

Administrative Action Plan As of March 2013

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 <i>We currently have 37 students! 25 of them joined this year.</i>	Net Member Growth	Midge Dobbs	\$800	6/30/2013	100%

Strategy	Lead	Budget	Completion Date	% Complete
Finalize Lane Community College as a student affiliate club	Midge Dobbs/ LCC Lead		12/31/2012	100%
Action Plan	Lead	Budget	Completion Date	% Complete
Contact Amanda Eriksen to discuss Student Club Requirements			8/31/2012	100%
Finalize a Lane County lead to coordinate program for Lane Community College			9/30/2012	100%
If student affiliate club is sponsored and LCC is on board, ensure proper paper work is submitted			9/30/2012	100%

Strategy	Lead	Budget	Completion Date	% Complete
Assist Clubs quarterly with program content <i>Clubs are not wanting assistance with their content. Have spoken at Mt. Hood once already, scheduled again in March. Anne Hallinan and Janis Ross are scheduled to speak at LCC in April.</i>	Midge Dobbs/ LCC Lead		6/30/2013	75%
Action Plan	Lead	Budget	Completion Date	% Complete
Work with President at each club to offer education opportunity on quarterly basis			6/30/2013	75%

<i>See above.</i>				
Work with education to coordinate potential of monthly education speakers to speak at student clubs.			6/30/2013	n/a

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	100%
Action Plan	Lead	Budget	Completion Date	% Complete
Ensure both Faculty Advisor and Student Leaders are receiving all communications			8/31/2012	100%
Show Faculty Advisor and Student Leaders MPI International and Oregon website for communication tool <i>Completed at Mt. Hood, scheduled with Lane with Anne or Janis.</i>			9/30/2012	50%

Strategy	Lead	Budget	Completion Date	% Complete
Invite Students to Monthly Programs that are hosted	Midge Dobbs/ LCC Lead		6/30/2013	100%
Action Plan	Lead	Budget	Completion Date	% Complete
Invite student clubs to October program, check with Bravo if they can volunteer			9/1/2012	100%
Work with education to coordinate other programs that are hosted, ensure they are invited			9/1/2012	100%

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	100%
Action Plan	Lead	Budget	Completion Date	% Complete
Review program and ensure renewal prior to Mt. Hood Community College renewal dates			4/30/2013	100%
Review program and ensure renewal prior to Lane Community College renewal			6/30/2013	100%

dates				
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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
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	100%
Action Plan	Lead	Budget	Completion Date	% Complete
Include Chairs in a half day workshop in August to review chapter process - <i>Chairs required to attend the Board Retreat held prior to August Social.</i>	Anne		8/21/2012	100%
Plan half day workshop exclusively for chairs after December monthly meeting - <i>very successful "workshop"; chairs in attendance said it was very beneficial; good collaboration/interaction between committees.</i>	Anne		12/31/2012	100%

Strategy	Lead	Budget	Completion Date	% Complete
Hold 1 1/2 day retreat for the 2013-2014 Board of Directors <i>Recd one response to RFP, waiting until 11/18 deadline for decision</i>	Jennifer	\$4,000	6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Work with Strategic Alliance on RFP	Jennifer/ Tara		6/30/2013	100%
Transition documents done prior to Retreat <i>Will start meeting with new board after membership vote</i>	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	100%
Action Plan	Lead	Budget	Completion Date	% Complete
Plan and execute half day retreat for Board and Chairs - <i>held prior to the August Social with committee Chairs</i>	Anne		8/21/2012	100%
Plan and execute half day retreat for Board after the January monthly meeting - <i>retreat agenda is complete; will be held Jan. 15.</i>	Anne		1/15/2013	100%

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	100%
Action Plan	Lead	Budget	Completion Date	% Complete
All parties registered			7/31/2012	100%
Airfare/Hotel reservations for us to fly together	Jennifer/Stephanie		8/30/2012	100%

Strategy	Lead	Budget	Completion Date	% Complete
Have the President attend the 2012 WEC <i>(budget also includes air and registration for 2013 WEC)</i>	Anne	\$2,375	7/31/2012	100%
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	100%
Write report to provide Board and Chairs reviewing take-aways - <i>Board report sent Oct. 31.</i>	Anne		10/31/2012	100%

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	75%
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	100%
Send calendar appointments to each director for the first half of the year	Anne		8/30/2012	100%
Reevaluate day and time midway through the year and adjust if necessary	Anne		2/28/2013	70%
Send calendar appointments to each director for the second half of the year	Anne		2/28/2013	50%

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	100%
Action Plan	Lead	Budget	Completion Date	% Complete
Discuss with Stephanie issues	Anne		10/31/2012	100%
Work with Stephanie to come up with solutions to people not being able to access - <i>primary issue appears to be people using Chrome.</i>	Anne		10/31/2012	100%
Consider and research alternatives to Window's Live - <i>seems to be working better this year. no outstanding issues that I am aware of. Not planning any changes at this point.</i>	Anne		10/31/2012	100%

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	70%
Action Plan	Lead	Budget	Completion Date	% Complete
Stay aware of milestones and those who go above and beyond - <i>request that Board members inform me of members working hard for the chapter.</i>	Anne		6/30/2013	70%
Send hand-written thank you cards	Anne		6/30/2013	70%

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 - plan to do this in April	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 <i>Sent email 9/13 for response by 9/14 for Sept meeting</i> <i>Sent email 10/22 for response for Oct meeting</i> <i>Sent email 11/7 for November meeting- no responses</i> <i>Will send email by 12/6 for December meeting</i> <i>Sent email 1/3 – due date 1/9</i>	Jennifer		6/30/2013	40%

<i>Was late on February- will do 2 drawings in March</i>				
<i>Announce names and winner at each meeting Steph to get the Starbucks card, Anne to announce winner (JC on vaca for Sept) Sept- Beth Price, Hotel 50 Found super cute mini MPI padfolios at MPI Store (ordered 9 on 10/31) Oct- Carole Astley Nov: no one- acknowledged chairs seated at Circle of Excellence Table w speaker Dec- did not attend meeting- Star Volunteer were: Birgitte Simmons and Trina Grameaux January- February- late responses, will do 2 in March March- great responses- Feb- Kelly Hagerman (Be HIP); March- Chanel LaChappa (CEC)</i>	Jennifer		6/30/2013	40%

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	25%
Action Plan	Lead	Budget	Completion Date	% Complete
Solicit sponsor for volunteer appreciation activity - Grand Central Bowl to host	Anne		03/31/2013	100%
Invite all BOD and Chairs to attend	Anne		04/30/2013	
Organize event	Anne/Stephanie		06/18/2013	

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	% Complete

			Date	
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) Communications <i>Next meeting scheduled March 21. Topic is Communications</i>	Midge Dobbs		6/30/2013	50%

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	50%

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		12/3/2012	100%
Nominations deadline	Midge Dobbs		1/11/2013	100%
Email Congratulations to Nominees with Intent Form and Questionnaire	Midge Dobbs		1/18/2013	100%
All Nominee Intent Forms and Questionnaires must be received by chair. Review of supporting documents will be done to determine eligibility.	Midge Dobbs		1/31/2013	100%
Committee interviews of candidates	Midge Dobbs		2/15/2013	100%
Present slate to board for review	Midge Dobbs		2/19/2013	100%
Present slate to membership to review	Midge Dobbs		2/19/2013	100%
Slate voted on by membership e-vote	Midge Dobbs		2/25/2013	100%
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	50%
Action Plan	Lead	Budget	Completion Date	% Complete
Have Top 10 Reasons to volunteer in Sept/ May email blasts <i>It was in the summer online magazine and posted on Facebook page Sept</i>	Jennifer		5/31/2013	50%
Get registration lists from Stephanie for Sept and May, personally invite ppl to recruitment events	Jennifer		5/31/2013	50%
Encourage Chairs and Directors and other committee members to make each table look inviting <i>Sent potential cmte member list to each team (new members list (w/i 2yrs) sent 8/6 and non involved members sent 9/13) 11/6- Thinking about doing another recruitment event in January- different format 12/3- Chairs to be table hosts at Dec mtg, have 2-3 mins to talk about committee; chairs will have mic time at January meeting 1/3- info to be sent to chairs regarding mic time at Jan mtg by 1/7/13- each chair to speak about their cmte (no rah-rah, real info/timelines, etc) January Chair meeting/ volunteer recruitment went well- 3 ppl said they joined committees after the meeting!</i>	Jennifer		5/31/2013	50%

Strategy	Lead	Budget	Completion Date	% Complete
Assist chairs in filling committee positions	Jennifer		6/30/2013	40%
Action Plan	Lead	Budget	Completion Date	% Complete
Go through member list- newer members (2yrs or newer first) <i>Sent list of new members w/i 2 yrs on 8/6/12; will continue to contact new members as they join Contact new members each month with Top 10 Reasons to get involved, Lend a hand and Got a Minute- invite to sit with me at monthly meeting; invite to meet to talk about MPI</i>	Jennifer		6/30/2013	40%

1/3- Top 10 Reasons to get involved to be in Winter Newsletter 1/3- Jose Rivas- new member- wants to be on Awards Cmte- email sent to Camille and Christina				
Ask Chairs/Directors for monthly task list; send out "Got a Minute" to members Sent request 9/13 for response by 9/14 Got a Minute is getting sent with monthly eblasts to members 1/3- sent email to committee chairs for Got A Minute info for email blast on 1/9; responses due by 1/8. 3/11/13- chairs are responding really well. Not sure how effective it is in recruitment, but the word is getting out.	Jennifer		On going	40%

Each committee to have a committee member who has never been on a committee before
Both lists sent to teams were of non-involved members

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) for the 2012/2013 year and to hand off to the President Elect for the 2013/2014 year	Jennifer		6/30/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
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	
Contact Directors and Chairs for future plans 12/2- working on scheduling meetings for December 1/3- lunches/coffee/drinks had throughout Dec for future planning; continuing through January. 2/19/13- email sent to incoming board to save the date for retreat; planning meetings to discuss time line/plans 3/11/13- have to wait to meet with incoming board to discuss next year until after membership vote	Jennifer		6/30/2013	15%
Create spreadsheet from database for potential future leaders	Jennifer		6/30/2013	

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

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. <ul style="list-style-type: none"> • \$1,744 raised through Jan. 2013 	Chapter Financial Management	Fundraising	\$8,875 Revenue	6/30/2013	20%

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 (\$95 per event)	6/1/2013	75%
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	75%
Utilize Chapter Email Blasts to Gain Prizes for the 50/50 Raffle in addition to the Cash Raffle	Nichole		6/30/2013	75%
Financial Results: 8/21 - Raised Total \$105.00. \$52.00 to MPI	Nichole	\$52.00	8/21/2012	100%
9/18 - Raised Total \$95.00. \$43.00 to MPI	Nichole	\$43.00	9/19/2012	100%
2/19 – Raised Total \$209.00. All to MPI <ul style="list-style-type: none"> • On Thursday, 12/27 we decided that we are going to host a Chinese Style Raffle for February to raise more \$\$\$. We will be soliciting MPI suppliers for 4-5 prizes worth \$100-\$200 in value. These items will be previewed in the 2/1 email blast. 	Nichole	\$209.00	2/19/2013	100%

<ul style="list-style-type: none"> 2/6. We currently have (5) donated raffle items for the Chinese raffle. These raffle items values range from \$50-\$75.00. 2/19 - Raffle completed! Raised \$209 				
<p>3/19 Networking Raffle</p> <p>* 2/6- We decided to add a wine toss raffle to bring in extra funds. We will sell tickets at the meeting and get the wine donated.</p> <ul style="list-style-type: none"> 3/4 - Planning complete. Soliciting additional wine for this event and Gala's wine wall. 	Tim		3/19	75%
<p>4/16 -</p> <ul style="list-style-type: none"> 3/4 - Format for this raffle is still TBA. We are leaning towards a 50/50 raffle due to our efforts towards the Gala. 	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
<p>Fundraising Committee Meeting – Discuss Specific Plans and Actions for the Silent Auction (what has worked well in the past, new ideas)</p> <ul style="list-style-type: none"> On 12/27 we discussed our plan for the auction – Nichole, Wendy and Jeanne will make calls to start working on donations, list is divided. Tim is going to follow up on if we need the silent auction items or both oral/silent auction items. 	Nichole		10/15/2012	100%
<p>Division of Committee Members to focus on Specific Parts of the Auction</p> <ul style="list-style-type: none"> Wendy, Lauren, Jeannie and Nichole to work on securing silent auction items, Tim to own wine wall and Tara to assist in gathering donations from CVBs. Melodie to assist where needed. 3/4 - We lost Wendy as a volunteer due to time constraints. We are currently recruiting a new member. 	Nichole		11/1/2012	100%
<p>2/6. Donation Lists have been Distributed to Team</p> <ul style="list-style-type: none"> Did we do a letter/email? Yes 2/6. Donation Lists have been Distributed to Team 3/4- 40% of donation requests have been sent out 	Nichole		1/15/2013	20%
Conference Call to Discuss Progress of Donations – Plans and Actions Moving	Nichole		4/1/2013	

Forward				
<ul style="list-style-type: none"> 3/4 - Call is tentatively planned for the third week of March 				
Bi-Weekly Conference Calls – Beginning May 1, 2013	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	50%
Action Plan	Lead	Budget	Completion Date	% Complete
Big Raffle Basket (Trip w/ Airfare) ~ Donation Requests to Go Out <ul style="list-style-type: none"> 9/7 - Main Raffle Prize Received (Gift Certificate for Lodging and Spa). Need to work on Airfare and Additional Package Ideas. 10/15- Tim is working on the airfare. Nichole working with AZ CVB for prizes. 11/7 - We have decided not to pursue airfare. 12/11 – Raffle Complete! 72 Tickets Sold at \$1,440.00 	Nichole	\$1,440.00	8/21/2012	100%
Design Raffle Tickets and Possible Ticket Promotion <ul style="list-style-type: none"> 10/15 Need to complete this week Completed 	Nichole		9/25/2012	100%
Big Raffle Tickets on Sale	Nichole		10/24/2012	100%
Big Raffle (Goal is \$2,000 for October Promotion) <ul style="list-style-type: none"> Completed – 72 Tickets Sold for \$1,440.00 	Nichole		12/11/2012	100%
Design Plan and Items for Medium Raffle Basket <ul style="list-style-type: none"> Raffle is in May – Nichole to Reach out to Suncadia for Donation 3/4 - Still working on securing this donation, we would like a destination in which we could include multiple items in the basket. This is top priority! 	Nichole		1/10/2013	10%

Strategic Alliance Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Implement a Strategic Alliance Program that will raise \$13,700 in revenue, Without the Speaker Showcase revenue that was included, the total cash objective would be \$10,700. Currently at \$9,300 which leaves us \$1,400 off our budget. Tara and Kelly hope to still be able to make up this number in the next couple of months with dedicated email.	Chapter Financial Management	Strategic Alliance	\$13,700 Revenue (\$10,700)	6/30/2013	87%

Strategy	Lead	Budget	Completion Date	% Complete
MPI Partnership Program/ Cash Sponsors - \$9,300 cash as of 3/11/13	Strategic Alliance	\$6,600	6/30/2013	98% of \$10,700
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) <ul style="list-style-type: none"> Reaching out to CVBs & Industry contacts to help secure Gala donation items 	Kelly/Tara		9/15/2012	100%
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 (see list above) <ul style="list-style-type: none"> Still concentrating on increasing our sales through web ad or dedicated emails 	Kelly/Tara		6/30/2012	90%
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	90%

Strategy	Lead	Budget	Completion Date	% Complete
MPI Partnership Program/In Kind Sponsors \$59,841 and Cash Sponsorships \$9,300 as of 3/11/13. (Includes Markeplace Revenue)	Strategic Alliance	\$47,000	6/30/2013	127%

Action Plan	Lead	Budget	Completion Date	% Complete
Contact all past In Kind Sponsors from 2011 – 2012 to partner for 2012 - 2013 <ul style="list-style-type: none"> Continuing to prospect sponsorships for this year. 	Kelly		6/30/2013	100%
Follow up with Monthly contact to make sure that the partners are feeling the value of their partnership <ul style="list-style-type: none"> Continuing to work with current Partners on when they would like to use their benefits. TT - Kelly has been doing a great job in her efforts with this and is on top of this.	Kelly		6/30/2013	90%

Strategy	Lead	Budget	Completion Date	% Complete
Sell Marketplace Opportunities at the February 2013 Meeting and the Satellite Meetings Tara and Kelly sent out thank you cards for everyone that participated in the MPI Marketplace on Friday February 22nd, we wanted the cards to be received by the vendors within a week of participating in the event	Strategic Alliance	\$1,500 Exceeded at \$2,250	4/30/2013	150%
Action Plan	Lead	Budget	Completion Date	% Complete
Send out an ad via MPI web and Oracle to increase sales	Kelly		4/30/2013	100%
Call past Marketplace Vendors to sell table space for 2013	Kelly		4/30/2013	100%
Continue to offer the opportunity to split a table top exhibit, through phone, email and ads	Kelly		4/30/2013	100%

Strategy	Lead	Budget	Completion Date	% Complete
Partner with the Oregon Employer Council on the 2013 Speaker Showcase TT - I spoke with Greg Ivers since the last board meeting and they have chosen to not participate in 2013, he did say the planners are welcome to come although without the support of the OEC they will not be able to expense and fund their trip. We had very few MPI OC planners attend this event in 2011. Strategic Alliance has a call scheduled with VP of Finance and VP of Special Education on 11/6/12 to discuss the plan on how to proceed with Speaker	Strategic Alliance	\$3,000	6/30/2013	100% On hold until 2013 - 2014

<p>Showcase</p> <p>UPDATE 11/7/12 - Melodie, Janice, Darcie and Tara spoke today about Speaker Showcase and came to the consensus that we would like to postpone the Speaker Showcase until next year to allow more time for the teams to re- envision and re-brand the event properly. we do believe that MPI and the Finance/Education team can create an amazing event that will surpass previous years however we have concerns about doing this in less than 8 months with a limited volunteer base.</p>				
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 (see notes a) above)	Tara/Kelly	\$3,000	6/30/2013	100%
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	20%

Strategy	Lead	Budget	Completion Date	% Complete
Create a Campaign to Sell Dedicated Emails bundled with Web Ads	Strategic Alliance	\$1,500	6/30/2013	100%
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	75%
<ul style="list-style-type: none"> Working with Jennifer on obtaining some "Got a Minute" Volunteers to help call members for partnerships 				

Strategy	Lead	Budget	Completion Date	% Complete
Create a New Sponsorship for the Student Clubs	Strategic Alliance	\$800	6/30/2013	100%
Action Plan	Lead	Budget	Completion Date	% Complete

Contact the past presidents and leaders to strategically sell the Student Club Memberships <ul style="list-style-type: none"> When registering for monthly meetings, members will have the option to sponsor a student when they check out Midge reached out to members on 2/7 to gain more memberships. 	Kelly		6/30/2013	100%
Recognize these supporters at a monthly luncheon or June Gala			6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Planner Think Tank Sponsorship <ul style="list-style-type: none"> Marriott Waterfront will host - obtained \$300 cash sponsorship and \$2,200 in kind sponsorship 	Strategic Alliance	\$300	6/30/2013	100%
Action Plan	Lead	Budget	Completion Date	% Complete
Strategically sell through phone calls, e-mail, web ads	Kelly	\$300	6/30/2013	85%

Strategy	Lead	Budget	Completion Date	% Complete
Ensure Sponsorship Benefits Are of Value to Members	Strategic Alliance		6/30/2013	ongoing
Action Plan	Lead	Budget	Completion Date	% Complete
Monthly Check in with Members to make sure they are feeling the benefits and ROI	Kelly/Tara			ongoing
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			ongoing

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

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		Ongoing	60%

Strategy	Lead	Budget	Completion Date	% Complete
Work with community outreach committee to find compelling stories	Katherine Hoppe		6/30/2013	25%
Action Plan	Lead	Budget	Completion Date	% Complete
Send out email asking local chapter members what their MPI story is	Public Relations Chair		Monthly	100%
Create stories for press releases	Public Relations Chair		Monthly	100%
Ask members about big events they have planned and estimate economic impact on community	Public Relations Chair		Monthly	100%

Strategy	Lead	Budget	Completion Date	% Complete
Develop strategic plan for event calendars	Promotions		8/2013	
Action Plan	Lead	Budget	Completion Date	% Complete
Create specific press releases aligned to promote membership meetings in local media.	Public Relations Chair		Monthly	100%

Strategy	Lead	Budget	Completion Date	% Complete
Develop press release schedule identifying press release topics and target dates.	Public Relations Chair		Quarterly	100%
Submit a minimum of 1 press release per quarter to local, regional and national media showcasing newsworthy, membership focused information – including June press release to announce award winners and new board installation.	Public Relations Chair		9/15/2012 12/15/2012 3/15/2013 6/15/2013	50%

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	Communications		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	50%
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. <i>Sent the March postcard out 2 weeks early to capture additional Cascadia exposure. Next printing not due until May. Continue to receive positive feedback.</i>	Midge Dobbs/ Maili Morrison		8/10/2012 12/10/2012 3/10/2013 5/10/2013	100% 100% 100%

Strategy	Lead	Budget	Completion	% Complete
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			Date	
Continue sending email blasts to membership twice a month	Assn. Mgr.	\$306	Ongoing	50%
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		2x/month per schedule set up by Assn Mgr.	50%

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Provide a printed directory	Member satisfaction	Publications		9/27/2012	100%

Strategy	Lead	Budget	Completion Date	% Complete
Produce 2012-2013 printed directory to be provided to all members with accurate information at the time of press	Publications		9/27/2012	100%
Action Plan	Lead	Budget	Completion Date	% Complete
Ad Space reservation	LLM Publications		8/10/2012	100%
Cover proof to MPI	LLM Publications		8/10/2012	100%
Ad copy Due	LLM Publications		8/17/2012	100%
Cover approved-approved by Wild Horse and the MPI committee. One small change is being completed for the final proof	Alex Doyle / Merrissa Burleigh		8/17/2012	100%
Member photos due to LLM	Members		8/17/2012	100%
Member data and Text Files due to LLM			8/17/2012	100%
Rough Draft to MPI (membership sections only)	LLM Publications		8/24/2012	100%
Rough draft returned to LLM	Alex Doyle /		8/31/2012	100%

	Merrissa Burleigh			
Comprehensive proof to MPI	LLM Publications		9/5/2012	100%
Comprehensive proof due back to LLM	Alex Doyle / Merrissa Burleigh		9/10/2012	100%
Office quantity and mailing list due to LLM	Alex Doyle / Merrissa Burleigh		9/10/2012	100%
Final proof to MPI	LLM Publications		9/11/2012	100%
Approval to print	Alex Doyle / Merrissa Burleigh		9/12/2012	100%
Directories mailed to members and shipped to association	LLM Publications		9/27/2012	100%
Mid-Year Addendum	Assn Mgr.		1/10/2013	

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

Strategy	Lead	Budget	Completion Date	% Complete
Produce and distribute online magazine for members Fall 2012 issue completed	Publications		9/29/2013	100%
Action Plan – FALL ONLINE NEWSLETTER	Lead	Budget	Completion Date	% Complete
Sales close Aug 16 (2013)	LLM Publications		8/17/2012	LLM
Develop and communicate proposed story lines and articles for upcoming online magazine (Story list developed 8/16)	Jennifer Walsdorf		8/25/2012	100%

Reach out to membership to solicit stories or articles for online magazine (Email to Directors, VPs and Chairs soliciting stories 8/16)	Jennifer Walsdorf		8/20/2012	100%
Storylist due to LLM (Completed: 10 articles, Strategic Alliance ad, October Education flyer + anniversaries/new members/members on the move)	Jennifer Walsdorf		9/7/2012	100%
Text and photos due to LLM (Waiting on two more articles, some revisions necessary; will have all content and photos turned in on Friday, September 14 th)	Jennifer Walsdorf		9/14/2012	100%
Proof 1 to MPI	LLM		9/21/2012	100%
Proof 1 returned to LLM	Jennifer Walsdorf		9/26/2012	100%
Proof 2 to MPI (Due 10/4 or 10/5)	Jennifer Walsdorf		9/28/2012	100%
Approved to post	Jennifer Walsdorf		9/28/2012	100%
Web files to be posted (Files may not get posted until 10/8)	LLM		10/5/2012	100%
Request, track and communicate readership / click-throughs metrics on online magazine from LLM – Report at October Board meeting (Linda from LLM has provided this information – given to Dawn Rasmussen and Elaine Hsieh for previous issues)	Jennifer Walsdorf		10/24/2012	100%

Action Plan – WINTER ONLINE NEWSLETTER	Lead	Budget	Completion Date	% Complete
Develop and communicate proposed story lines and articles for upcoming online magazine <i>Done</i>	Jennifer Walsdorf		11/25/2012	100%
Reach out to membership to solicit stories or articles for online magazine <i>Done</i>	Jennifer Walsdorf		11/30/2012	100%
Storylist due to LLM - March 8, June 7, Sept 6 2013 <i>Done</i>	Jennifer Walsdorf		12/6/2012	100%
Text and photos due to LLM Mar 15, June 14, Sept 13 2013 <i>Done</i>	Jennifer Walsdorf		12/13/2012	100%
Proof 1 to MPI Mar 22, June 21, Sept 20, 2013	Jennifer Walsdorf		12/20/2012	100%
Proof 1 returned to LLM Mar 27, June 26, Sept 25 2013	Jennifer		12/31/2012	100%

	Walsdorf			
Approved to post Mar 29, June 28 and Sept 27 2013 Winter 2013 ORacle posted to MPI-OC website	Jennifer Walsdorf		1/3/2013	100%
Web files to be posted April 5, July 5, Oct 4 Winter 2013 ORacle posted to MPI-OC website	Jennifer Walsdorf		1/10/2013	100%
Request, track and communicate readership / click-throughs metrics on online magazine from LLM – report at January Board meeting Requested from LLM on 1/4/13; second request 2/6/13; requested for monthly (or quarterly stats)	Jennifer Walsdorf		1/15/2013	Due from LLM

Action Plan – SPRING ONLINE NEWSLETTER	Lead	Budget	Completion Date	% Complete
Develop and communicate proposed story lines and articles for upcoming online magazine Email sent to chairs and Directors on 2/6/13	Jennifer Walsdorf		3/20/2013	100%
Reach out to membership to solicit stories or articles for online magazine Email sent to chairs and Directors on 2/6/13	Jennifer Walsdorf		3/1/2013	75%
Storylist due to LLM Due on Friday, March 8th	Jennifer Walsdorf		3/8/2013	0%
Text and photos due to LLM Due on Friday, March 15th	Jennifer Walsdorf		3/15/2013	0%
Proof 1 to MPI	Jennifer Walsdorf		3/22/2013	0%
Proof 1 returned to LLM	Jennifer Walsdorf		3/27/2013	0%
Approved to post	Jennifer Walsdorf		3/29/2013	0%
Web files to be posted	Jennifer Walsdorf		4/5/2013	0%
Request, track and communicate readership / click-throughs metrics on online magazine from LLM – report at April Board meeting Have requested from LLM (2nd request on 2/6/13)	Jennifer Walsdorf		3/16/2013	Due from LLM

Action Plan – SUMMER ONLINE NEWSLETTER	Lead	Budget	Completion Date	% Complete
Develop and communicate proposed story lines and articles for upcoming	Jennifer		5/20/2013	

online magazine	Walsdorf			
Reach out to membership to solicit stories or articles for online magazine	Jennifer Walsdorf		5/30/2013	
Storylist due to LLM June 7, Sept 6 2013	Jennifer Walsdorf		6/7/2013	
Text and photos due to LLM June 14, Sept 13 2013	Jennifer Walsdorf		6/14/2013	
Proof 1 to MPI June 21, Sept 20, 2013	Jennifer Walsdorf		6/21/2013	
Proof 1 returned to LLM June 26, Sept 25 2013	Jennifer Walsdorf		6/26/2013	
Approved to post June 28 and Sept 27 2013	Jennifer Walsdorf		6/28/2013	
Web files to be posted July 5, Oct 4	Jennifer Walsdorf		7/5/2013	
Request, track and communicate readership / click-throughs metrics on online magazine from LLM – report at June Board meeting	Jennifer Walsdorf		6/18/2013	

Action Plan –FALL ONLINE NEWSLETTER	Lead	Budget	Completion Date	% Complete
Sales close	Jennifer Walsdorf		8/16/2012	
Develop and communicate proposed story lines and articles for upcoming online magazine	Jennifer Walsdorf		5/20/2013	
Reach out to membership to solicit stories or articles for online magazine	Jennifer Walsdorf		5/30/2013	
Storylist due to LLM	Jennifer Walsdorf		9/6/2013	
Text and photos due to LLM	Jennifer Walsdorf		9/13/2013	
Proof 1 to MPI	Jennifer Walsdorf		9/20/2013	
Proof 1 returned to LLM	Jennifer Walsdorf		9/25/2013	
Approved to post	Jennifer		9/27/2013	

	Walsdorf			
Web files to be posted	Jennifer Walsdorf		10/4/2013	
Request, track and communicate readership / click-throughs metrics on online magazine from LLM – report at October Board meeting	Jennifer Walsdorf		10/15/2013	

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. Do not have resources to do so; review for next year	Social Media Lead		11/1/2012	n/a
Conduct Twitter contest with prize for largest number of Tweets; Empower committees to do postings	Social Media Lead	\$200	Committee decided NOT to do this in 2012	n/a
Make sure “follow” and “like” and “share” buttons on new MPI website	Karen Waggoner		9/15/2012	100%
Develop questions for annual membership survey on social media preferences.	Social Media Chair		?? Not sure when member survey goes out??	

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
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Build member affinity by highlighting members in printed and social media	Member satisfaction	Technology	\$126	6/30/2013	
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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	\$126	6/30/2013	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		Monthly	
Post monthly meeting photos on MPI OC website	Assn. Manager		Monthly	

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
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	% Complete
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			Date	
Monthly updates to direct members back to website	Technology		Ongoing	60%
Action Plan	Lead	Budget	Completion Date	% Complete
Provide administrative support / audit content for accuracy; conference call with Stephanie complete 9-7	Karen Waggoner		Ongoing	20%

Strategy	Lead	Budget	Completion Date	% Complete
Ongoing links to social media and vice versa	Technology		Ongoing	100%
Action Plan	Lead	Budget	Completion Date	% Complete
Basic informational posts to LinkedIn, Facebook, and Twitter Dawn is doing most supported by Karen	Social Media Chair		Weekly	70%
Each committee to designate one person per month to address posting in social media channels regarding MPI OC goings on or deadlines. This will help communicate important deadlines and encourage engagement on social media channels.	Each committee		Monthly	
Ask attendees to tweet during meeting using specific hashtag	Dawn Rasmussen		Monthly	50%
Develop reusable table tent signs highlighting MPI-OC social media links	Karen Waggoner		12/1/2012	100%

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; Not an easy solution. Would need to be driven by host; had IT specialist review both Int'l and local site	Karen Waggoner		12/1/2012	100%
Investigate potential of having MPI-OC website being converted into mobile app Several free sites can do this.	Karen Waggoner		12/1/2012	100%

Strategy	Lead	Budget	Completion Date	% Complete
Website maintenance and hosting	Technology	\$2,100	6/30/2013	100%
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	100%

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	100%

Strategy	Lead	Budget	Completion Date	% Complete
Work with LLM on advertising sales	Publications	\$4,381	10/31/2012	100%
Action Plan	Lead	Budget	Completion Date	% Complete
Check in with LLM	Alex Doyle/Merrissa Burleigh		9/15/2012	100%

Strategy	Lead	Budget	Completion Date	% Complete
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Sell cover of directory as prime long-shelf-life partner opportunity	Publications	\$500 income	10/31/2012	100%
Action Plan	Lead	Budget	Completion Date	% Complete
Contact LLM and ask them to make a concerted effort to sell cover.	Alex Doyle/Merrissa Burleigh		10/31/2012	100%

2012-2013 Membership Action Plan As of March 2013

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	\$300	6/30/2013	75%

Strategy	Lead	Budget	Completion Date	% Complete
Promote Referral Program: \$25 Referral Fee for Every New Member.	Member Recruitment- Cyndi Holloway	\$300 (\$150 left in budget)	6/30/2013	50%
Action Plan	Lead	Budget	Completion Date	% Complete
<ul style="list-style-type: none"> Beginning April Meeting every non-member attending the monthly luncheon will receive attached to their name badge a printed application and quick glance benefits of becoming a MEMBER. 	Cyndi -Susan- Kim	\$0	6/30/13	0%
<ul style="list-style-type: none"> Create on-going inquiry spreadsheet-Susan is keeping a running spreadsheet and updates Stephanie on a monthly bases. Susan has sent this to Stephanie with updates and progress. 	Susan	\$0	6/30/13	100%
Follow up with inquiries <ul style="list-style-type: none"> Guests at current monthly meeting Guests from past meetings Inquiries through tradeshow/emails/etc. 	Susan	\$0	6/30/2013	90%
Ensure that non-members and guest are greeted and pared with a MPI Members at each monthly meeting to help make them feel welcome and answer questions.	Cyndi-Susan- Kim	\$0	6/30/2013	50%

Strategy	Lead	Budget	Completion	% Complete
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			Date	
FINAL PUSH-Try and Reach 250 Members by June 30, 2013. Which will exceed expectations by 10%.	Cyndi - Susan	\$0	6/30/2013	0%
Action Plan	Lead	Budget	Completion Date	% Complete
Double Referral Program for the last two meetings; instead of \$25 raise it to \$50	Cyndi	\$100	6/30/2013	0%
Print \$50 Bills and Promote the increase through name tags and table tops and website/social media.	Cyndi	\$0	6/30/2013	100%

Strategy	Lead	Budget	Completion Date	% Complete
Secure 6 new subscriber members-We currently have 7 subscriber members - 11/7/12	Member Recruitment		6/30/2013	100%
Action Plan	Lead	Budget	Completion Date	% Complete
Prospect MPI west coast chapter members via phone and email. <ul style="list-style-type: none"> Contact WA Chapter Contact Northern CA Chapter 	Susan		6/30/2013	100%

Strategy	Lead	Budget	Completion Date	% Complete
Create an email campaign for non-members to attend sponsored meetings for \$1.	Member Recruitment		5/31/2013	100%
Action Plan	Lead	Budget	Completion Date	% Complete
Work with Education to determine the fully sponsored meetings.	Susan		9/15/2012	100%
Create collateral to send out via email	Susan		5/31/2013	100%
Post on social media sites and website	Susan		5/31/2013	100%
Follow up with guests after each meeting	Cyndi - Susan -		5/31/2013	100%

	Kim			
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Strategy	Lead	Budget	Completion Date	% Complete
Exhibit at Bravo Tradeshows Salem & Portland Potential new members who stopped by have been contacted. Follow up emails/calls traced for beginning of January	Susan	\$225	10/24/2012	100%
Action Plan	Lead	Budget	Completion Date	% Complete
Create a theme for the booth <ul style="list-style-type: none"> • Create intro packets • Drawing for 1 free meeting 	Susan		9/15/2012	100%
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	100%
Schedule Board Members to take shifts	Kim		10/31/2012	100%
Follow up with all attendees that their business card for more information <ul style="list-style-type: none"> • Portland got a lot of interest. We are splitting the list between the members to call and follow up and send information. • There was over 1,500 people invited to Bravo so we will send a mailer via email in December once all the other vendors are done sending them so they do not get inundated. 	Susan / Committee		11/1/2012	100%

Strategy	Lead	Budget	Completion Date	% Complete
Create a Member Recruitment Campaign	Cyndi	\$225	On-Going	50%
Action Plan	Lead	Budget	Completion Date	% Complete
Created an on-going recruitment campaign to benefit not only MPI-OC but our members as well. For every non-member planner or supplier you sign up, you will receive \$25.00 from MPI-OC and a \$25.00 credit towards your renewal from MPI International. There is no limit and Students are exempt.	Cyndi	\$0	10/31/12	100%
Schedule on going monthly calls with Susan and Kim; discuss recruitment progress and budgets. Involve committee members on calls and work with membership retention. This is a set call in our schedules every other Friday 9am.	Cyndi	\$0	6/30/13	100%
Post campaign to all social media sites on a monthly basis.	Susan	\$0	6/30/13	75%

Work with DWA to make a sign to be posted at registration during all monthly meetings	Cyndi	\$0	6/30/13	50%
Print flyers \$25 LARGE Dollar Bills to be attached to each name badge prior to each meeting. Promoting the Referral Program	Cyndi	\$0	6/30/13	50%
Make an announcement at the November meeting to inform the members. Announcement to made at December meeting as well <ul style="list-style-type: none"> Make announcement at January meeting Make announcement at February Meeting 	Kim/Susan	\$0	6/30/13	100%

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	30%

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	100%
Action Plan	Lead	Budget	Completion Date	% Complete
Send out the RFP for the Socials to Portland Venues.	Lora/Stephanie		8/10/2012	100%
Review RFP's and select venue for the 2 socials. <ul style="list-style-type: none"> Successful social at the University Place for August Social The March social will be hosted by Henry V Events 	Lora/Amber/Committee		10/31/2012	100%
Announce dates and location on MPI Media for the events. <ul style="list-style-type: none"> Media was sent out for August Social 	Lora/Committee		September/March	100%
Review BEO's with Henry V for March Social <ul style="list-style-type: none"> not a typical venue so no BEO's 	Lora		02/15/13	0%

Strategy	Lead	Budget	Completion Date	% Complete
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Plan (1) hosted Social in both Bend and Eugene in October Eugene – October 9 Bend – Oct 10 (canceled)	Retention Committee		6/1/2013	100%
Action Plan	Lead	Budget	Completion Date	% Complete
Send out the RFP for the Socials to Bend and Eugene Venues. <ul style="list-style-type: none"> Eugene Social booked for October 9th at the Red Lion Bend Social booked for October 10th at Brasada Ranch in Bend Eugene Social <ul style="list-style-type: none"> Success with an attendance of about 22 people. There was a mix of planners, suppliers and students from Lane CC. People enjoyed the time to network. The Red Lion did a wonderful job as the host, provided a ton of food and beer and wine. Bend Social Canceled <ul style="list-style-type: none"> Due to the lack of registration the Bend Social was canceled. There were only 3 people who had registered. We may want to consider that this just isn't a good place to have a social. Other geographical locations should be looked at. 	Stephanie/Lora /Amber		10/9/12	100%
Review RFP's and select venue for the 2 socials. <ul style="list-style-type: none"> Venues were selected for both social 	Lora/Amber/Co mmittee		9/15/2012	100%
Announce dates and location on MPI Media for the events. <ul style="list-style-type: none"> Announcements have been made on Twitter, MPI Website and Facebook for remote socials. 	Lora/Committe e		Ongoing	100%

Strategy	Lead	Budget	Completion Date	% Complete
Plan 2-4 Community Outreach events	Community Outreach	0	6/30/2013	80%
Action Plan	Lead	Budget	Completion Date	% Complete
Chelsea Hicks Foundation – A local Costume Drive for kids with serious illnesses. The kids use the costumes to play dress up to get their minds off of the illness for a brief time. CHF will have a costume day where they bring in a variety of costumes and let the kids dress up and play, and create some special memories. We will have representatives from CHF at the October MPI meeting to meet our members. October is the perfect month to shop for a fun costume for the kids. <ul style="list-style-type: none"> We collected a dozen plus costumes. Wish we had more, but hopefully it was a good connection with this worthy 	Community Outreach / Rosalie Oekerman, Lauren Malone & Lisa Chan	0	10/24/12	100%

<p>organization that offers fun dress up with Chelsea's Closet to very sick children.</p> <ul style="list-style-type: none"> Alison Hicks was present at the meeting and she started this foundation honoring her daughter, Chelsea, who loved to play dress up. 				
<p>Committee Meeting scheduled for 11/8/12</p> <ul style="list-style-type: none"> Set the CO activities for the year 	Community Outreach	0	11/08/12	100%
<p>Holiday Helping Hands - Looking at children's book drive for December meeting.</p> <ul style="list-style-type: none"> Successfully collected 208 books for the Children's Book Bank 	Community Outreach / Brad Kendrick, Lori Louis, Jackie Harper & Lisa Chan	0	12/11/12	100%
<p>Animal/Pet charitable event - Still discussing ideas from the Guide Dog for the Blind, Humane Society, Goat-a-Gram to include a volunteer activity or collection of needed items.</p> <ul style="list-style-type: none"> Tabled for this season 	Community Outreach	0		n/a
<p>Oregon Food Bank - Inspire a group to work at the VAC for a few hours to package food for the hungry.</p> <ul style="list-style-type: none"> Portland Volunteer Action Center has accepted our application for February 1 @ 1:00pm-3:30pm. 12 volunteers signed up and Eight members along with other volunteers at OFB helped packaged 3,810 pounds of black beans, which equals to 2,913 meals or each MPI-OC Volunteer made 113 meals. 	Community Outreach/ Jina Ellison Kelly Hagerman, Pam Gabriel, Janet Kearney, Alison Sadowski, Brad Kendrick, Jackie Harper & Lisa Chan	0	02/01/13	100%
<p>Dress for Success - Looking to schedule this at a spring meeting in April.</p> <ul style="list-style-type: none"> Longest annual clothing drive by MPI-OC. 	Community Outreach Cathy Kretz,		04/16 /13	75%

<ul style="list-style-type: none"> Registered MPI-OC's event with Dress for Success. Have receipts and Tuck \$10 envelopes for donations ready to go for meeting. Posted on February's Got a Minute Announcement. Cathy designed a flyer. Posted on March's Got a Minute Announcement. Completed Communication Form announcing event. 	Lisa Chan			

Strategy	Lead	Budget	Completion Date	% Complete
Plan 2 MPI 101 Member Orientations December/April	November/May Retention	\$100	6/1/2013	50%
Action Plan	Lead	Budget	Completion Date	% Complete
Email save the date/invitation to new members letting them know the dates of the Orientations. (October) <ul style="list-style-type: none"> MPI 101 has been moved to December and April New members have been notified of the MPI 101 in a welcome email sent by Lora. New members have been emailed regarding the MPI 101 being moved to the Round Tables during the December meeting. Initial email was sent out to new members for April 101 	Lora Valdez		10/09/10	75%
Email reminder 1 month out to new members. November and March <ul style="list-style-type: none"> Created Email, have not sent out yet Email has been sent out to new members regarding December meeting 	Lora Valdez		11/30/12	75%
Schedule Board members to attend the Orientation and talk about aspects of MPI <ul style="list-style-type: none"> Lora and Amber to man the table discussion at the MPI December Round Table meeting. 	Kim Herrmann		11/16/12	0
Create interactive game on MPI information that was talked about by the Board Members. (September) <ul style="list-style-type: none"> No game needed for December. Talking points will be put together for discussion. 	Kim Herrmann		11/30/12	10%
Buy prizes for the winners of the game and smaller prizes for the attendees.	Lora Valdez	\$100	11/30/12	0

(Starbucks cards – 6-\$10.00 cards and Candy bars)				
Email save the date/invitation to new members letting them know the dates of the Orientations. (November, March) <ul style="list-style-type: none"> Save the dates were emailed to all new members Announcement was made during November meeting 	Lora Valdez		ongoing	75%
Email reminder 1 month out to new members. March	Lora Valdez		4/15/2013	50%

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 <ul style="list-style-type: none"> Lora and Amber are going to be the September Ambassadors Lora will be the Ambassador at the October Meeting Lora and Alison met with new members at November Meeting Lora and Amber and Alison will be Ambassadors at December meeting Lora and Alison were the Ambassadors at January meeting Committee is able to cover the ambassador program. Money can be used for other purposed. 	Lora		Ongoing	70%
Purchase \$5.00 Starbucks gift cards to thank Members for being an Ambassador <ul style="list-style-type: none"> No purchasing gift cards, because committee is taking on Ambassador role. 	Lora	\$60	10/1/2012	NA
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	50%
Action Plan	Lead	Budget	Completion Date	% Complete
Create questions for Board Touch Calls (November/March Board Meeting) <ul style="list-style-type: none"> Board touch calls were completed in January. 	Kim/Lora		Ongoing	50%
Get current “Active” member list from Stephanie.	Kim/Lora		Ongoing	50%
Distribute assigned calls to Board Members with questions – to be completed	Lora/Kim		Ongoing	50%

by end of November/March				
<ul style="list-style-type: none"> List was distributed in December and Completed in January. 				
Collect feedback from Board Touch Calls	Lora		Ongoing	50%
<ul style="list-style-type: none"> Calls collected, but a few keep coming in as of 1/30 				
Compile master list of feedback to be reviewed at January/May board meeting	Lora		ongoing	50%
<ul style="list-style-type: none"> List has been compiled and reviewed at the board meeting. There are more added as they continue to come in. 				

Strategy	Lead	Budget	Completion Date	% Complete
Award scholarships; one membership scholarship awarded; another approved; CEC awarded	Scholarship Committee	\$3,300	6/1/2013	30%
Action Plan	Lead	Budget	Completion Date	% Complete
Develop Scholarship Calendar with key event dates and scholarship deadlines	Elaine		8/15/2012	100%
Review application steps in an effort simplify submission process	Elaine/Karen		8/15/2012	100%
Develop marketing strategy to increase number of applicants; continue consistent branding, tent cards; updated for Dec meeting	Elaine/Karen		9/7/2012	100%
Contribute to monthly e-blast to promote scholarships; September/October; Oct/Nov; March	Karen		Ongoing	80%
Receive and evaluate applications for CMP/CMM award; CMM course sold out for Nov 2012; future date not determined; focus on CMP; no applications in Nov; reopened for May 24.	Elaine/Karen	\$1000	TBD	50%
Receive and evaluate applications for WEC/CMP Conclave award; deadline April 11	Elaine/Kimera	\$1300	TBD	
Work with Cascadia Committee to simplify/standardize awards process ;new form created in collaboration with WA Chapter; OR generic scholarship form also updated	Karen		1/10/2013	100%
Receive and evaluate applications for Cascadia Scholarship New deadline of Dec 15; three applications received. Awarded Jan 15	Beth Price	\$525	TBD	100%
Receive and evaluate applications for Membership Scholarships (4 @ \$125); one award granted 9-8; one award approved but no response from recipient for supporting documentation (now declined); one new application in Dec. Committee evaluating; granted but request withdrawn - applicant moving	Karen	\$500	Ongoing	50%

Work with scholarship recipients to write articles for ORacle; general article for Fall; contact CEC recipients post meeting			Ongoing	
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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/Christina	\$4,825	6/30/2013	
Action Plan	Lead	Budget		
Finalize Chair positions and Committee Members Committee members - Dorcas Holzapfel, Cris Schultz, Jose Rivas	Awards		9/30/2012	50%
Create RFP For June 2013 Gala Stephanie has resent RFP for 2013 gala	Stephanie		12/31/2012	100%
Send out Gala RFP- Likely need to resend- no response	Stephanie		1/15/2013	50%
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 Board signs and mails anniversary cards for membership \$25 gift card awarded at every monthly meeting	Camille/Christina	\$775	6/30/2013	30%
Action Plan				
Purchase or get sponsored GC's for member anniversaries	Camille	\$700	9/10/2012	30%

	Christina			
Organize members by Anniversary Month	Awards- Stephanie		9/10/2012	100%
Hold a Monthly Drawing at Educational meeting for all members in that month 1-10 year anniversary's	Camille/ Christina		ongoing	30%
Give the winning anniversary member a gift Certificate	Awards		Ongoing	30%

Strategy	Lead	Budget	Completion Date	% Complete
Member Recognition- Cards for anniversaries, babies, promotions, etc.	Retention	\$50	6/30/2013	30%
Action Plan				
Send out cards to members for special happenings/occasions. Carole Astley to send out the card.	Carole Astley		Ongoing	40%
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	100%
Stock up on various greeting cards.	Carole Astley	\$50		100%

Strategy	Lead	Budget	Completion Date	% Complete
Implement Member Spotlight Program- 8 Spotlited members in Publications or Social Media - Monthly spotlight has been postponed until next year.	Retention		6/1/2013	0%
Action Plan				0%
Announce the Spotlight program during registration. Members can enter their cards in a drawing to be the spotlight.	Lora Valdez		Monthly	0%
Draw winner at the end of the monthly meeting.	Lora Valdez		Monthly	0%
3 members will be Spotlited in the ORacle and on Facebook. Write up an article about the members quarterly.	Lora Valdez		Quarterly	0%

2012-2013 Monthly Education Action Plan As of March 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
Obtain an average satisfaction rating of 4.15 or higher for monthly education meetings based on the score from the program survey. September - 3.89 October - 4.04 November - 3.47 December - 3.57 January - 4.02 February - 4.01 April - May -	Engagement /Participation	Monthly Education	\$0	June 2013	0%

Strategy	Lead	Budget	Completion Date	% Complete
Increase speaker involvement and promotion.	Darcie LaMotte-Waage			
Action Plan	Lead	Budget	Completion Date	% Complete
Ensure Learner Outcomes for every speaker that can be posted on the website prior to monthly meeting.	Chanel LaChappa & Kristina Griffith Education Committee Stephanie Kennedy		Monthly	86%
Speaker Highlights – Create Promotional Flyer for Website and Email blasts	Chanel LaChappa &		Monthly	86%

	Kristina Griffith Education Committee			
Circle of Excellence – Exclusive Table for designated Members to sit with Speaker. Members will be determined by Monthly Education Leads. Members will receive an ultimate takeaway related to the meeting. October - committee selected Star Volunteers to sit at Table. Only 1-2 were in attendance. They received a book from Dawn Rasmussen. November - will contact members prior to make sure they are in attendance. Guests will receive a mug from speaker. If we don't get enough turnout, will review for December. November was a positive experience for Circle of Excellence. We asked all Chairs in attendance to be seated at the speaker table. They received a gift from the speaker as well. December we did not do Circle of Excellence due to the format of Round Table Discussions. Jan promoted star volunteers and where to sit. Feb asked to sit in front and received book from Shawna.	Chanel LaChappa & Kristina Griffith Education Committee		Monthly	75%
Post Speaker presentations and handouts for each monthly meeting on website	Stephanie Kennedy		Monthly	
Speaker Highlights - Information posted on all social media outlets prior to monthly meeting	Chanel LaChappa & Kristina Griffith Education Committee Communications		Monthly	86%
Speaker Article – each speaker to provide article for Oracle and Website	Chanel LaChappa & Kristina Griffith Education Committee Communications		Monthly	86%

Strategy	Lead	Budget	Completion Date	% Complete
Provide an exceptional, complete and meeting experience	Chanel LaChappa & Kristina Griffith Education Committee	\$0	June 2013	86%
Action Plan	Lead	Budget	Completion Date	% Complete
Committee members take an active role in planning out event with venues and speakers. Encourage speakers to interact with MPI-OC before their meeting via social media and email communications	Education Committee Leads			86%
Submitting MPI Grant Application for a Hybrid Meetings and Events program. If selected will implement for the 2013-2014 education session. January - Submitted completed Grant Application to Stuart. He turned into Foundation.	Darcie LaMotte- Waage		January 31, 2013	100%

Strategy	Lead	Budget	Completion Date	% Complete
Increase member engagement before, during and after monthly programs.	Anne Hallinan Stephanie Kennedy Board Members	\$0	June 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		Monthly	
At Least 2 Education Committee Members to assist with Registration and answer Topic Questions	Chanel LaChappa & Kristina Griffith Education Committee		Monthly	75%
Printed Survey to be placed on all tables to encourage increase survey responses (Tim Neill is the sponsor of the printed surveys)	Stephanie Kennedy Education Committee		Monthly	62%
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. December - Committee completed satisfaction calls due to our lack of meeting attendance. Information reported back to the board.	Chanel LaChappa & Kristina Griffith Education Committee		April 2013	100%
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		December 2012 January 2013 April 2013	66%
Submit Speaker Opportunity for WEC Meeting Madness and Encourage the chapter to vote: Submitted January Speaker information. Changed topic to be more informative of his topic. We're excited to promote a local Portland speaker to WEC.	Chanel LaChappa & Kristina Griffith Communications		January 2013	100%
Brainiac question at monthly meetings.	Chanel LaChappa & Kristina Griffith Education Committee		Monthly	86%

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Maintain an average of 90 people at monthly meetings.	Engagement/Participation				0%

Strategy	Lead	Budget	Completion	% Complete
Monthly Education				Page 48

			Date	
Plan and execute 7 monthly education sessions with topics chosen from member suggestions/requests.	Chanel LaChappa & Kristina Griffith	\$0	June 2013	86%
Action Plan	Lead	Budget	Completion Date	% Complete
Choose topics from membership requests from past survey's.				100%
Find successful speakers that have been endorsed by MPI with good reviews				100%

Strategy	Lead	Budget	Completion Date	% Complete
Association Invitations – Invite other Associations to attend MPI-OC meetings			Monthly	86%
Action Plan	Lead	Budget	Completion Date	% Complete
Connect with the following local Associations via, email, facebook, linkedin and ask them to distribute and promote the MPI Monthly Promotional Flyer to their members: SGMP, NACE, NW Meetings & Events Magazine, ISES, Wedding Network, GMIC, HSAMI, OSAM, and any others	Chanel LaChappa & Kristina Griffith Education Committee		Monthly	86%

Strategy	Lead	Budget	Completion Date	% Complete
Meeting Topics for the Year posted on the Website by November 1 st September – Engage Hearts & Minds with Brain Friendly Meetings (Leads: Chanel LaChappa & Beth Price) October – Strategic Moves: Seizing Control of your Career (Leads: Darcie LaMotte-Waage & Cathy Mason) November –Developing a Post Event Content Strategy (Leads: Darcie LaMotte-Waage & Kristina Griffith) December – Roundtables - (Leads: Jina Ellison & Julia Leonard) January – Marketing to Different Generations & Cultures (Leads: Beth Price & Ann Marie Thompson) February – Planner & Supplier Pet Peeves - (Leads: Joelle Latcu & Casey O'Donnell) April – Member Vote, Stand Out or Step Aside (Leads: Kelly Gullickson & Angie Blackwell) May - “That’s What He Said”Supplier vs. Planner Attorney Debate - (Leads: Shalia Clock & Jennifer Berry)				100%
Strategy	Lead	Budget	Completion Date	% Complete
Create Education Bulk Pricing Package	Darcie LaMotte-Waage		August 2012	100%
Action Plan	Lead	Budget	Completion Date	% Complete
Work with Stephanie to create a link for the Buy 3 get 1 Free Program Monthly Education	Darcie LaMotte-Waage &		July 2012	100%

	Stephanie Kennedy			
Members can purchase 3 monthly meetings or satellite meetings and get 1 free until December 31, 2012			December 2012	100%
Goal – 20 members to purchase the Bulk Pricing Package			December 2012	100%

October - as of October 29th - 17 bulk pricing packages purchased.
We MET our GOAL!!!

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Provide Satellite Meetings for members not in the Portland Metro area with an attendance goal of at least 20 guests in each location.	Engagement/Participation	Darcie LaMotte-Waage	\$0	April 2013	
Strategy		Lead	Budget	Completion Date	% Complete
Produce One Educational Focused Meeting in each Bend and Eugene Dates determined: Eugene – April 10 th & Bend – April 11 th Connectivity, Longevity and Specialties - Making the most out of your Business Relationships January – location change to Hilton Eugene		Cedric Rudd, Debra Jolma and David Campbell		April 2013	
Action Plan		Lead	Budget	Completion Date	% Complete
Coordinate Marketplace opportunity at each event Will not be creating Marketplace for Satellite Education.		Darcie LaMotte-Waage, Tara Thomas		2/1/13	0%
Produce promotional flyer		Darcie LaMotte-Waage		2/12/13	100%
Distribute promotional flyer to contacts in Bend and Eugene, plus local Chambers of Commerce, lead groups, etc. Offered MPI member rate at Eugene luncheon to Travel Lane County members - TLC will communicate event and pricing information to 550 members. Will extend same offer to COVA and Visit Bend.		All committee members		3/15/13	50%
Committee to call all MPI members in vicinity of Bend and Eugene to invite them to attend Committee members received call list with flyer.		All committee members		3/15/13	50%
Send Promotions to local newspapers in each location				4/1/13	
Ideas on getting membership involved in meetings ? (MPI 101 or Emerging Leaders)				3/15/13	
Plans for involving Membership ????					

**2012-2013 Special Educational Projects Action Plan
As of March 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
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 – REFER TO ATTACHED TSR	Lead	Budget	Completion Date	% Complete
Repurpose tradeshow/hosted buyer into Interactive Marketplace by implementing below mentioned actions. Create a more balanced atmosphere for effective communication and ROI for both the planner and exhibitor.	Cascadia		3/31/2013	75%
Action Plan – REFER TO ATTACHED TSR	Lead	Budget	Completion Date	% Complete
Committee to design goals to support Interactive Marketplace	Cascadia		3/31/2013	75%
Utilize strategies successful with other events' marketplace concepts	Cascadia		3/31/2013	75%
Design specific goals for the event that incorporate more effective interaction	Cascadia		3/31/2013	75%
Implement the new goals and changes	Cascadia		3/31/2013	75%

Strategy – REFER TO ATTACHED TSR	Lead	Budget	Completion Date	% Complete
Reconfigure sponsorship program and management with a goal of having every session supported	Cascadia		3/31/2013	75%
Action Plan – REFER TO ATTACHED TSR	Lead	Budget	Completion Date	% Complete
Complete Sponsorship Opportunities and implement marketing Plan	Cascadia		3/31/2013	75%

Secure Sponsorship Chair/Lead	Cascadia		1/1/2013	0%
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Strategy - -- REFER TO ATTACHED TSR	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	75%
Action Plan - -- REFER TO ATTACHED TSR	Lead	Budget	Completion Date	% Complete
Build on the existing Marketing Plan neighboring state Chapters	Cascadia		3/31/2013	70%
Social Media, E-Blasts to All Chapters	Cascadia		3/31/2013	70%
Press Releases to All Industry Publications	Cascadia		3/31/2013	70%

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

Strategy – REFER TO ATTACHED TSR	Lead	Budget	Completion Date	% Complete
Develop conference schedule to include at least 10 hours of education	Cascadia		3/31/2013	75%
Action Plan – REFER TO ATTACHED TSR	Lead	Budget	Completion Date	% Complete
Secure appropriate speakers and contract the speakers	Cascadia	\$15,000	3/31/2013	70%
Have speakers provide bios, session descriptions, photos for marketing of event	Cascadia		3/31/2013	70%
Encourage Speakers to provide additional marketing tools – video, etc	Cascadia		3/31/2013	70%

Strategy – REFER TO ATTACHED TSR	Lead	Budget	Completion Date	% Complete
Implement CEC succession plan	Cascadia		3/31/2013	
Action Plan – REFER TO ATTACHED TSR	Lead	Budget	Completion Date	% Complete
Education Co-Chairs to be included in all Steering Committee Calls	Cascadia		3/31/2013	75%
Education Co-Chairs to be included in all planning and correspondence	Cascadia		3/31/2013	75%

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Enroll 6 people in the CMP Study Group Program	Member Satisfaction	Professional Development	0	6/30/2013	100%

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	60%
Action Plan	Lead	Budget	Completion Date	% Complete
Announce and promote the Study Sessions through: ORACLE, Facebook, and designated member E-Blasts	Kathleen O'Connor		02/13/2013	60%
September and January as CMP Information sessions.	KOC		02/13/2013	100%
Have 2-3 CMP/CMM's speak at the Information Sessions	KOC		02/13/2013	75%
Provide ongoing information on recertification steps through Oracle and the information sessions: January: 10 were in Study group/7 took test. February Study group: 3 enrolled	KOC		05/13/2013	75%

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	80%
Implement plan and curriculum for the Study Group	KOC		09/15/2012	90%
Review and Recap at year-end	KOC		04/30/2013	0%

Strategy	Lead	Budget	Completion Date	% Complete
Provide education/information/awareness of needed maintenance/tracking to maintain existing certifications for renewal	Professional Development			75%
Action Plan	Lead	Budget	Completion Date	% Complete
Submit information in each Oracle per submission deadline	KOC		06/30/2013	75%
Provide information on this at the information sessions	KOC		06/30/2013	100%

Strategy	Lead	Budget	Completion Date	% Complete
Provide more visibility and education in Oracle and other means on the CMM program	Professional Development			75%
Action Plan	Lead	Budget	Completion Date	% Complete
Submit information in each Oracle per submission deadline	KOC		06/30/2013	75%

Strategy	Lead	Budget	Completion Date	% Complete
Add experience and support to the existing Committee	Professional Development			100%
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	100%

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 <i>Had 24 attendees at Cascadia Conference Emerging Leaders program - went really well and should be offered again. Was a good "first timers" program.</i>	Professional Development/ Midge Dobbs		6/30/2013	50%
Action Plan	Lead	Budget	Completion Date	% Complete
Develop four topics appropriate for emerging leaders <i>November Topic: VIP Session with Sam Smith and Emerging Leaders Introduction</i> <i>January Topic: 5 Things you have always wanted to ask a supplier/meeting planner.</i> <i>March Topic: Be tomorrow's industry leader!</i> <i>May Topic: 10 Things You Wish You Would Have Known When You Started in the Hospitality Industry.</i>	Professional Development/ Midge Dobbs			100%
Determine the four (4) appropriate months to implement in conjunction with the Chapter Meetings: 10:30am – 11:30am Suggested <i>November, January, March and May programs</i>	Professional Development/ Midge Dobbs			100%
Market the Program in Chapter respective e-blasts and chapter communications	Professional Development/ Midge Dobbs			75%
Determine the presenters for the four (4) programs	Professional Development/ Midge Dobbs			100%

Strategy	Lead	Budget	Completion Date	% Complete
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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			
Develop the mentor program <i>Mentor program has been developed, it will be a continuation of last years program that Cindy Wallace developed.</i>	Professional Development/ Midge Dobbs			100%
Communicate the mentor program through the Chapter Communication channels	Professional Development/ Midge Dobbs		10/15/12	100%
Execute and evaluate for future the Mentor Program <i>We have communicated the current program, it needs to be looked at for next year however. Not working. Not sure if new students and members don't want mentors or program isn't working. Good project for Member Retention. Washington has a good program to look at.</i>	Professional Development/ Midge Dobbs		6/30/13	

Objective	Connected to what Metric?	Lead	Budget	Completion Date	% Complete
Provide suitable Forum for planners to interact	Membership Satisfaction	Alex Doyle	\$150	6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
Produce a Planner Think Tank				100%
Action Plan	Lead	Budget	Completion Date	% Complete
Send RFP to facilities who may want host Planner Think Tank	Alex Doyle	0	10/15/2012	100%
Recruit 2 additional Planners to assist with Planner Think Tank Committee	Alex Doyle	0	10/1/2012	100%
Develop Theme with Planner Think Committee	Alex Doyle	0	11/1/2012	100%
Incorporate a mini-Planner think-tank at social events/satellite programs prior to or immediately after event. (February 13: We are re-evaluating this idea)	Alex Doyle	0	05/30/2013	200%

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	75%
Action Plan	Lead	Budget	Completion Date	% Complete
Set up schedule of e-Blasts to MPI-OC Chapter	Alex Doyle	0	10/15/2012	100%
Engage Social Media to keep Planners informed on Planner Think Tank	Alex Doyle	0	Ongoing	100%
Develop article for Oracle on Planner Think Tank	Alex Doyle	0	9/15/2012	100%

Strategy	Lead	Budget	Completion Date	% Complete
Produce a Planner Case Study: Best practices Story in each Oracle	Planner Think Tank	0	11/1/2012	75%
Action Plan	Lead	Budget	Completion Date	% Complete
Set up regular monthly meetings/conf. calls with PTT Committee	Alex Doyle	0	10/15/2012	100%
Planner Case Study to be completed	PTT Committee	0	12/15/2012	75%
Survey other Planners on Case Study	PTT Committee	0	11/1/2012	75%

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	75%
Action Plan	Lead	Budget	Completion Date	% Complete
Use of Social Media	PTT Committee	0	Ongoing	75%
Regular conf. calls with Planners	PTT Committee	0	Ongoing	75%
Solicit ideas from Planners on best forms of communication	PTT Committee	0	Ongoing	100%
Include use of MPI-OC website to engage with Planners	PTT Committee	0	Ongoing	75%

Strategy	Lead	Budget	Completion	% Complete
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			Date	
Produce a Planner Case Study: Best practices Story in each Oracle	Planner Think Tank	0	6/30/2013	75%
Action Plan	Lead	Budget	Completion Date	% Complete
Use notes from PAST PTT to develop Best Practices Article for ORacle	PTT Committee	0	6/30/2013	75%

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	100%

Strategy	Lead	Budget	Completion Date	% Complete
Execute Professional Development Conference in October 2012	Professional Development		10/31/2012	100%
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	100%
Market the event through Chapter Marketing Plan dates	Kavinda Arthenayake		10/30/2012	100%

Strategy	Lead	Budget	Completion Date	% Complete
Provide specific take-aways from the event which provide ROI post event	Professional Development		10/30/2012	100%
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	100%
Specific take-aways repeatedly communicated in the pre-marketing of event	Kavinda Arthenayake		10/30/2012	100%

Each presenter reviews key points at their session end	Kavinda Arthenayake		10/30/2012	100%
Whiteboard or visible display of takeaways throughout event	Kavinda Arthenayake		10/30/2012	100%