

MPI Minnesota Chapter

Communications Team Status Report - 2008-2009

Date: June 4, 2008

Position/Name/Email:

VP: Emily Nelson enelson@umn.edu
 Director: Steph Pfeilsticker Stephanie.pfeilsticker@thrivent.com
 PR-External Chair: Blaze Driscoll blaze@blazedriscoll.com
 PR-Internal Chair: John Cosgrove john@cosgrovetriviachallenge.com
 Website Chair: Amy Huston mpls.events@theoceanaire.com

Strategic Goal #1	PR-INTERNAL: Provide timely and information coverage and promotion of newsworthy MPI projects, programs and events to MPI members	Budget	Completion Date	% Complete	Responsible Party
Action Item 1.1	Recruit and retain at least two new members to the PR-Internal committee.	\$0.00	June 1, 2009		Communications Team
Action Item 1.2	Broaden scope of content and contributors to the publications (MOTM, Meeting Minders, NewsNotes). More articles!	\$0.00	June 1, 2009		Communications Team
Action Item 1.3	Make MOTM more interactive (FUN!) and promote Buy MPI	\$0.00	June 1, 2009		PR-Internal Committee
Action Item 1.4	Encourage more committee involvement with articles and recaps from monthly events (at least 1 per month). Focus on one committee per month.	\$0.00	June 1, 2009		PR-Internal Committee
Action Item 1.5	Encourage other committees to use MOTM and NewsNotes more, and open stronger lines of communication	\$0.00	June 1, 2009		PR-Internal Committee
Action Item 1.6	Update the timeline of deadlines for MOTM, Meeting Minder and NewsNotes; Send it to all committee chairs, Directors and VPs	\$0.00	June 1, 2009		PR-Internal Committee
Action Item 1.7	Investigate and look into the format of the newsletter to make it innovative and exciting. (More bullet points, headlines, layouts, more captivating.	\$0.00	June 1, 2009		PR-Internal Committee
Strategic Goal #2	PR-EXTERNAL: Provide timely and information coverage and promotion of newsworthy MPI projects, programs and events to the media and other external contacts				
Action 2.1	Recruit and retain at least two new members on the PR-External Committee.	\$0.00	June 1, 2009		Communications Team
Action Item 2.2	Update and improve key PR documents and tools: <ul style="list-style-type: none"> - Create on-line Press page - Update Media list twice a year 	\$0.00	June 1, 2009		PR-External Committee
Action Item 2.3	Improve access of committees to services of public relations committee: <ul style="list-style-type: none"> - Update the Communications Action Form and educate committees and members on how to use the form - Recruit one individual on each team to act as communications liaison to alert PR committee of important information/messages and provide information and resources 	\$0.00	June 1, 2009		PR-External Committee
Action Item 2.4	Build stronger relationships with media people. <ul style="list-style-type: none"> - Invite and have at least six members of the press as guests at three or more MPI meetings - Invite 3 media people to the September meeting, and additional 3 throughout the year. - Maintain communication with the press throughout the year - Promote Buy MPI within press releases 	\$0.00	June 1, 2009		PR-External Committee
Action Item 2.5	Work with prominent publications to have at least 1 feature article on Minnesota MPI.	\$0.00	June 1, 2009		Communications Team
Action Item 2.6	Actively pursue media relationships to maintain most current media list.	\$0.00	June 1, 2009		Communications Team
Action Item 2.7	Promote MPI-MN in related association publications	\$0.00	June 1, 2009		PR-External Committee

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Strategic Goal #3	WEBSITE: Provide timely and information coverage and promotion of newsworthy MPI projects, programs and events on MPI-MN's website				
Action Item 3.1	Continue to maintain an updated Events Calendar on a monthly basis to include MPI national and international events, MPI-MN events, committee and board meeting dates and locations and special events.	\$0.00	June 1, 2009		Website Committee
Action Item 3.2	Investigate Google Calendar as an option for updating and maintaining Communications schedule, and potentially events calendar.	\$0.00	June 1, 2009		Website Committee
Action Item 3.3	Maintain updated pages throughout website using information from all committees. Create a schedule for committees on when they should be reviewing their content on the website and when to send updates to the web site committee (see action item 3.2).	\$0.00	June 1, 2009		Website Committee
Action Item 3.4	Update BOD/member testimonials to the website.	\$0.00	June 1, 2009		Website Committee
Action Item 3.5	Investigate options for streamlining the e-Source directory. Work with membership to increase member form submittal.	\$0.00	June 1, 2009		Website Committee
Strategic Goal #4	VP and Director: Provide timely and information coverage and promotion of newsworthy MPI projects, programs and events				
Action Item 4.1	Through the grant received, work with Non-Profit Solutions to redesign, streamline, and enhance the Chapter webpage.	\$5,000.00	June 1, 2009		Vice President and Communications Team
Action Item 4.2	Help ensure successful succession planning: -Update Leadership Succession tasks lists for VP, Director and Committee Chairs	\$0.00	June 1, 2009		VP and Director
Action Item 4.3	Continue to recruit committee members and identify those interested in chair and BOD positions	\$0.00	June 1, 2009		VP and Director
Action Item 4.4	Develop the communications team and improve its effectiveness: -Devise and enact strategies to recruit and retain communications team volunteers -Discuss upcoming events/projects and determine how to promote them most effectively.	\$0.00	June 1, 2009		VP and Director
Action Item 4.5	Create online networking opportunities for MPI members on LinkedIn and Facebook.	\$0.00	June 15, 2008	90%	VP and Director
Action Item 4.6	Promote "Buy MPI"	\$0.00	June 1, 2009		VP and Director

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Community Outreach Committee Team Status Report

VP of Finance: Marilyne Bouteiller, mbouteiller@metrodom.com

Director of Community Outreach: Erin Feeney, erin.feeney@hilton.com

Co-Chairs: Katy Riley, kriley@radissonmallofamerica.com Kyle Hurwitz, kyle.hurwitz@radisson.com

Date: June 2008

Strategic Goal #1	Create opportunities for MPI members to become involved in activities that support charitable organizations throughout the year.	Budget	Completion Date	% Complete	Responsible Party
Action Item 1.1	Select 4 charitable categories that we can introduce and promote to the MPI Membership to fit and encourage all members to participate.		7/1/08	100%	Erin, Katy & Kyle
Action Item 1.2	Contact existing committee members to secure sub-chairs for each category.		7/15/08		Kyle
Action Item 1.3	Determine one organization within each category.		7/31/08		Sub-Chairs
Action Item 1.4	Recruit additional active and non-active members to support these projects at the August Kick off meeting. Roll out Community Outreach Theme for the 2008-2009 year.		8/20/08		Erin, Katy & Kyle
Action Item 1.5	Promote charitable partnerships at a monthly meeting to create volunteer awareness of the organization and volunteer opportunities.		4/30/09		All Committee
Action Item 1.6	Promote charitable partnerships on MPI Website to provide a calendar of events. We will update our future projects, volunteers, successes and opportunities.		5/30/09		Erin, Katy & Kyle
Strategic Goal #2	Create a stronger awareness within the community of MPI - as well as outside of MPI - regarding charitable projects MPI will be involved in throughout the year.				
Action Item 2.1	Appoint one volunteer per sub-committee to act as the PR liaison for their specific project.		8/6/08		Erin, Katy & Kyle
Action Item 2.2	Co-Chairs will provide a recap/summary of all project successes at the end of the year.		4/30/2009		Katy & Kyle
Action Item 2.3	Work with PR External to gain exposure in local media about MPI and our charitable activities.		4/30/2009		Sub-Committee Chairs
Action Item 2.4	Write personal "thank you" notes to recognize MPI volunteers following each project.		4/30/2009		Sub-Committee Chairs
Strategic Goal #3	MPI MN Chapter will partner with 4 charitable categories to raise funds for the charities. We will donate a portion of the proceeds to the charity and retain a portion to maintain administrative costs.				
Action Item 3.1	Have piggy bank collections at monthly meetings to generate funds for the charitable organization of the month. Provide tent card at each bank to let members know what the charity is.		4/30/09		Sub-Committee Chairs
Strategic Goal #4	Develop and implement a succession plan within Community Outreach and we will continue to recruit new members.				
Action Item 4.1	Talk about leadership roles and opportunities within MPI at monthly committee meetings.		4/30/2009		Erin, Katy & Kyle
Action Item 4.2	Recruit co-chairs for 2009-10.		4/30/2009		Erin, Katy & Kyle
Action	Hold a leadership transition meeting of past director and chairs		5/22/2009		

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Item 4.3	with new director and chairs.				Erin, Kyle & Katy
Action Item 4.4	Maintain Director Task List.		5/15/2009		Erin
Action Item 4.5	Maintain Co-Chair Task List.		5/15/2009		Kyle & Katy
Action Item 4.6	Volunteer recognition at May All-Team Meeting.		5/6/2009		Erin

Community Outreach Team activity this month:

Action taken by Community Outreach Team that specifically supports chapter strategic plan:

Community Outreach Team requests the following board motion/action:

Upcoming team plans:

Community Outreach Team needs for this month's chapter meeting:

Additional comments:

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Education Committee 2008-2009 Goals

Vice President: Brooke Stoeckel, brooke@visitminneapolisnorth.com

Director: Staci Kvasnik, SKvasnik@metroconnections.com

Education Co-Chair (Holiday Party): Lisa Tischler, ltischler@minncle.org

Education Co-Chair (May Gala): Janelle Murphy, janellem@midwestenergy.org

KQ Chair (Exhibitors): Melissa Leal, melissa.leal@accor.com

KQ Co-Chair (Speakers): Annette Marquez, annette@thepfectoccasion.net

CMP Chair: Denise Woods, dwoods@agcmn.org

Senior Planner Circle of Excellence: Donna Patrick, donna.patrick@medtronic.com

Strategic Goal #1	Plan and execute ten programs for the 2008-2009 fiscal year that provide professional development and networking opportunities to all levels of membership.	Budget	Completion Date	% Complete	Responsible Party
Action Item 1.1	Develop a theme to give the monthly meeting programs a cohesive message and celebrate the 30 th Anniversary the MPI MN Chapter.	\$0.00	August 2008	0%	Brooke/Ann
Action Item 1.2	Work closely with the Sponsorship committee to select locations where monthly meeting programs will be held.	\$0.00	August 2008	0%	Brooke/Shawna
Action Item 1.3	Utilize the needs assessment completed by MPI MN members in early 2008 to guide the speaker selection for monthly meeting programs.	\$0.00	August 2008	0%	Brooke
Action Item 1.4	Develop a promotional item to include Save the Date information to enhance overall attendance at monthly meeting programs.	\$1500	September 2008	0%	Brooke/Staci
Action Item 1.5	Determine what associations we should partner with for the 2008-2009 calendar year, including a letter of agreement.	\$0.00	October 2008	0%	Brooke
Action Item 1.6	Utilize Platinum series to bring in two high level speakers.	\$1400	February 2009	0%	Brooke/Annette
Action Item 1.7	Increase monthly meeting cards to 50 by the end of the MPI fiscal year.	\$1000	May 2009	0%	Brooke/Staci
Action Item 1.8	Encourage speakers when appropriate to provide a website link option for handouts and take-away materials to enhance learning.	\$1000	May 2009	0%	Brooke/Staci
Strategic Goal #2	For KnowledgeQuest 2009 sustain our current suppliers at the showcase and increase planner attendance by 25 people over the previous year for a total of 100 planners.				
Action Item 2.1	Again have it held in February based on the results of the evaluation sent to planners after KQ 2007 and the highest attendance in 2008.	\$0.00	August 2008	0%	Brooke
Action Item 2.2	Provide different levels of education to benefit all levels of membership.	\$11,700	February 2009	0%	KQ Team
Action Item 2.3	Partner with other MPI committees, affiliate MPI members and chain hotel supplier members to increase exhibitors from out of state.	\$0.00	February 2009	0%	KQ Team
Action Item 2.4	Partner with other MPI committees and area colleges to increase student attendance to 15.	\$0.00	February 2009	0%	KQ Team
Action Item 2.5	Send a personal hand-written invitation to all MPI MN planners to encourage attendance at KQ 2008.	\$110	February 2009	0%	Education Committee

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Strategic Goal #3	Increase awareness of the Certification Programs and give support to those who have established this designation.				
Action Item 3.1	Update the list of individuals with certifications on the MPI MN website.	\$0.00	May 2009	0%	Denise
Action Item 3.2	Schedule an information session on CMP and CMM certifications.	\$0.00	May 2009	0%	Denise/Brooke
Action Item 3.3	Plan a CMP and CMM private event to reward our members for their certifications.	\$1000	May 2009	0%	Denise/Brooke
Action Item 3.4	Hold CMP boot camp two times in the program year if applicable with test takers.	\$0.00	May 2009	0%	Denise
Strategic Goal #4	Provide senior level meeting planners who have at least 10 years experience in meeting planning, with education and benchmarking opportunities for their growth in strategic meeting management; as well as retained and increased chapter membership. (This group is called Senior Planner Circle of Excellence).				
Action Item 4.1	Develop an announcement/promotion of the committee for the e-newsletter and newsnotes that is welcoming, has strategic focus and balanced meeting times to get senior planners excited to be/stay apart of the MPI Minnesota Chapter.	\$0.00	August 2009	0%	Donna
Action Item 4.2	Develop online invitation/registration for each monthly meeting.	\$120	August 2009	0%	Donna
Action Item 4.3	Develop key topics for each monthly meeting based on planner requests.	\$0.00	August 2009 & on-going	0%	Donna
Action Item 4.4	Develop a location on the chapter website under the education committee as a central location for committee members (restricted) to access meeting notes and an email link for group discussion.	\$0.00	August 2009 & on-going	0%	Donna

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Finance and Strategic Alliances Team Status Report

Date: June 4, 2008

VP: Marilyne Bouteiller – mbouteiller@metrodom.com

Directors: Sean Schuette – sschuette@intrinexec.com

Chairs: Sponsorship: Sponsorship & Advertising: Shawna Suckow Shawna@compassevents.com –

Silent Auction: Liz Jordan liz.jordan@dolce.com and Louise Dillon ldillon@dillondesigns.com - Other event: Jennifer Ruthig Jennifer.ruthig@mosaicco.com & Nicole French nfrench@premiertrans.com

Theme of the year: Educate & Celebrate

Strategic Goal #1	Raise \$14,000 in Advertising and Sponsorships and \$24,000 in kind donation	Budget	Completion Date	% Complete	Responsible Party
Action Item 1.1	Consolidate all advertisement in one sponsorship piece. Find Sponsor for all monthly meeting – In Kind Sponsorship		August 2008	95%	Shawna
Action Item 1.2	Grow non venue sponsorship revenue: Destination showcase, Gala Holiday Party... Cash sponsorship.		June 2009	0%	Shawna
Action Item 1.3	Establish support process within the committee to help with effort (phone calls, email etc...)	\$3,000	September 2008	0%	Shawna - Marilyne
Action Item 1.4	Raise \$2,000 in website and newsletter advertisement		June 2009	0%	Shawna
Strategic Goal #2	Add One (1) Student Scholarship				
Action Item 2.1	Develop a selling tool to present to Organizations about MPI and the Scholarship Program and ask that they Sponsor the cost of the Additional Scholarship		March 2009	0%	Marilyne, Sean, Shawna
Action Item 2.2	Contact Hospitality Industry Program schools for student scholarship		January 2009	0%	Marilyne, Sean, Shawna
Action Item 2.3					
Strategic Goal #3	Raise \$25,000 in Silent Auction Revenue				
Action Item 3.1	Increase the overall variety of items and packages		December 2008	0%	Liz, Louise & Sean
Action Item 3.2	Establish opening bid parameters that range from 15% to 20% depending on item		December 2008	0%	Liz, Louise & Sean
Action Item 3.3	Explore On-Line Auction and "Buy It Now" Opportunities	\$500	December 2008	0%	Liz, Louise & Sean
Action Item 3.4	Tap into other Chapters and organization and Obtain Donations		December 2008	0%	Liz, Louise & Sean
Action Item 3.5	Bundle Items to create more attractive Auction Items		December 2008	0%	Liz, Louise & Sean
Action Item 3.6	Explore options for pick-up & pay / checkout system	\$1,000	December 2008	0%	Liz, Louise & Sean
Strategic Goal #4	Explore alternative event to replace golf tournament and bring \$17,000 in sponsorship revenue to chapter to take place the 3rd Wednesday of June and \$6,000 in registration revenue.				

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Action Item 4.1	Develop 2 to 3 viable options to be presented to the board		September 2008	0%	Marilyne & Sean
Action Item 4.2	Develop Sponsorship plan to support event		December 2008	0%	Marilyne & Sean
Action Item 4.3					
Strategic Goal #5	Decrease Chapter Expenditures by \$2,000 for 2008-2009				
Action Item 5.1	Educate Committee Members to ask for Sponsorship Dollars vs. Paying for Items Needed		May 2009	0%	Marilyne
Action Item 5.2	Understand more fully what each committee's expenditures are for and find ways to decrease the dollars spent		November 2008	0%	Marilyne
Strategic Goal #6	Leadership Succession				
Action Item 6.1	Find leader to replace Director		April 2009	0%	Marilyne

Finance Team activity this month:

Action taken by Finance Team that specifically supports chapter strategic plan:

- Would like to discuss alternative event to replace the golf tournament.

Finance Team requests the following board motion/action:

Upcoming team plans:

- Scheduled our first committee meeting for July 23, 2008. We will review our yearly plan with team.

Finance Team needs for this month's chapter meeting:

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Leadership Development Team Status Report

Date: June 2008

Position/Name/Email: Vice President Tracey Smith and Director Daphne Meyers;
Tracey@GarrettSpeakers.com , dmeyers@redbarngroup.com

Strategic Goal #1	Develop and provide the membership leadership skills development.	Budget	Completion Date	% Complete	Responsible
Action Item 1.1	Power of Two: promote mentoring program to chapter members. Establish connections with other committees & departments to recruit more participants. Measure by number of pairings.	0.00	06/30/09	0%	Devie Hagen
Action Item 1.1.1	Power of Two: Develop marketing collateral (bookmark or flyer/brochure) and buttons for mentors/mentees. Coordinate collateral in conjunction with other leadership development programs.	250.00	09/30/08	0%	Devie Hagen
Action Item 1.1.2	Power of Two: Develop more web-based tools and application/worksheet/report for mentee, and FAQs.	100.00	01/31/09	0%	Devie Hagen
Action Item 1.2	The Leaders Among Us (includes Leader of the Month): Develop concept for initiative to include branding, logo design, and collateral.	\$250	09/01/08		Daphne Meyers
Action Item 1.2.1	The Leaders Among Us Solicit and determine Leader of the Month nominee/winner. Secure a sponsor for award. Communicate winner information to Communications for newsletter & website and external PR. Develop "toolkit" to give to winners.	\$100	09/01/08	0%	Daphne Meyers
Action Item 1.2.2	The Leaders Among Us Continuous messages about leadership: leadership focus, awareness/publicity campaign, liaise with Education programs & monthly meetings and KnowledgeQuest.	\$0	5/31/08	0%	Daphne Meyers
Action Item 1.2.3	The Leaders Among Us Determine next generation of Mentor Next Door program. [Speakers, past presidents, younger members, etc.]	\$200	09/01/08	0%	Daphne Meyers & Tracey Smith
Action Item 1.3	All-Team Committee Meetings Set dates and locations for three quarterly meetings open to all committee members. Determine programming for leadership skills training. Secure sponsor for locations to include food & beverage. Purchase recognition gift for final meeting.	\$750	08/15/08	50%	Julie Allen, Dianna Fuller
Action Item 1.3.1	All-Team Committee Meetings Develop promotional materials for quarterly meetings. Add to chapter calendar on website. Emails to VPs and Directors to get count of who is attending.	\$100	09/30/08	0%	Julie Allen, Dianna Fuller
Strategic Goal #2	Provide leadership succession development to support the advancement of the Minnesota Chapter.	Budget	Completion Date	% Complete	
Action Item 2.1	All-Team Committee Meetings Communicate to members about the effort to develop succession plans. Develop model for committees to plan for succession.	\$0	06/30/09	0%	Julie Allen, Dianna Fuller
Action Item 2.2	Board Recruitment Work with committee chairs to determine who might be leader potential. Work closely with those members to determine next steps for them personally. Develop letters to potential leaders. Work with IPP and Nominations Committee.	\$100	06/30/09	0%	Leslie Skyrms

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Action Item 2.2.1	Board Recruitment Educate members on what is expected of board participation (Board 101) at one All-Team Committee. Develop materials to educate members on expectations.	\$100	06/30/09	0%	Leslie Skyrms
Action Item 2.3	Develop testimonials of Power of Two pairings for newsletter and web publishing.	\$200	9/30/08	0%	Tracey Smith
Action Item 2.4	Develop and write testimonials of each Board member, and include comments from their employers. Post on website. Job descriptions for board positions and committee chairs.	\$100	06/30/09	0%	Tracey Smith
Action Item 2.5	Develop collateral (web-based) for members to justify joining/renewing membership in MPI and to show benefits of taking on a leadership role (letter to their boss).	\$0	01/31/09	0%	Tracey Smith

Leadership Team activity this month: Attended Board of Directors Retreat

Action taken by Leadership Development Team that specifically supports chapter strategic plan:

Leadership Team requests the following board motion/action:

Upcoming team plans: Scheduling an all-committee meeting to organize members and assign projects. Will determine action items for August meeting.

Leadership Development Team needs for this month's chapter meeting:

Additional comments:

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Leadership Team Status Report

Date: July 2008

President: Ann Margaret Young ann.young@hilton.com

President-Elect: Jaimie Mattes jmattes@helmsbriscoe.com

Immediate Past President: Jan Tolle-MacDonald jtollemacdonald@bloomingtonmn.org

Strategic Goal #1	Achieve the Chapter Metrics as set by MPI International	Budget	Completion Date	% Complete	Assigned To
Action Item 1.1	Achieve Net Member Growth of at least 5% over last year. Additional Goals are to exceed it by 6% and far exceed it by 8%		June 2009		ALL
Action Item 1.2	Achieve Membership Satisfaction of 5.16% as a goal Additional Goals are to exceed it by 5.26% and far exceed it by 5.4%		June 2009		All
Action Item 1.3	Achieve Engagement/Participation (3 Measurements) of Monthly Program Attendance of 45% as a goal Additional Goals are to exceed it by 47% and far exceed it by 51% Award Submissions: Goal of 18% Additional Goals are to exceed it by 21% and far exceed it by 25% Active Volunteerism Year over Year: Goal of 27%, Exceed 30% and Far Exceed 34%		June 2009		All
Action Item 1.4	Chapter Financial Management: Meet the Chapter Budget by +/- 5%. Exceed Annual Revenue Growth per Member exceeds 5-10% growth and Far Exceeds is Annual Revenue Growth per Member = >10% growth		June 2009		All
Strategic Goal #2	Set up and Establish the "Adopt the Members" Program				
Action Item 2.1	Compile the Membership Roster from Non Profit Solutions		August 2008		ALL
Action Item 2.2	Randomly divide up the Membership List		August 2008		All
Action Item 2.3	Each Board Member to call everyone on their list and introduce themselves and explain that they are their one main point of contact for the upcoming year. Any of the Board is available, but any questions and concerns can be directed to them. Each Board Member will follow up on a monthly basis via phone or email		June 2009		All
Action Item 2.4	At the Monthly Board Meeting the Team in Review to let the Board know how their group is doing and if they have any successes to share		June 2009		All
Strategic Goal #3	Participate as the Chapter Liaison to MPI International				
Action Item 3.1	Participate in the Quarterly Conference Call with MPI International		June 2009		P-E
Action Item 3.2	Communicate changes and happenings from International to the MPI Board and its Members		June 2009		P-E
Strategic Goal #4	Oversee chapter grant application for '08-09				
Action Item 4.1	Secure input for board and all committees regarding chapter submission		9/30/08		IPP
Action Item 4.2	Write and Submit chapter grant		11/1/08		IPP
Action Item 4.3	If awarded, execute grant and oversee implementation of project		5/31/09		IPP

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Strategic Goal #5	Oversee nominations process for '09-'10 BOD				
Action Item 5.1	Work with Leadership Development Team to ensure qualified candidates apply for board positions.		02/28/09		IPP
Action Item 5.2	Have at least two candidates per open board position		02/28/09		IPP
Action Item 5.3	Conduct a leadership board session - an informal overview of becoming a board member/leader		02/28/09		IPP
Strategic Goal #6	Develop, Implement and Present New Awards for 30 th Anniversary Gala				
Action Item 6.1	In addition to the standard awards given each year the President will honor and award such things as: The Chapter Leader Award, From the Heart Award, The Presidents Award, Partnership for a Lifetime and Change the Volunteer of the Year to Rising Star of the Year with new Requirements based on International Standards.	\$700	May 2009		President

Leadership Team activity this month:

Action taken by Leadership Team that specifically supports chapter strategic plan:

Leadership Team requests the following board motion/action:

Upcoming team plans:

Leadership Team needs for this month's chapter meeting:

Additional comments:

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Membership Team Status Report

Date: 6/09/2008

Position/Name/Email: VP of Membership / Tim Samuelson /tim@promotionselect.com; Director of Membership/ Barb Oswell/ barbo@odysseydev.com, Chairpersons: Amy Englund, Recruitment; Rhonda Omodt, Recognition; Ann Ruehling, Retention; Rosealee Lee, Student Membership

Strategic Goal #1	Recruitment Goal: Increase membership to 505 by 6/30/2009 (5%)	Budget	Resp	Completion Date	% Complete	CHAIR UPDATE
Action Item 1.0	Develop and Initiate a Greater Minnesota membership campaign which will be responsible for 2% of the 5% total growth in membership.		Amy Englund +Barb Oswell	01/09 Campaign Running	0%	
Action Item 1.1	Exhibit at a minimum of four tradeshows that could provide solid leads on new members	\$100	Amy Englund + Others	6/30/09	0%	
Action Item 1.2	Utilize the MPI Booth/Banner at four Tradeshows and monthly meetings and events.		Amy Englund + Rhonda Omodt	Ongoing	Ongoing	
Action Item 1.3	Consistently track prospects from tradeshows, referrals, inquiries and other forms of leads on a monthly basis		Amy + Membership Committee	Monthly	On-going	
Action Item 1.4	Develop a Prospect/Lead Tracking form to be reviewed and distributed at the monthly membership meetings with data submitted to Non Profit Solutions for tracking.		Barb Oswell	August 2008	0%	
Action Item 1.5	Follow up with all new leads and prospects through phone calls and personal invitations to attend upcoming meetings and events. Influence buying decision by continuing to call until actual contact has been made. Expand volunteer list so that no one is responsible for more than 12 prospects each month.		Amy Englund + others as needed	On-going	On-going	
Action Item 1.6	Create "leave behind" for tradeshows and other occasions that briefly describes the benefits of belonging to MPI, suitable for use with all member categories – consider a comprehensive piece to address needs of other committees	\$1000	Amy Englund + Rosealee Lee + Committee	08/08	0%	
Action Item 1.7	Develop and Implement a membership sales campaign that encompasses the efforts of all committees utilizing the leave behind brochure.	\$250	All membership committee	10/08	0%	
Action Item 1.8	Develop and put in place a procedure to address the "Maximum of three times as a guest" policy		Amy Englund + Others	10/08	0%	
Action Item 1.9	Develop an all MPI member referral program to increase prospect/lead base	\$100	Barb Oswell + Others	08/08	0%	
Strategic Goal #2	Recognition Goal: Expand/Enhance Recognition for current and prospective members	Budget	Resp	Completion Date	% Complete	
Action Item 2.1	Expand the Branding of eMPI for optimal visibility for members and employers (eMPI awards, tabletops and stickers) by developing a more efficient promotional/task oriented timeline	\$1250	Rhonda Omodt + 2 Others	Start January 2009	0%	

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Action Item 2.2	Recognize individual members for their years of membership with 5,10, 15 and 20 year pins on a monthly basis as well as annually	\$155	Rhonda Omodt + 1 person	On-going	0%	
Action Item 2.3	Past eMPI award winner program		Rhonda Omodt + 1 person	January 2009	0%	
Action Item 2.4	Thank you notes as appropriate	\$50	Rhonda Omodt + 1 person	Monthly	Ongoing	
Action Item 2.5	Recognize our sponsors with recognition plaques for monthly meetings	\$350	Rhonda Omodt + 1 person	Monthly	Ongoing	
Action Item 2.6	Submit Up Close profiles with Communication team		Rhonda Omodt	Monthly	Ongoing	
Action Item 2.7	Develop a special recognition for the 500 th New Member of MPI Minnesota Chapter in our 30 th Anniversary Year	\$150	Rhonda Omodt + Executive Team	Begin planning August 2008	0%	
Action Item 2.8	Recognize students who transition into non student membership		Rhonda Omodt + Rosealee Lee	As Transition Occurs	Ongoing	
Strategic Goal #3	Retention Goal: Increase our retention rate to 79% retention rate for 2008-2009	Budget	Resp	Completion Date	% Complete	
Action Item 3.1	Develop a program for contacting lapsing members. Coordinate with MPI Int'l office and MPI MN Chapter President, utilizing the new Tracking form.	\$50	Ann Ruehling + 2 people	12/08	0%	
Action Item 3.2	Hold new member lunch at least twice a year. Continue the town hall Q & A feel so new members are able to ask Board members questions.	None	Lucy Hicks & Judy Okerstrom	Oct 2008 & April 2009	0%	
Action Item 3.3	Grow committee member volunteers by 15%. Concerted effort to expand and continue our August volunteer promotion.		All Committee Members	01/09	0%	
Action Item 3.4	Continue to send Emails to New members as welcome and how to navigate MN MPI.	\$50	Lucy Hicks & Mary Timmons	Ongoing	Monthly	
Strategic Goal #4	Student Membership Goal: Increase student membership to 25 members	Budget	Resp	Completion Date	% Complete	
Action Item 4.1	Grow Student Initiative Committee to 12	None	Rosealee Lee	1/1/08	0%	
Action Item 4.2	Continue Identification of accredited educational institutions in the state of Minnesota with relevant programs	None	Marnie Fleming & Rosealee Lee	12/08	0%	
Action Item 4.3	Participate in education institution curriculum/events by providing panel members and/or guest speakers and/or mock interviewers up to two times annually at each institution; display MPI membership info and	None	All committee members +	Ongoing	0%	

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	network re: MPI at each event.					
Action Item 4.4	Work with student hospitality clubs hosted by educational institutions by attending club meetings and serving as a professional resource to students.	\$150	All committee members	Ongoing	0%	
Action Item 4.5	Create and implement Student/Faculty Section of MPI MN Chapter website. Seek and facilitate quid quo pro web links to/from accredited college educational institution programs in the state of Minnesota to/from the MN MPI web site.	Grant	Rosealee Lee + 1	Ongoing	95%	
Action Item 4.6	Enhance Student participation at Knowledge Quest & serve as resource for them during their visit (Stickers)	\$100	All committee members	Jan 09	0%	
Action Item 4.7	Encourage high school programs in hospitality	None	Rosealee Lee	Ongoing	0%	
Action Item 4.8	Host one mock meeting for student participation.	None	All committee members +	2009	0%	
Action Item 4.9	Greet students at monthly meetings	None	All committee members	2009/2009	Ongoing	
Action Item 4.10	To create and implement a Student Road Show; Committee members travel to 2 outlying sites during the 2008/2009 year to offer education/introduction into MPI program	\$100	Rosealee Lee + Membership committee	2008/2009	0%	

Strategic Goal #5	Work closely with other committees on General Chapter initiatives	Budget	Resp	Completion Date	% Complete	
Action Item 5.1	Assist in developing and implementing MN MPI brochure.		Tim & Barb	09/08	0%	
Action Item 5.3	VP and Director to find candidates to run for 09/10 Membership Director		Tim & Barb	03/09	0%	
Action item 5.4	Each Committee Chair develop a task list for their area of responsibility		Rhonda, Ann, Amy	4/09	0%	