrative Action Plan
As of July 2012**

Metric 1 Net Member Growth

11/12 Year End = 228

Meet 0% = 228

Exceeds 1% = 230

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Manage MPI-OC's Student Affiliate Club Program	Net Member Growth	Midge Dobbs	\$800	6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Finalize Lane Community College as a student affiliate club	Midge Dobbs/ LCC Lead		12/31/2012	
Action Plan	Lead	Budget	Completion Date	% Complete
Contact Amanda Eriksen to discuss Student Club Requirements			8/31/2012	
Finalize a Lane County lead to coordinate program for Lane Community College			9/30/2012	
If student affiliate club is sponsored and LCC is on board, ensure proper paper work is submitted			9/30/2012	

Strategy	Lead	Budget	Completion Date	% Complete
Assist Clubs quarterly with program content	Midge Dobbs/ LCC Lead		6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Work with President at each club to offer education opportunity on quarterly basis			6/30/2013	
Work with education to coordinate potential of monthly education speakers to speak at student clubs			6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Set up communication channel for students through Faculty Advisor at Mt. Hood and Lane Community College	Midge Dobbs/ LCC Lead		6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Ensure both Faculty Advisor and Student Leaders are receiving all communications			8/31/2012	
Show Faculty Advisor and Student Leaders MPI International and Oregon website for communication tool			9/30/2012	

Strategy	Lead	Budget	Completion Date	% Complete
Invite Students to Monthly Programs that are hosted	Midge Dobbs/ LCC Lead		6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Invite student clubs to October program, check with Bravo if they can volunteer			9/1/2012	
Work with education to coordinate other programs that are hosted, ensure they are invited			9/1/2012	

Strategy	Lead	Budget	Completion Date	% Complete
Ensure students re-new membership for 2013/2014 to keep clubs going, including faculty advisors	Midge Dobbs/ LCC Lead	\$800	6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Review program and ensure renewal prior to Mt. Hood Community College renewal dates			4/30/2013	
Review program and ensure renewal prior to Lane Community College renewal dates			6/30/2013	

Metric 2 Membership Satisfaction

11/12 Year End = 8.47

Meet = 8.5

Exceeds = 8.6

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Enhance Leadership Training	Member Satisfaction	Anne and Jennifer		6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Hold two (2) half day training for Chairs	Jennifer and Anne		2/28/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Include Chairs in a half day workshop in August to review chapter process	Anne		8/21/2012	
Plan half day workshop exclusively for chairs after December monthly meeting	Anne		12/11/2012	

Strategy	Lead	Budget	Completion Date	% Complete
Hold 1 1/2 day retreat for the 2013-2014 Board of Directors	Jennifer	\$4,000	6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Work with Strategic Alliance on RFP	Jennifer/ Tara		6/30/2013	
Transition documents done prior to Retreat	Jennifer		6/15/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Hold two (2) half day retreats for Board (August and January)	Anne		1/31/2013	
Action Plan	Lead	Budget	Completion Date	% Complete

Plan and execute half day retreat for Board and Chairs	Anne		8/21/2012	
Plan and execute half day retreat for Board after the January monthly meeting	Anne		1/15/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Have the President Elect, VP Education, VP Membership and Association Manager attend the Chapter Business Summit	Administration	\$1,500	9/30/2012	
Action Plan	Lead	Budget	Completion Date	% Complete
All parties registered			7/31/2012	
Airfare/Hotel reservations for us to fly together	Jennifer/Stephanie		8/30/2012	

Strategy	Lead	Budget	Completion Date	% Complete
Have the President attend the 2012 WEC <i>(also includes air and registration for 2013 WEC)</i>	Anne	\$2,375	7/31/2012	
Action Plan	Lead	Budget	Completion Date	% Complete
Represent Oregon Chapter at Chapter Leadership Forum	Anne		7/28/2012	100%
Represent Oregon Chapter at WEC in St. Louis	Anne		7/31/2012	100%
Submit expenses to Stephanie for reimbursement	Anne		8/17/2012	50%

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Enhance Communications Among the Board and the Chapter	Member Satisfaction	Anne Hallinan		6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Hold Quarterly Conference Calls with each person on the board to stay in communication, discuss areas that need assistance and areas of success.	Anne Hallinan		6/30/2013	

Action Plan	Lead	Budget	Completion Date	% Complete
Reach out to Board members to determine best day and time to have calls	Anne		8/30/2012	
Send calendar appointments to each director for the first half of the year	Anne		8/30/2012	
Reevaluate day and time midway through the year and adjust if necessary	Anne		1/31/2013	
Send calendar appointments to each director for the second half of the year	Anne		1/31/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Continue to use Window's Live as a method of communication for Board and Chairs	Stephanie Kennedy/Anne Hallinan		6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Discuss with Stephanie issues	Anne		10/31/2012	
Work with Stephanie to come up with solutions to people not being able to access	Anne		10/31/2012	
Consider and research alternatives to Window's Live	Anne		10/31/2012	

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Volunteer Recognition	Member Satisfaction	Anne and Jennifer	\$500	6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Continue to send thank you cards to chapter leaders and committee members to go above and beyond	Anne		6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Stay aware of milestones and those who go above and beyond	Anne		6/30/2013	
Send hand-written thank you cards	Anne		6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Send letter to Chapter Leaders' Bosses about their involvement and contribution to MPI-OC	Anne		6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Write letters to the boss or supervisor of each Board member	Anne		6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Monthly volunteer recognition program (list from Directors each month)	Jennifer		6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Send email request to Directors prior to each monthly meeting	Jennifer		6/30/2013	
Announce names and winner at each meeting	Jennifer		6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Volunteer recognition/ appreciation - Plan an activity for the BOD and Committee Chairs for May/June 2013	Anne and Jennifer		6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Solicit sponsor for volunteer appreciation activity	Anne		03/31/2013	
Invite all BOD and Chairs to attend	Anne		04/30/2013	
Organize event	Anne/Stephanie		06/30/2013	

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Continue Past Presidents Council	Member Satisfaction	Midge Dobbs		6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Invite all Past Presidents to first meeting of the year, encouraging new participation above last year	Midge Dobbs		7/30/2012	100%
Action Plan	Lead	Budget	Completion Date	% Complete
Invite all utilizing email calendar, keeping a list of those who have RSVP'd and remind a week out	Midge Dobbs		7/30/2012	100%

Strategy	Lead	Budget	Completion Date	% Complete
Hold quarterly meetings with Past Presidents, encouraging feedback and historical perspective from past leadership	Midge Dobbs		6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Have unique topics at each meeting including major areas of the chapter (1) Member Recruitment (2) Strategic Alliance (3) Education (4) Leadership	Midge Dobbs		6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Report to the Board notes from Past Presidents meetings	Midge Dobbs		6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Provide notes in written form within 7 days post meeting for review at following board meeting.	Midge Dobbs		6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Invite all Past Presidents to Awards Gala	Midge Dobbs		5/31/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Reach out with personal phone calls to all Past Presidents	Midge Dobbs		5/31/2013	

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Intentionally build and shape chapter future	Member Satisfaction	Midge Dobbs		6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Elect a strong 2013-2014 board of directors	Midge Dobbs		6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Prepare packets with nominations information	Midge Dobbs		11/30/2012	
Nominations deadline	Midge Dobbs		12/31/2012	
Committee interviews of candidates	Midge Dobbs		1/31/2013	
Consent letter due date	Midge Dobbs		1/31/2013	
Present slate to board for review	Midge Dobbs		2/19/2013	
Present slate to membership to review	Midge Dobbs		2/19/2013	
Slate voted on by membership e-vote	Midge Dobbs		3/22/2013	
2013-2014 board information sent to International	Stephanie Kennedy		4/1/2013	
2013-2014 Board presented to membership	Midge Dobbs		4/16/2013	
2013-2014 Board Installation	Midge Dobbs		6/30/2013	

Metric 3 Engagement/Participation

- **Increase volunteers**
 - 11/12 = 75 Meet = 80 Exceeds = 90
- **Increase number of new members (1-3 years) participating**
 - 11/12 = 6 Meet = 12 Exceeds = 16
- **Increase satisfaction of education programs**
 - 11/12 = 4.14 Meet = 4.15 Exceeds = 4.25

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Secure at least 80 members to be actively involved on committees	Engagement/Participation	Jennifer		6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Hold two (2) volunteer recruitment campaigns (Sept/ May)	Jennifer		5/31/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Have Top 10 Reasons to volunteer in Sept/ May email blasts	Jennifer		5/31/2013	
Get registration lists from Stephanie for Sept and May, personally invite ppl to recruitment events	Jennifer		5/31/2013	
Encourage Chairs and Directors and other committee members to make each table look inviting	Jennifer		5/31/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Assist chairs in filling committee positions	Jennifer		6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Go through member list- newer members (2yrs or newer first)	Jennifer		6/30/2013	
Ask Chairs/Directors for monthly task list; send out "Got a Minute" to members	Jennifer		On going	

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Succession Planning	Engagement/Participation	Jennifer		6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Develop leadership pool list for all positions (to be continually developed throughout the year)	Jennifer		6/30/2013	
Action Plan	Lead	Budget	Completion	% Complete

			Date	
Go through membership list/ database- who has done what	Jennifer		On going	
Reach out to seasoned members based on involvement (ask for new involvement)	Jennifer		On going	

Strategy	Lead	Budget	Completion Date	% Complete
Foster leadership pool list and hand off to the 2013-2014 President Elect	Jennifer		6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Contact Directors and Chairs for future plans	Jennifer		6/30/2013	
Create spreadsheet from database for potential future leaders	Jennifer		6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Contact/ stay in touch with current board members to discuss their MPI future	Jennifer		6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete

**2012-2013 Finance Action Plan
As of July 2012**

Metric 4 Chapter Financial Management

- **Maintain +/- 5% on net income**
 - 12/13 = \$50.00 Meet = \$52.50/\$47.50

- **Education Ratio (speaker expenses/revenue)**
 - 11/12 = 20% Meet = 20% Exceeds = 23%

Fundraising Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Implement a fundraising program that raises \$8,875 in revenue.	Chapter Financial Management	Fundraising	\$8,875 Revenue	6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
50/50 Raffle Tickets Program (Tickets Sold: ½ revenue goes to Fundraising, ½ revenue goes to Ticket Holder)	Fundraising	\$375	6/1/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Raffles will be held on the following dates (8/21, 9/18, 2/9, 4/16)	Nichole Cooper	\$375	6/1/2013	
Goal is to Raise \$95 per 50/50 Raffle	Nichole		6/30/2013	
Utilize Chapter Email Blasts to Gain Prizes for the 50/50 Raffle in addition to the Cash Raffle	Nichole		6/30/2013	
Financial Results: 8/21 -	Nichole		8/21/2012	
9/18 -	Nichole		9/19/2012	
2/19 -	Nichole		2/19/2013	
4/16 -	Nichole		4/16/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Awards Banquet Silent Auction	Fundraising	\$5,500	6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Fundraising Committee Meeting – Discuss Specific Plans and Actions for the Silent Auction (what has worked well in the past, new ideas)	Nichole		10/15/2012	
Division of Committee Members to focus on Specific Parts of the Auction	Nichole		11/1/2012	
Donation Requests to be Sent out Early Again in 2012	Nichole		1/15/2013	
Conference Call to Discuss Progress of Donations – Plans and Actions Moving Forward	Nichole		4/1/2013	
Bi-Weekly Conference Calls – Beginning May 1, 2012	Nichole		6/30/2013	
Week of Event Detail/Set-Up – TBA	Nichole		6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Two “Big Basket” raffles (first one 100 tickets at \$20 each, second one 100 tickets at \$10 each)	Fundraising	\$3,000	5/31/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Big Raffle Basket (Trip w/ Airfare) ~ Donation Requests to Go Out	Nichole		8/21/2012	
Big Raffle Basket Announced (Need to Sell @ \$20 Each)	Nichole		9/18/2012	
Design Tickets and Possible Ticket Promotion	Nichole		9/25/2012	
Big Raffle Tickets for Sale (Goal is \$2,000 for October Promotion)	Nichole		12/11/2012	
Design Plan and Items for Medium Raffle Basket	Nichole		1/10/2013	

Strategic Alliance Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Implement a Strategic Alliance Program that will raise \$13,700 in revenue	Chapter Financial Management	Strategic Alliance	\$13,700 Revenue	6/30/2013	15%

Strategy	Lead	Budget	Completion Date	% Complete
MPI Partnership Program/ Cash Sponsors	Strategic Alliance	\$6,600	6/30/2013	15%
Action Plan	Lead	Budget	Completion Date	% Complete
Actively call and engage with the out of state CVB's to increase sponsorship, give them enough advance lead time and suggest that they can plan their in town client events to coordinate with MPI events, (monthly meeting sponsorships, ect)	Kelly/Tara		9/15/2012	30%
Create a bundled package that includes website marketing and a dedicated email package, actively sell to members through marketing to include phone, email, MPI Web and Oracle	Kelly/Tara		6/30/2012	20%
Send out a bi monthly advertising piece through MPI blasts and web, to include the Oracle. Ads to come out in August, October, December, Feb and April	Kelly		6/30/2013	20%

Strategy	Lead	Budget	Completion Date	% Complete
MPI Partnership Program/In Kind Sponsors	Strategic Alliance	\$47,000	6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Contact all past In Kind Sponsors from 2011 – 2012 to partner for 2012 - 2013	Kelly		6/30/2013	50%
Follow up with Monthly contact to make sure that the partners are feeling the value of their partnership	Kelly		6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Sell Marketplace Opportunities at the February 2013 Meeting and the Satellite Meetings	Strategic Alliance	\$1,500	4/30/2013	

Action Plan	Lead	Budget	Completion Date	% Complete
Send out an ad via MPI web and Oracle to increase sales	Kelly		4/30/2013	
Call past Marketplace Vendors to sell table space for 2013	Kelly		4/30/2013	
Continue to offer the opportunity to split a table top exhibit, through phone, email and ads	Kelly		4/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Partner with the Oregon Employer Council on the 2013 Speaker Showcase	Strategic Alliance	\$3,000	6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Meet with the OEC Contact Greg Ivers to develop a plan to enhance participation and ensure satisfaction for the 2013 Speaker Showcase	Tara/Kelly	\$3,000	6/30/2013	10%
Create a Passport Program for the Speaker Showcase	Kelly	\$3,000	6/30/2012	
Work with Greg to develop a plan for qualifying the speakers that are chosen to speak at the event	Tara/Kelly	\$3,000	6/30/2013	10%

Strategy	Lead	Budget	Completion Date	% Complete
Create a Campaign to Sell Dedicated Emails bundled with Web Ads	Strategic Alliance	\$1,500	6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Create an ad campaign to actively sell the dedicated email and web ad package	Kelly		6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Create a New Sponsorship for the Student Clubs	Strategic Alliance	\$800	6/30/2013	
Action Plan	Lead	Budget	Completion	% Complete

			Date	
Contact the past presidents and leaders to strategically sell the Student Club Memberships	Kelly		6/30/2013	
Recognize these supporters at a monthly luncheon or June Gala			6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Planner Think Tank Sponsorship	Strategic Alliance	\$300	6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Strategically sell through phone calls, e-mail, web ads	Kelly	\$300	6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Ensure Sponsorship Benefits Are of Value to Members	Strategic Alliance		6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Monthly Check in with Members to make sure they are feeling the benefits and ROI	Kelly/Tara			
Check in with Partners at the Monthly Meetings and ask if they need anything from us, inform them of upcoming partnerships and MPI event dates to remember (Marketplace, Speaker Showcase, ect)	Kelly/Tara			

**2012-2013 Communications Action Plan
As of July 2012**

Metric 1 Net Member Growth

11/12 Year End = 228

Meet 0% = 228

Exceeds 1% = 230

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Develop and implement a plan for outbound communications to the local business media	Net member growth	Promotions		6/30/2012	

Strategy	Lead	Budget	Completion Date	% Complete
Work with community outreach committee to find compelling stories	Katherine Hoppe		6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Send out email asking local chapter members what their MPI story is	Public Relations Chair		Monthly	
Create stories for press kits	Public Relations Chair		Monthly	
Ask members about big events they have planned and estimate economic impact on community	Public Relations Chair		Monthly	

Strategy	Lead	Budget	Completion Date	% Complete
Develop strategic plan for event calendars	Promotions		8/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Not sure where this came from and how to respond??? See Strategies below which are better suited to this				

Strategy	Lead	Budget	Completion Date	% Complete
Submit a minimum of 1 press release per quarter to local, regional and national media showcasing newsworthy, membership focused information	Public Relations Chair		6/30/2012	

Strategy	Lead	Budget	Completion Date	% Complete
Develop press releases announcing MPI events for publication in local business media to build up organizational profile	Promotions		5/31/2012	
Action Plan	Lead	Budget	Completion Date	% Complete
Send out press releases 2 weeks in advance to local and regional business media highlighting MPI membership meetings and topics.	Public Relations Chair		Monthly	

Metric 2 Membership Satisfaction

11/12 Year End = 8.47

Meet = 8.5

Exceeds = 8.6

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Continue communications committee as the centralized lead for development and distribution of all chapter messages for internal departments	Member satisfaction	Communication s		6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Work with the Education Team to promote monthly meetings by designing and producing save the date postcards. Postcards to be mailed 3 times per year.	Publications	\$300	6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete

Postcard team to contact education team on monthly basis to get 3-month out schedule of topics, locations, and meeting times for inclusion in postcards.	Midge Dobbs/Maili Morrison		Quarterly	
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Strategy	Lead	Budget	Completion Date	% Complete
Continue sending email blasts to membership twice a month	Assn. Mgr.	\$306	Ongoing	
Action Plan	Lead	Budget	Completion Date	% Complete
Work with Association Manager to help coordinate communications from all MPI-OC Committees to solicit information that they want distributed into all e-blasts.	Katherine Hoppe		6/30/2012	

Strategy	Lead	Budget	Completion Date	% Complete
Communications committee members will contact each committee monthly for information to be sent to membership	Publications/Promotions		Ongoing	
Action Plan	Lead	Budget	Completion Date	% Complete
VP of Communications to send out reminders to all committees soliciting information for membership communications	Dawn		Monthly – 1 st and 2nd Tuesday of month	

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Provide a printed directory	Member satisfaction	Publications		10/31/2012	

Strategy	Lead	Budget	Completion Date	% Complete
Produce a printed directory to be provided to all members with accurate information at the time of press	Publications		10/31/2012	
Action Plan	Lead	Budget	Completion Date	% Complete

Develop strategy to sell directory cover to sponsor including photos of 2013 award winners as collage on front cover for 2013-2014 directory.	Alex / Strategic Alliance Committee		10/31/2012	
Send out 2 different blasts to members asking them to update contact information	Assn Manager		10/31/2012	100%
Develop reminder to be sent to members to get head shots sent over to Carrie Guest at LLM Publications	Alex Doyle/Merissa Burleigh		10/31/2012	100%
Develop addendum (mid-year) to directory	Alex Doyle/Merissa Burleigh		1/15/2013	
Develop cover featuring photo collage of members interacting at previous events	Alex Doyle/Merissa Burleigh		10/31/2012	
Developing proofing task-list for directory blue line	Alex Doyle/Merissa Burleigh		8/29/2012	
Final Proof back to LLM Publications	Alex Doyle / Merissa Burleigh		9/15/2012	

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Provide members a quarterly online magazine	Member satisfaction	Publications		8/1/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Produce and distribute online magazine for members	Publications		9/29/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Sales close - Aug 17, Aug 16 (2013)	Jennifer Walsdorf		Quarterly	
Storylist due to LLM - Sept 7, Dec 6 2012, March 8, June 7, Sept 6 2013	Jennifer Walsdorf		Quarterly	
Text and photos due to LLM – Sept 14, Dec 13 2012, Mar 15, June 14, Sept 13	Jennifer		Quarterly	

2013	Walsdorf			
Proof 1 to MPI – Sept 21, Dec 20 2012, and Mar 22, June 21, Sept 20, 2013	Jennifer Walsdorf		Quarterly	
Proof 1 returned to LLM – Sept 26, Dec 31 2012, and Mar 27, June 26, Sept 25 2013	Jennifer Walsdorf		Quarterly	
Approved to post – Sept 28, 2012 and Jan 3, Mar 29, June 28 and Sept 27 2013	Jennifer Walsdorf		Quarterly	
Web files to be posted – Oct 5, Jan 10, April 5, July 5, Oct 4	Jennifer Walsdorf		Quarterly	
Reach out to membership to solicit stories or articles for online magazine	Jennifer Walsdorf		Quarterly	
Request, track and communicate readership / click-throughs metrics on online magazine from LLM	Jennifer Walsdorf		Quarterly	
Develop and communicate proposed story lines and articles for upcoming online magazine	Jennifer Walsdorf		Quarterly	

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Enhance MPI presence in online social media	Member satisfaction	Technology		6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Provide social networking opportunities to our members via access to the homepage of MPI-OC website	Technology		6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Create Facebook “like” sticker or ribbon to put on badges of members who have liked our Chapter Facebook page.	Social Media Lead		11/1/2012	
Conduct Twitter contest with prize for largest number of Tweets	Social Media Lead		2/15/2013	
Make sure “follow” and “like” and “share” buttons on new MPI website	Karen Waggoner		9/15/2012	

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Build member affinity by highlighting members in printed and social media	Member satisfaction	Technology	\$126	6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Hire and retain chapter photographer to take pictures at all events for future use of images on social media channels, promotional materials, and chapter website as well as directory.	Technology		8/1/2012	100%
Action Plan	Lead	Budget	Completion Date	% Complete
Create new album and post monthly meeting photos on Facebook Check into liability issues for taking photos of speaker and attendees without waivers.	Dawn Rasmussen		6/30/2013	
Post monthly meeting photos on MPI OC website	Assn. Manager		6/30/2013	

Metric 3 Engagement/Participation

- **Increase volunteers**
 - 11/12 = 75 Meet = 80 Exceeds = 90
- **Increase number of new members (1-3 years) participating**
 - 11/12 = 6 Meet = 12 Exceeds = 16
- **Increase satisfaction of education programs**
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Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Increase member usage of the MPIOC website to provide relevant, timely chapter/industry information and resources	Engagement/Participation	Technology	\$2,100	6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Monthly updates to direct members back to website	Technology		6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Provide administrative support / audit content for accuracy	Karen Waggoner		6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Ongoing links to social media and vice versa	Technology		6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Weekly posts to LinkedIn, Facebook, and Twitter	Social Media Chair		6/30/2013	
Designate one communications spokesperson per month to update on important deadlines and encourage engagement on social media channels and get people to tweet during meeting using specific hashtag	Dawn Rasmussen		6/30/2013	
Develop reusable table tent signs highlighting MPI-OC social media links	Karen Waggoner		9/19/2012	

Strategy	Lead	Budget	Completion Date	% Complete
Post current photos of members and events on the website	Technology		Ongoing	
Action Plan	Lead	Budget	Completion Date	% Complete
Photographer to download monthly meeting photos to Assn Manager's laptop / technology chair to help select images to be uploaded to MPI – OC website	Dawn Rasmussen/ Karen Waggoner		Monthly	

Strategy	Lead	Budget	Completion Date	% Complete
Investigate potential of making chapter website mobile-friendly	Technology		6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Ping MPI HQ to find out if mobile-friendly site builder is available; if not avail, investigate free/low-cost mobile-friendly programs	Karen Waggoner		12/1/2012	
Investigate potential of having MPI-OC website being converted into mobile app	Karen Waggoner		12/1/2012	

Strategy	Lead	Budget	Completion Date	% Complete
Website maintenance and hosting	Technology	\$2,100	6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Ensure conversion is complete for MPI-HQ switchover and that all contract terms are met and content areas transferred correctly and are up to date.	Karen Waggoner		ongoing	

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Boost member engagement on Chapter social media platforms and sites	Engagement/Participation	Technology	\$200	6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Develop social media contest to encourage posting and LinkedIn to build online engagement with Chapter.	Social Media Chair	\$200	6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Develop questions for annual membership survey on social media preferences.	Social Media Chair		?? Not sure when member survey goes out??	

Metric 4 Chapter Financial Management

- **Maintain +/- 5% on net income**
 - 12/13 = \$50.00 Meet = \$52.50/\$47.50

- **Education Ratio (speaker expenses/revenue)**
 - 11/12 = 20% Meet = 20% Exceeds = 23%

Objective 1	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Directory advertising will achieve a net revenue of \$4,500	Chapter financial management	Publications	\$4,500 Revenue	10/31/2012	

Strategy	Lead	Budget	Completion Date	% Complete
Work with LLM on advertising sales	Publications	\$4,500	10/31/2012	
Action Plan	Lead	Budget	Completion Date	% Complete
Check in with LLM	Alex Doyle/Merrissa Bermeigh		9/15/2012	

Strategy	Lead	Budget	Completion Date	% Complete
Sell cover of directory as prime long-shelf-life partner opportunity	Publications	\$500 income	10/31/2012	
Action Plan	Lead	Budget	Completion Date	% Complete
Contact LLM and ask them to make a concerted effort to sell cover.	Alex Doyle/Merrissa Bermeigh		10/31/2012	

2012-2013 Membership Action Plan As of June 2012

Metric 1 Net Member Growth

11/12 Year End = 228

Meet 0% = 228

Exceeds 1% = 230

Objective 1	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Maintain total membership of 228	Net member growth	Member Recruitment		6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Create a Task Force to focus on getting new members.	Member Recruitment	\$300	6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Find 5 passionate Task Force members who are dedicated to increasing our membership	Susan/Cyndi		9/30/2012	
Divide the committee up to focus on specific regions or clientele	Susan/Cyndi		9/30/2012	
Follow up with New Members after each monthly meeting	Task Force		6/30/2013	
Have the Task Force greet and sit with New Members at each monthly meeting to help make them feel welcome and answer questions.	Task Force		6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Sales blitz to potential members that include outlying cities.	Member Recruitment		6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
We are going on sales calls! The Task Force will focus on potential members and locations.	Task Force		6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Secure 6 new subscriber members	Member Recruitment		6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Prospect MPI west coast chapter members via phone and email.	Task Force		6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Create an email campaign for non-members to attend sponsored meetings for \$1.	Member Recruitment		5/31/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Work with Education to determine the fully sponsored meetings.	Susan		9/15/2012	
Create collateral to send out via email	Susan		5/31/2013	
Post on social media sites and website	Susan		5/31/2013	
Follow up with guests after each meeting	Task Force		5/31/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Exhibit at Bravo Tradeshow	Member Recruitment	\$225	10/24/2012	
Action Plan	Lead	Budget	Completion Date	% Complete
Create a theme for the booth	Susan		9/15/2012	
Work with Royce's Prop Shop and see if they can provide simple décor so we stand out at the show.	Susan		9/15/2012	
Choose one qualified attendee to attend one MPI-OC monthly meeting or social for free.	Task Force		10/31/2012	

Follow up with all attendees that their business card for more information	Task Force		11/1/2012	
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Metric 2 Membership Satisfaction

11/12 Year End = 8.47

Meet = 8.5

Exceeds = 8.6

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Provide multiple chapter involvement opportunities to members	Member Satisfaction	Retention	\$3,460	6/30/2013	

Strategies	Lead	Budget	Completion Date	% Complete
Plan 2 fully hosted member Socials in Portland (August/March) August 21 and March 19	Retention Committee	\$500	3/30/2013	25%
Action Plan	Lead	Budget	Completion Date	% Complete
Send out the RFP for the Socials to Portland Venues.	Lora/Stephanie		8/10/2012	50%
Review RFP's and select venue for the 2 socials.	Lora/Amber/Committee		10/31/2012	50%
Announce dates and location on MPI Media for the events.	Lora/Committee		September/March	10%

Strategy	Lead	Budget	Completion Date	% Complete
Plan (1) hosted Social in both Bend and Eugene in October Eugene – October 9 Bend - TBD	Retention Committee		6/1/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Send out the RFP for the Socials to Portland Venues.	Stephanie/Lora		9/10/2012	50%
Review RFP's and select venue for the 2 socials.	Lora/Amber/Committee		9/15/2012	

Announce dates and location on MPI Media for the events.	Lora/Committee		Ongoing	
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Strategy	Lead	Budget	Completion Date	% Complete
Plan (2) Community Outreach events in Bend and Eugene Corresponding with the Portland Community Outreach event- "MPI Corporate Responsibility Day September/November"	Community Outreach		12/1/2012	
Action Plan	Lead	Budget	Completion Date	% Complete
TBD				

Strategy	Lead	Budget	Completion Date	% Complete
Plan (2) More Portland community Outreach events- Hold (4) Total Community Outreach events- 1 per Quarter Feb/May	Community Outreach		6/1/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
TBD				

Strategy	Lead	Budget	Completion Date	% Complete
Plan 2 MPI 101 Member Orientations November/May	Retention	\$100	6/1/2013	
Action Plan	Lead	Budget	Completion	% Complete

			Date	
Email save the date/invitation to new members letting them know the dates of the Orientations. (September)	Lora Valdez		9/30/2012	
Email reminder 1 month out to new members. (October)	Lora Valdez		10/30/2012	
Schedule Board members to attend the Orientation and talk about aspects of MPI	Amber Cagle		10/30/2012	
Create interactive game on MPI information that was talked about by the Board Members. (September)	Amber Cagle		9/30/2012	
Buy prizes for the winners of the game and smaller prizes for the attendees. (Starbucks cards – 6-\$10.00 cards and Candy bars)	Lora Valdez	\$100	9/30/2012	
Email save the date/invitation to new members letting them know the dates of the Orientations. (January, March)	Lora Valdez		ongoing	
Email reminder 1 month out to new members. (April)	Lora Valdez		4/15/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Ambassador Program- “Meet and Greet” New Members at Monthly Meetings	Retention	\$60	6/1/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Schedule 1-2 members for every MPI Meeting to meet new members	Lora		Ongoing	
Purchase \$5.00 Starbucks gift cards to thank Members for being an Ambassador	Lora	\$60	9/1/2012	
Send out new member list to the Ambassadors.	Lora		Ongoing	

Strategy	Lead	Budget	Completion Date	% Complete
Board Touch Program 2X per Year December/April	Retention		5/1/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Create questions for Board Touch Calls (November/March Board Meeting)	Amber/Lora		Ongoing	
Get current “Active” member list from Stephanie.	Stephanie		Ongoing	
Distribute assigned calls to Board Members with questions – to be completed by end of November/March	Lora/Amber		Ongoing	
Collect feedback from Board Touch Calls	Lora/Amber		Ongoing	
Compile master list of feedback to be reviewed at January/May board meeting	Lora		ongoing	

Strategy	Lead	Budget	Completion Date	% Complete
Award scholarships	Scholarship Committee	\$3,300	6/1/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Develop Scholarship Calendar with key event dates and scholarship deadlines			8/15/2012	
Review application steps in an effort simplify submission process			8/15/2012	
Develop marketing strategy to increase number of applicants			9/7/2012	
Contribute to monthly e-blast to promote scholarships			Ongoing	
Receive and evaluate applications for CMP/CMM award	Elaine/Karen	\$1000	TBD	
Receive and evaluate applications for WEC/CMP Conclave award	Elaine/Kimera	\$1300	TBD	
Work with Cascadia Committee to simplify/standardize awards process	Jamie		1/10/2013	
Receive and evaluate applications for Cascadia Scholarship	Jamie	\$525	TBD	
Receive and evaluate applications for Membership Scholarships (4 @ \$125)		\$500	Ongoing	
Work with scholarship recipients to write articles for ORacle			Ongoing	

Objective 2	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Enhance Member Recognition Opportunities and Events	Member Satisfaction	Awards	\$5,600	6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Annual Awards Banquet and Board Recognition	Camille/Amber	\$4,825	6/30/2013	
Action Plan	Lead	Budget		
Finalize Chair positions and Committee Members	Awards		9/30/2012	20%
Create RFP For June 2013 Gala	Awards		12/31/2012	
Send out Gala RFP	Stephanie		1/15/2013	
Select Gala Venue	Awards		2/28/2013	
Schedule Awards Committee planning Meetings- Monthly Feb- June	Awards		2/1/2013	

Send out 2013 call for Nominations-Send out last year's scoring and info for review	Awards		5/1/2013	
Review Nominations packet and select winners	Awards		5/28/2013	
Order Awards	Awards	\$500	6/8/2013	
Design and print programs	Awards		5/18/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Monthly Member Anniversary Recognition	Awards	\$775	6/30/2013	
Action Plan				
Purchase or get sponsored GC's for member anniversaries	Awards	\$700	9/10/2012	
Organize members by Anniversary Month	Awards- Stephanie		9/10/2012	
Hold a Monthly Drawing at Educational meeting for all members in that month 1-10 year anniversary's	Awards		ongoing	
Give the winning anniversary member a gift Certificate	Awards		Ongoing	

Strategy	Lead	Budget	Completion Date	% Complete
Member Recognition- Cards for anniversaries, babies, promotions, etc.	Retention	\$50	6/30/2013	
Action Plan				
Send out cards to members for special happenings/occasions. Carole Astley to send out the card.	Carole Astley		Ongoing	
Explain to the Chairs and Board Members who will be taking lead on the cards and to let their committees know who to contact.	Lora Valdez		August	
Stock up on various greeting cards.	Carole Astley	\$50		

Strategy	Lead	Budget	Completion Date	% Complete
Implement Member Spotlight Program- 8 Spotlighthed members in Publications or Social Media	Retention		6/1/2013	
Action Plan				

Announce the Spotlight program during registration. Members can enter their cards in a drawing to be the spotlight.	Lora Valdez		Monthly	
Draw winner at the end of the monthly meeting.	Lora Valdez		Monthly	
3 members will be Spotlited in the ORacle and on Facebook. Write up an article about the members quarterly.	Lora Valdez		Quarterly	

**2012-2013 Monthly Education Action Plan
As of July 2012**

Metric 3 Engagement/Participation

- **Increase volunteers**
 - 11/12 = 75 Meet = 80 Exceeds = 90

- **Increase number of new members (1-3 years) participating**
 - 11/12 = 6 Meet = 12 Exceeds = 16

- **Increase satisfaction of education programs**
 - 11/12 = 4.14 Meet = 4.15 Exceeds = 4.25

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Obtain an average satisfaction rating of 4.15 or higher for monthly education meetings based on the score for them program survey	Engagement/Participation	Monthly Education		6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Increase speaker involvement and promotion	Monthly Education		5/31/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Speaker Highlights – Create Promotional Flyer for Website and Email blasts	Chanel LaChappa & Kristina Griffith Education Committee Communications		5/31/2013	
Circle of Excellence – Exclusive Tables for Members and Volunteers to sit with Speaker. Incentive for members to sit with speaker (ultimate takeaway – book, etc)	Chanel LaChappa & Kristina Griffith		5/31/2013	
Post Speaker presentations and handouts for each monthly meeting on website	Stephanie Kennedy		5/31/2013	
Speaker Highlight information posted on all social media outlets	Chanel LaChappa & Kristina Griffith Education Committee Communications		5/31/2013	
Speaker Article – each speaker to create article for Oracle and Website	Chanel LaChappa & Kristina Griffith		6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Increase member engagement before, during and after monthly programs	Monthly Education		5/31/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Board Member to be assigned to each table and send out Monthly Announcement to attendees at the table by email after the meeting	Anne Hallinan Stephanie Kennedy Board Members		5/31/2013	
At least 2 Education Committee Members to assist with registration and answer topic questions	Chanel LaChappa & Kristina Griffith Education Committee		5/31/2013	
Printed Survey to be placed on all tables to encourage increase survey responses (Tim Neill is the sponsor that is printing the surveys)	Education Committee		5/31/2013	
Education Committee Satisfaction Calls – committee to follow up with membership on their level of satisfaction and input. (contact members who attend less than 4 meetings a year) Calls to be made First Quarter of 2013 and reported to the Board.	Chanel LaChappa & Kristina Griffith Education Committee		4/1/2013	
Networking Activities – create at least 3 networking activities to be done prior to start of meeting. Prizes will be awarded.	Chanel LaChappa & Kristina Griffith Education Committee		November 2012 February 2013 April 2013	
Submit Speaker Opportunity for WEC Meeting Madness and Encourage the chapter to vote	Chanel LaChappa & Kristina Griffith Communications		2/1/2013	
Continue Brainiac question at monthly meetings.			5/31/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Provide an exceptional, complete meeting experience	Monthly Education		6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Maintain an average of 90 people at each monthly meeting	Engagement /Participation	Monthly Education		6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Plan and execute 7 monthly educational sessions with topics chosen from member suggestions/requests	Chanel LaChappa & Kristina Griffith		6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete

Strategy	Lead	Budget	Completion Date	% Complete
Invite other associations to attend MPI-OC meetings	Monthly Education		6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete

Strategy	Lead	Budget	Completion Date	% Complete
Meeting topics for the year posted on the website by November 1, 2012	Monthly Education		6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete

Strategy	Lead	Budget	Completion Date	% Complete
Create education bulk purchase package	Monthly Education		8/1/2012	
Action Plan	Lead	Budget	Completion Date	% Complete
Work with Stephanie on getting a link to register for the Buy 3 get 1 Free program			7/31/2012	100%
Members can purchase 3 monthly meetings or satellite meetings and get 1 free until December 31, 2012			12/31/2012	
Goal – 20 members purchasing the bundle			12/31/2012	

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Provide satellite meetings for members not in the Portland Metro area	Engagement/Participation	Darcie LaMotte-Waage	\$840	5/1/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Produce one educational focused meeting in each Bend and Eugene	Cedric Rudd, Debra Jolma and David Campbell		5/1/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Attendee Goal for Bend and Eugene will be 20 guests each in location			5/1/2013	
Send Promotions to local newspapers in each location			5/1/2013	
Ideas on getting membership involved in meetings ? (MPI 101 or Emerging Leaders)			5/1/2013	

**2012-2013 Special Educational Projects Action Plan
As of July 2012**

Metric 2 Membership Satisfaction

11/12 Year End = 8.47

Meet = 8.5

Exceeds = 8.6

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Plan and Execute a joint annual Cascadia Educational Conference with the Washington Chapter that delivers evaluation results by attendees at a "very good" or higher overall approval rating (90% being very good)	Membership Satisfaction	Cascadia		3/31/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Repurpose tradeshow/hosted buyer into Interactive Marketplace	Cascadia		3/31/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Committee to design goals to support Interactive Marketplace			3/31/2013	
Utilize strategies successful with other events' marketplace concepts			3/31/2013	
Design specific goals for the event			3/31/2013	
Implement the new goals and changes			3/31/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Reconfigure sponsorship program and management with a goal of having every session supported	Cascadia		3/31/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Complete Sponsorship Opportunities and implement marketing Plan	Cascadia		3/31/2013	
Secure Sponsorship Chair/Lead	Cascadia		1/1/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Broaden the reach of the Cascadia brand into regions that draw from and do business in the Pacific Northwest	Cascadia		3/31/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Build on the existing Marketing Plan neighboring state Chapters	Cascadia		3/31/2013	
Social Media, E-Blasts to All Chapters	Cascadia		3/31/2013	
Press Releases to All Industry Publications	Cascadia		3/31/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Manage Steering Committee, CEC Planning Team and sub-committees as required	Cascadia		3/31/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Conduct weekly, bi-weekly calls	Cascadia		3/31/2013	
Provide ongoing updates	Cascadia		3/31/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Develop conference schedule to include at least 10 hours of education	Cascadia		3/31/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Secure appropriate speakers and contract the speakers	Cascadia		3/31/2013	
Have speakers provide bios, session descriptions, photos for marketing of event	Cascadia		3/31/2013	
Encourage Speakers to provide additional marketing tools – video, etc	Cascadia		3/31/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Implement CEC succession plan	Cascadia		3/31/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Education Co-Chairs to be included in all Steering Committee Calls	Cascadia		3/31/2013	
Education Co-Chairs to be included in all planning and correspondence	Cascadia		3/31/2013	

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Enroll 6 people in the CMP Study Group Program and insure study group materials are updated	Member Satisfaction	Professional Development		6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Conduct two (2) CMP/CMM information sessions in 2012-2013 pre/or/post Monthly Educational meetings	Professional Development		06/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
September and Month TBD as CMP Information sessions.	Kathleen O'Connor		02/13/2013	
Have 2-3 CMP/CMM's speak at the Information Sessions	KOC		02/13/2013	
Provide ongoing information on recertification steps through Oracle and the information sessions	KOC		05/13/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Review Study Group Materials and insure they are updated	Professional Development			
Action Plan	Lead	Budget	Completion Date	% Complete
Review all Study Group Materials submitted by CIC as a committee	KOC		09/15/2012	
Implement plan and curriculum for the Study Group	KOC		09/15/2012	
	KOC		09/15/2012	

Propose \$50 Fee for CMP Study Group for more commitment and dedication to Study Group				
Review and Recap at year-end	KOC		04/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Provide education/information/awareness of needed maintenance/tracking to maintain existing certifications for renewal	Professional Development			
Action Plan	Lead	Budget	Completion Date	% Complete
Submit information in each Oracle per submission deadline	KOC		06/30/2013	
Provide information on this at the information sessions	KOC		06/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Provide more visibility and education in Oracle and other means on the CMM program	Professional Development			
Action Plan	Lead	Budget	Completion Date	% Complete
Submit information in each Oracle per submission deadline	KOC		06/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Add experience and support to the existing Committee	Professional Development			
Action Plan	Lead	Budget	Completion Date	% Complete
Add 1-2 Co-Chairs	KOC		8/31/2012	100%
Add NEW CMP to Committee at year-start that completed program earlier	KOC		9/1/2012	

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Continue the Emerging Leaders Program	Membership Satisfaction	Professional Development/ Midge Dobbs		6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Execute four (4) quarterly emerging leader programs	Professional Development/ Midge Dobbs		6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Develop four topics appropriate for emerging leaders	Professional Development/ Midge Dobbs			
Determine the four (4) appropriate months to implement in conjunction with the Chapter Meetings: 10:30am – 11:30am Suggested	Professional Development/ Midge Dobbs			
Market the Program in Chapter respective e-blasts and chapter communications	Professional Development/ Midge Dobbs			
Determine the presenters for the four (4) programs	Professional Development/ Midge Dobbs			

Strategy	Lead	Budget	Completion Date	% Complete
Continue to develop mentor program	Professional Development/ Midge Dobbs		6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Determine volunteers to help design the mentor program	Professional Development/ Midge Dobbs			

	Midge Dobbs			
Develop the mentor program	Professional Development/ Midge Dobbs			
Communicate the mentor program through the Chapter Communication channels	Professional Development/ Midge Dobbs			
Execute and evaluate for future the Mentor Program	Professional Development/ Midge Dobbs			

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Produce a Planner Think Tank	Membership Satisfaction	Alex Doyle	\$150	6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Incorporate a mini-Planner think-tank at social events/satellite programs prior to or immediately after event.	Alex Doyle			
Action Plan	Lead	Budget	Completion Date	% Complete
Send RFP to facilities who may want host Planner Think Tank	Alex Doyle	0	10/15/2012	
Recruit 2 additional Planners to assist with Planner Think Tank Committee	Alex Doyle	0	10/1/2012	
Develop Theme with Planner Think Committee	Alex Doyle	0	11/1/2012	

Strategy	Lead	Budget	Completion Date	% Complete
Engage and interact with planners throughout the year and develop an ongoing planner forum/communication	Planner Think Tank	0	6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Set up schedule of e-Blasts to MPI-OC Chapter	Alex Doyle	0	10/15/2012	
Engage Social Media to keep Planners informed on Planner Think Tank	Alex Doyle	0	Ongoing	
Develop article for Oracle on Planner Think Tank	Alex Doyle	0	9/15/2012	

Strategy	Lead	Budget	Completion Date	% Complete
Produce a Planner Case Study: Best practices Story in each Oracle	Planner Think Tank	0	11/1/2012	
Action Plan	Lead	Budget	Completion Date	% Complete
Set up regular monthly meetings/conf. calls with PTT Committee	Alex Doyle	0	10/15/2012	
Planner Case Study to be completed	PTT Committee	0	12/15/2012	
Survey other Planners on Case Study	PTT Committee	0	11/1/2012	

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Actively engage the planners through the year	Membership Satisfaction	Planner Think Tank	0	6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Incorporate a mini-Planner think-tank at social events/satellite programs prior to or immediately after event.	Planner Think Tank	0	Ongoing	
Action Plan	Lead	Budget	Completion Date	% Complete

Strategy	Lead	Budget	Completion Date	% Complete
Engage and interact with planners throughout the year and develop an ongoing planner forum/communication	Planner Think Tank	0	Ongoing	
Action Plan	Lead	Budget	Completion Date	% Complete

Use of Social Media	PTT Committee	0	Ongoing	
Regular conf. calls with Planners	PTT Committee	0	Ongoing	
Solicit ideas from Planners on best forms of communication	PTT Committee	0	Ongoing	
Include use of MPI-OC website to engage with Planners	PTT Committee	0	Ongoing	

Strategy	Lead	Budget	Completion Date	% Complete
Produce a Planner Case Study: Best practices Story in each Oracle	Planner Think Tank	0	6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Use notes from PTT to develop Best Practices Article for ORacle	PTT Committee	0	6/30/2013	

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Produce a Professional Development Program – an extended Education Day	Membership Satisfaction	Professional Development	\$2,890	6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Execute Professional Development Conference in October 2012	Professional Development		10/31/2012	
Action Plan	Lead	Budget	Completion Date	% Complete
Ted-Style Format for topics with up to 4-5 speakers. Secure format and speakers	Kavinda Arthenayake		09/01/2012	
Market the event through Chapter Marketing Plan dates	Kavinda Arthenayake		10/30/2012	

Strategy	Lead	Budget	Completion Date	% Complete
Provide specific take-aways from the event which provide ROI post event	Professional Development		10/30/2012	
Action Plan	Lead	Budget	Completion Date	% Complete
Recruited speakers must provide the key takeaways in a clear format prior to being secured	Kavinda Arthenayake		10/30/2012	
Specific take-aways repeatedly communicated in the pre-marketing of event	Kavinda Arthenayake		10/30/2012	
Each presenter reviews key points at their session end	Kavinda Arthenayake		10/30/2012	
Whiteboard or visible display of takeaways throughout event	Kavinda Arthenayake		10/30/2012	