

**2012-2013 Administrative Action Plan
As of October 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 <i>Have discussed the plan with Amanda and requirements for student body of executive team. She is going to get with the students. We agreed that I would get back in touch with her mid-to-end of September.</i>			8/31/2012	100%
Finalize a Lane County lead to coordinate program for Lane Community College <i>Amanda will be the lead</i>			9/30/2012	100%
If student affiliate club is sponsored and LCC is on board, ensure proper paper work is submitted <i>Only 5 Students have filled out paperwork. Reminded Amanda that we need 10 to be a club. Waiting on response.</i>			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 <i>Have connected with Mt. Hood. Scheduled to meet with them on 10/19. Working with Amanda at LCC to get set up still</i>			6/30/2013	20%
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 <i>Have talked with Stephanie to confirm that all students and Court for Mt. Hood are receiving both Oregon and International emails. LCC will be set up once they sign up. Once connect will see if any memberships need to change for graduated students.</i>			8/31/2012	10%
Show Faculty Advisor and Student Leaders MPI International and Oregon website for communication tool <i>Meeting scheduled on 10/19 at Mt. Hood</i>			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	100%
Work with education to coordinate other programs that are hosted, ensure they are invited <i>Invited LCC students to Social in Eugene</i>			9/1/2012	20%

Strategy	Lead	Budget	Completion	% Complete
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			Date	
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	50%
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	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	% Complete

			Date	
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	50%
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	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	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>I sent some notes to individuals. Will complete Board report by the end of this month.</i>	Anne		10/31/2012	
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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	20%
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		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	20%
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	
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 <i>Sent email 9/13 for response by 9/14 for Sept meeting</i>	Jennifer		6/30/2013	10%
Announce names and winner at each meeting <i>Steph to get the Starbucks card, Anne to announce winner (JC on vaca for Sept)</i>	Jennifer		6/30/2013	

Strategy	Lead	Budget	Completion Date	% Complete
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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 <i>Next Meeting scheduled for November 6th at OCC, will review Strategic Alliance</i>	Midge Dobbs		6/30/2013	25%

Strategy	Lead	Budget	Completion	% Complete
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			Date	
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. <i>Minutes from August's meeting have been sent to board, reviewing Member Recruitment</i>	Midge Dobbs		6/30/2013	25%

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 <i>It was in the summer online magazine and posted on Facebook page Sept</i>	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 <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)</i>	Jennifer		5/31/2013	50%

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) <i>Sent list of new members w/i 2 yrs on 8/6/12; will continue to contact new members as they join</i>	Jennifer		6/30/2013	10%
Ask Chairs/Directors for monthly task list; send out "Got a Minute" to members <i>Sent request 9/13 for response by 9/14</i>	Jennifer		On going	10%

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	Jennifer		6/30/2013	
Create spreadsheet from database for potential future leaders	Jennifer		6/30/2013	

**2012-2013 Finance Action Plan
As of October 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	1%

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	50%
Action Plan	Lead	Budget	Completion Date	% Complete
Raffles will be held on the following dates (8/21, 9/18, 2/9, 4/16) So far only \$95 raised	Nichole Cooper	\$375	6/1/2013	50%
Utilize Chapter Email Blasts to Gain Prizes for the 50/50 Raffle in addition to the Cash Raffle	Nichole		6/30/2013	50%
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 -	Nichole		2/19/2013	
4/16 -	Nichole		4/16/2013	

Strategy	Lead	Budget	Completion Date	% Complete
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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 <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. 	Nichole		8/21/2012	40%
Design Raffle Tickets and Possible Ticket Promotion <ul style="list-style-type: none"> 10/15 Need to complete this week 	Nichole		9/25/2012	10%
Big Raffle Tickets on Sale	Nichole		10/24/2012	
Big Raffle (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	44%

Strategy	Lead	Budget	Completion Date	% Complete
MPI Partnership Program/ Cash Sponsors - \$6,000 cash as of 10/12	Strategic Alliance	\$6,600	6/30/2013	91%
Action Plan	Lead	Budget	Completion Date	% Complete
<p>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)</p> <ul style="list-style-type: none"> Boise Convention Centre has given a \$2,500 cash sponsorship for February 19th meeting TT - I met with the BC at IMEX and they are excited about sponsoring the Feb Meeting, they will be in touch with Kelly to work out the finer points. We will make sure to communicate set up needs to Stephanie and the hotel contact in advance 10/16 - Dane with the Rancho Las Palmas is checking to see what they can do sponsor wise, same with San Diego. Paul Howe with ALHI has plans for some sort of 2013 partnership as well All CVBs from our list have been contacted- will continue to follow up with them for sponsorship options 	Kelly/Tara		9/15/2012	100%
<p>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</p> <ul style="list-style-type: none"> Red Lion Convention Center - \$491 in kind sponsorship for October 	Kelly/Tara		6/30/2012	30%

<p>Board Meeting</p> <ul style="list-style-type: none"> Rose Quarter - \$1,800 In Kind sponsorship for November meeting 				
<p>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</p> <ul style="list-style-type: none"> Marketing piece was included in the Fall Oracle and will be included in the October 16th email blast 	Kelly		6/30/2013	30%

Strategy	Lead	Budget	Completion Date	% Complete
MPI Partnership Program/In Kind Sponsors \$29,200 as of 9/11/12, plus \$1,800 in kind from the Rose Quarter. \$31,000 total	Strategic Alliance	\$47,000	6/30/2013	66%
Action Plan	Lead	Budget	Completion Date	% Complete
<p>Contact all past In Kind Sponsors from 2011 – 2012 to partner for 2012 - 2013</p> <ul style="list-style-type: none"> We have contacted sponsors from last year, and have collected signed Partnership Agreements. 	Kelly		6/30/2013	90%
<p>Follow up with Monthly contact to make sure that the partners are feeling the value of their partnership</p> <ul style="list-style-type: none"> Continuing to work with current Partners on when they would like to use their benefits. <p>TT - Kelly has been doing a great job in her efforts with this and is on top of this.</p>	Kelly		6/30/2013	30%

Strategy	Lead	Budget	Completion Date	% Complete
<p>Sell Marketplace Opportunities at the February 2013 Meeting and the Satellite Meetings</p> <p>TT - we have started a list of interested parties that we will solicit later in 2012/ beginning of 2013</p>	Strategic Alliance	\$1,500	4/30/2013	20%
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,	Kelly		4/30/2013	

email and ads				
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Strategy	Lead	Budget	Completion Date	% Complete
Partner with the Oregon Employer Council on the 2013 Speaker Showcase	Strategic Alliance	\$3,000	6/30/2013	15%
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 <ul style="list-style-type: none"> 9/7 Meeting with Greg - scheduled event for June 11, 2013. TT - Kelly and I met with Greg to establish our combined goals for SS, Greg is behind our idea to pre-qualify speakers and we have asked if we can offer suggestions for speakers that are in the MPI speaker database, one of the comments from last year is that the topic was too government centric. Greg is also going to check on the exact amount that his planner attendees are able to accept in "prizes" basically he stated that if everyone can win something, then it is acceptable but one of a kind prizes would not be accepted. We are going to work with the vendors to have prize appropriate values so everyone can participate. 	Tara/Kelly	\$3,000	6/30/2013	15%
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	50%
TT - The October ad will be focused on the bundled package, maybe offer a discount if this is approved by the board				

Strategy	Lead	Budget	Completion Date	% Complete
Create a New Sponsorship for the Student Clubs	Strategic Alliance	\$800	6/30/2013	20%
Action Plan	Lead	Budget	Completion Date	% Complete
Contact the past presidents and leaders to strategically sell the Student Club Memberships - We will check with Stephanie for the list	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	15%

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 October 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		Ongoing	30%

Strategy	Lead	Budget	Completion Date	% Complete
Work with community outreach committee to find compelling stories	Katherine Hoppe		6/30/2013	0%
Action Plan	Lead	Budget	Completion Date	% Complete
Send out email asking local chapter members what their MPI story is	Public Relations Chair		Monthly	0%
Create stories for press releases	Public Relations Chair		Monthly	20%
Ask members about big events they have planned and estimate economic impact on community	Public Relations Chair		Monthly	0%

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	80%
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	0%

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	
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		8/10/2012 12/10/2012 3/10/2013 5/10/2013	25%

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		2x/month per schedule set up by Assn Mgr.	

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

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 / Merrissa Burleigh		8/31/2012	100%

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	Publications		9/29/2013	
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	Jennifer		9/7/2012	100%

(Completed: 10 articles, Strategic Alliance ad, October Education flyer + anniversaries/new members/members on the move)	Walsdorf			
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	0%
Approved to post	Jennifer Walsdorf		9/28/2012	0%
Web files to be posted (Files may not get posted until 10/8)	LLM		10/5/2012	0%
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	25%

Action Plan – WINTER ONLINE NEWSLETTER	Lead	Budget	Completion Date	% Complete
Develop and communicate proposed story lines and articles for upcoming online magazine	Jennifer Walsdorf		11/25/2012	
Reach out to membership to solicit stories or articles for online magazine	Jennifer Walsdorf		11/30/2012	
Storylist due to LLM - March 8, June 7, Sept 6 2013	Jennifer Walsdorf		12/6/2012	
Text and photos due to LLM Mar 15, June 14, Sept 13 2013	Jennifer Walsdorf		12/13/2012	
Proof 1 to MPI Mar 22, June 21, Sept 20, 2013	Jennifer Walsdorf		12/20/2012	
Proof 1 returned to LLM Mar 27, June 26, Sept 25 2013	Jennifer Walsdorf		12/31/2012	
Approved to post Mar 29, June 28 and Sept 27 2013	Jennifer Walsdorf		1/3/2013	

Web files to be posted April 5, July 5, Oct 4	Jennifer Walsdorf		1/10/2013	
Request, track and communicate readership / click-throughs metrics on online magazine from LLM – report at January Board meeting	Jennifer Walsdorf		1/15/2013	

Action Plan – SPRING ONLINE NEWSLETTER	Lead	Budget	Completion Date	% Complete
Develop and communicate proposed story lines and articles for upcoming online magazine	Jennifer Walsdorf		3/20/2013	
Reach out to membership to solicit stories or articles for online magazine	Jennifer Walsdorf		3/1/2013	
Storylist due to LLM	Jennifer Walsdorf		3/8/2013	
Text and photos due to LLM	Jennifer Walsdorf		3/15/2013	
Proof 1 to MPI	Jennifer Walsdorf		3/22/2013	
Proof 1 returned to LLM	Jennifer Walsdorf		3/27/2013	
Approved to post	Jennifer Walsdorf		3/29/2013	
Web files to be posted	Jennifer Walsdorf		4/5/2013	
Request, track and communicate readership / click-throughs metrics on online magazine from LLM – report at April Board meeting	Jennifer Walsdorf		3/16/2013	

Action Plan – SUMMER ONLINE NEWSLETTER	Lead	Budget	Completion Date	% Complete
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 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 Walsdorf		9/27/2013	
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.	Social Media Lead		11/1/2012	
Conduct Twitter contest with prize for largest number of Tweets	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
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	\$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 Date	% Complete
Monthly updates to direct members back to website	Technology		Ongoing	
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	% Complete
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			Date	
Ongoing links to social media and vice versa	Technology		Ongoing	10%
Action Plan	Lead	Budget	Completion Date	% Complete
Basic informational posts to LinkedIn, Facebook, and Twitter	Social Media Chair		Weekly	
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	
Develop reusable table tent signs highlighting MPI-OC social media links	Karen Waggoner		9/19/2012	

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	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	

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
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 October 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: <ul style="list-style-type: none"> Contacted members sent from Jennifer Cox Recruitment table at Sept. & Oct. meetings Contact past committee members sent from Stephanie 	Susan/Cyndi		9/30/2012	60%
Divide the committee up to focus on specific regions or clientele <ul style="list-style-type: none"> Create on-going inquiry spreadsheet 	Susan/Cyndi		9/30/2012	10%
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		6/30/2013	30%
Have the Task Force greet and sit with Potential New Members at each monthly meeting to help make them feel welcome and answer questions. <ul style="list-style-type: none"> Eugene Social - done October Meeting 	Susan		6/30/2013	15%

Strategy	Lead	Budget	Completion Date	% Complete
Sales blitz to potential members that include outlying cities.	Member Recruitment		6/30/2013	0%
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	50%
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 	Task Force		6/30/2013	50%

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 Tradeshows Salem & Portland	Susan	\$225	10/24/2012	50%
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	Susan/Cyndi/Kim		10/31/2012	10%
Follow up with all attendees that their business card for more information	Susan		11/1/2012	15%

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	50%
Action Plan	Lead	Budget	Completion Date	% Complete
Send out the RFP for the Socials to Portland Venues.	Lora/Stephanie		8/10/2012	75%
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 	Lora/Amber/Committee		10/31/2012	50%

<ul style="list-style-type: none"> The March social will be hosted by Henry V Events 				
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	50%

Strategy	Lead	Budget	Completion Date	% Complete
Plan (1) hosted Social in both Bend and Eugene in October Eugene – October 9 Bend – Oct 10 (canceled)	Retention Committee		6/1/2013	75%
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/Committee		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/Committee		Ongoing	50%

Strategy	Lead	Budget	Completion Date	% Complete
Plan 2-4 Community Outreach events	Community Outreach		6/1/2013	25%
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	Community Outreach	0	10/24/12	80%

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.				

Strategy	Lead	Budget	Completion Date	% Complete
Plan 2 MPI 101 Member Orientations November/May December/April	Retention	\$100	6/1/2013	
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. 	Lora Valdez		10/09/10	
Email reminder 1 month out to new members. November and March	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. (November, March)	Lora Valdez		ongoing	
Email reminder 1 month out to new members. March	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 <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		Ongoing	20%
Purchase \$5.00 Starbucks gift cards to thank Members for being an Ambassador	Lora	\$60	10/1/2012	
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; one membership scholarship awarded; another approved	Scholarship Committee	\$3,300	6/1/2013	15%
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	Elaine/Karen		9/7/2012	90%

Contribute to monthly e-blast to promote scholarships; September/October	Karen		Ongoing	20%
Receive and evaluate applications for CMP/CMM award; CMM course sold out for Nov 2012; future date not determined; focus on CMP	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); one award granted 9-8; one award approved but no response from recipient for supporting documentation	Karen	\$500	Ongoing	25%
Work with scholarship recipients to write articles for ORacle; general article for Fall			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/Christina	\$4,825	6/30/2013	
Action Plan	Lead	Budget		
Finalize Chair positions and Committee Members	Awards		9/30/2012	50%
Create RFP For June 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	Camille/Christina	\$775	6/30/2013	10%
Action Plan				
Purchase or get sponsored GC's for member anniversaries	Camille Christina	\$700	9/10/2012	10%
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	Camille/Christina		ongoing	
Give the winning anniversary member a gift Certificate	Awards		Ongoing	10%

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	100%
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 Spotlighthed 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 October 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 from the program survey.	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	25%
Speaker Highlights – Create Promotional Flyer for Website and Email blasts	Chanel LaChappa & Kristina Griffith Education Committee		Monthly	25%
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.	Chanel LaChappa & Kristina Griffith Education Committee		Monthly	12.5%
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	Chanel LaChappa &		Monthly	25%

monthly meeting	Kristina Griffith Education Committee Communications			
Speaker Article – each speaker to provide article for Oracle and Website	Chanel LaChappa & Kristina Griffith Education Committee Communications		Monthly	25%

Strategy	Lead	Budget	Completion Date	% Complete
Provide an exceptional, complete and meeting experience	Chanel LaChappa & Kristina Griffith Education Committee	\$0	June 2013	12.5%
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				25%

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	12.5%
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	
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		April 2013	0%
Networking Activities – create at least 3 networking activities to be done prior	Chanel LaChappa &		November 2012	0%

to start of meeting. Prizes will be awarded.	Kristina Griffith Education Committee		February 2013 April 2013	
Submit Speaker Opportunity for WEC Meeting Madness and Encourage the chapter to vote	Chanel LaChappa & Kristina Griffith Communications		January 2013	0%
Brainiac question at monthly meetings.	Chanel LaChappa & Kristina Griffith Education Committee		Monthly	12.5%

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 Date	% Complete
Plan and execute 7 monthly education sessions with topics chosen from member suggestions/requests.	Chanel LaChappa & Kristina Griffith	\$0	June 2013	12.5%
Action Plan	Lead	Budget	Completion Date	% Complete
Choose topics from membership requests from past survey's.				50%
Find successful speakers that have been endorsed by MPI with good reviews				25%

Strategy	Lead	Budget	Completion Date	% Complete
Association Invitations – Invite other Associations to attend MPI-OC meetings			Monthly	12.5%
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	12.5%

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)				37.5%

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 – Lawyer Panel ? (Leads: Shalia Clock & Julia Leonard)				
January – Marketing to Different Generations & Cultures (Leads: Beth Price & ?)				
February – TBA				
April – Member Vote (Leads: Kelly Gullickson & ?)				
May - ? (Leads: Jina Ellison & ?)				
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	Darcie LaMotte-Waage & Stephanie Kennedy		July 2012	100%
Members can purchase 3 monthly meetings or satellite meetings and get 1 free until December 31, 2012			December 2012	
Goal – 20 members to purchase the Bulk Pricing Package			December 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	\$0	May 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 Topic Idea: Farm To Table Concept		Cedric Rudd, Debra Jolma and David Campbell		May 2013	
Action Plan		Lead	Budget	Completion Date	% Complete
Attendee Goal for Bend and Eugene will be 20 guests each in location				May 2013	
Send Promotions to local newspapers in each location				May 2013	
Ideas on getting membership involved in meetings ? (MPI 101 or Emerging Leaders)				May 2013	
Plans for involving Membership ?????					

**2012-2013 Special Educational Projects Action Plan
As of October 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	25%
Press Releases to All Industry Publications	Cascadia		3/31/2013	10%

Strategy	Lead	Budget	Completion Date	% Complete
Manage Steering Committee, CEC Planning Team and sub-committees as required	Cascadia		3/31/2013	Ongoing -
Action Plan	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	Lead	Budget	Completion Date	% Complete
Develop conference schedule to include at least 10 hours of education	Cascadia		3/31/2013	75%
Action Plan	Lead	Budget	Completion Date	% Complete
Secure appropriate speakers and contract the speakers	Cascadia	\$15,000	3/31/2013	30%
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	

Propose \$50 Fee for CMP Study Group for more commitment and dedication to Study Group	KOC		09/15/2012	
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 <i>Midge & Cathy met to review the plan for the year. Midge is working with Cathy to come up with education topics and then Cathy and her team will execute the details. November's program is looking like it will be a continuation of the monthly meeting speaker as it correlates with the topic. Midge to get Cathy potential topics for the other programs.</i>	Professional Development/ Midge Dobbs			25%
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 <i>Once topics are determined Cathy will get the details of the programs to Communications and Stephanie for marketing.</i>	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			
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 <i>Target date for this is October to push before November Emerging Leaders</i>	Professional Development/ Midge Dobbs		10/15/12	
Execute and evaluate for future the Mentor Program	Professional Development/ Midge Dobbs		6/30/13	

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	% Complete
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			Date	
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	Kavinda		09/01/2012	

speakers	Arthenayake			
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	