

METRICS: 1. Member Recruitment, 2. Member Retention, 3. Overall Satisfaction, 4. Volunteer Engagement, 5. Financial

*See current dashboard for metric statistics [hyperlink for dashboard]

1. MEMBERSHIP							
Number	Metric	Goal	Action	BOD Owner	Begin Date	Deadline	% Completion
1.1	1	Achieve a retention goal of over June 30, 2015 by 0.5%	Reintroduce/Introduce MPI to our members/new members with current enhances, social media guidelines, sponsorship and advertising opportunities.	Dir. Member Care		6/30/16	
1.2	1	Ensure volunteer appreciation and/or member only event is free to members	Find a venue that is willing to host the event and obtain sponsorship for all items related to keep costs down. Need to create a RFP that will show value for the supplier participation	Dir. Member Care		1/31/16	
1.3	2	Increase of membership by 3% over the June 30 goal	Divide up membership team so that teams touch expiring, cancelled and new members.	Dir. Of Recruitment		6/30/16	
1.4	2	Maintain and increase Student Members by 2%	Reach out to programs at the University Level to find out about their programs and how MPISCC information can be communicated. Focus on networking and volunteer opportunities	Dir. Of Recruitment		6/30/16	
1.5	2	First Timers Impression at a Meeting	Create first timers program that is more streamlined and involves the Leadership Team.	Dir. Member Care		6/30/16	

2. COMMUNICATIONS

Number	Metric	Goal	Action	BOD Owner	Begin Date	Deadline	% Completion
2.1	1	Increase the level of professionalism & consistent branding across all chapter communications.	Execute a workshop for committee members regarding communication branding guidelines and professionalism	VP of Communications		9/30/15	
2.2	2	Make the website an easy, reliable & informative tool for all members to use.	Work with web master to ensure easiest navigation on website and a BECOME A MEMBER NOW button for easy renewal or new members	VP of Communications		6/30/16	
2.3	3	Make the website an easy, reliable & informative tool for all members to use.	Maintain MPISCC website with information at least 3 months in advance	VP of Communications		6/30/16	
2.4	4	Increase membership on social media.	Need to grow our follower base on all platforms --- #1 Engagement and #2 Grow of Followers	Dir of PR and Media		6/30/16	
2.5	5	Meet advertising budget of \$10,500.00	Meet advertising budget by finding unique opportunities to present to members and non-members	VP of Communications		6/30/16	
2.6	5	Meet advertising budget of \$10,500.00	Find unique opportunities to present to members and non-members	VP of Communications		6/30/16	

3. EDUCATION

Number	Metric	Goal	Action	BOD Owner	Begin Date	Deadline	% Completion
3.1	3	Increase meeting attendance at quarterly meetings by 25%	Contract venues at least 3.5 months out	VP of Education		6/30/16	
3.2	3		Hold at least 2 member educational workshops prior to an educational meeting	VP of Education		6/30/16	
3.3	5	Exceed our \$12,000 revenue goal for WeCon	Push in-kind sponsorship and drive attendance	Dir Professional Development		6/30/2016	

4. PRESIDENTIAL TRIO

Number	Metric	Goal	Action	BOD Owner	Begin Date	Deadline	% Completion
4.1	1		Research and implement a community outreach program that addresses the needs of our members	IPP		Research & Proposal- 7/14/15 Implement- 9/1/15	
4.2	1		Engage quarterly with the Council of Past Presidents and Advisory Council	IPP		6/30/16	
4.3	1		Endorse and support a local/regional initiative for leadership communication	OOP		6/30/16	
4.4	3	Maintain a rolling 18 month calendar		OOP		6/30/16	
4.5	5		All events planned by the OOP will meet or exceed budgetary expectations	OOP		6/30/16	

5. LEADERSHIP DEVELOPMENT

Number	Metric	Goal	Action	BOD Owner	Begin Date	Deadline	% Completion
5.1	4	Increase volunteer engagement to 35%	Actively recruit new volunteers through volunteer fairs and engaging new members	VP of Leadership Development		6/30/16	
5.2	4		Create better communication channels to and education opportunities for volunteers	VP of Leadership Development		6/30/16	
5.3	4	Hold a California Board Reception	Strengthen leadership relationships by continuing California Board Reception with partnership from other chapters	VP of Leadership Development		12/31/15	
5.4	4	Create and implement a Leadership Development curriculum		VP of Leadership Development		Creation by 12/31/15; Implementation by 6/30/16	

6. FINANCE

Number	Metric	Goal	Action	BOD Owner	Begin Date	Deadline	% Completion
6.1	5	Place \$1,000 back into reserves	Deposit \$1,000 back into chapter reserves	VP of Finance		6/30/2016	
6.2	5		Work with Education & Special Events to ensure we're on track to achieve \$26,000 in cash sponsorship Revamp sponsorship collateral and packages Prospect all past contributors and establish strategy with committee to target new sponsors			Ongoing 7/31/2015 8/31/2015	
6.3	5	Exceed our \$25,225 revenue goal for the Fundraiser	Push in-kind sponsorship and drive attendance Site Visit/Secure Venue	Dir Special Events		12/31/2015 9/1/2015	
6.4	5	Exceed our \$13,265 revenue goal for the Golf Tournament	Push in-kind sponsorship and drive attendance	Dir Special Events		6/30/2016	