



MPISCC LONG-TERM STRATEGIC PLAN

Vision

MPISCC will be the pivotal force in positioning local meetings and events as a key strategic component of an organization's success. MPISCC will be recognized as the leading local membership community that is committed to shaping and defining the meetings and event industry in Southern California.

Mission

MPISCC is a member-centric organization focusing on professional development for the meetings and events industries. Established in 1979, MPISCC is recognized as an award-winning chapter with over 600 members serving the greater Los Angeles, Santa Barbara, Palm Springs, and Las Vegas areas. As a volunteer organization, MPISCC relies on its members to craft, guide, and direct the local meetings industry in support of MPI's overall vision and mission.

Southern California Chapter Strategic Objectives

By 2023, the Southern California Chapter will:

- Maintain local professional developmental pathways and resources that enable MPISCC members to evolve their careers towards positions or perspectives of strategic understanding and influence.
- Increase MPISCC influence with senior decision-making executives at local corporations, associations and organizations.
- Intensify and create business opportunities for Southern California Chapter members.
- To engage and inspire our community through unique and memorable experiences.

In order to meet these objectives, the five principal committees have established objectives covering their scope of activity. These are:

1. EDUCATION will

- Develop and promote various levels of educational experience ensuring well defined ROI for members and their employers to include CEU hours for each of the programs offered.
- Partner and communicate with local industry associations to provide information and opportunities for our membership to advocate for our industry.
- Create educational programs utilizing current and relevant topics and trends within the meetings industry to strive to be the leaders of education in Southern California

2. MEMBERSHIP will

- Maintain Membership Drive Program promoting chapter recruitment (with emerging leaders and all industry professionals).
- Fortify membership retention rate in both planner/supplier segments communicating the value of MPISCC.
- Establish and implement Member Care Program demonstrating chapter's contribution and support.

3. COMMUNICATIONS will

- Effectively communicate the importance of meetings in the local business community and support global advocacy through social media outlets.
- Support all educational, networking and annual programs in the promotion of the events.
- Execute proper branding in all marketing campaigns.

4. FINANCE will

- Partner and communicate with local vendors promoting the power of strategic sponsorship.
- Execute financial reporting that will measure budgets vs. actual as a result of sponsorships and partnerships.
- Generate non-dues income by soliciting and securing cash sponsorship for all educational programs and annual events.
- Be responsible for the financial health of the organization and remain committed to reinvesting into membership.

5. LEADERSHIP DEVELOPMENT will

- Identify existing and emerging leaders and encourage/activate their chapter involvement.
- Maintain and grow Volunteer Engagement Program (VVIP) and continue to recognize their contributions.
- Provide educational opportunities for chapter leadership and oversee successful board transitions.
- Remain focused on a strong succession plan and execute board transitions.

Each committee is tasked with formulating detailed annual action plans, establishing measurement criteria and developing standard roles, processes and documentation to support the strategic plan.