



Board 101

What Does it Mean to Serve?

Chapter Business Manager
Date



MEETING PROFESSIONALS INTERNATIONAL



Today's Objectives

What does a great board look like

General board responsibilities

Legal responsibilities

Board functionality

MPI Global & Chapters, how do they connect?

Resources available

Being a good leader



What Do Great Boards Look Like?

They understand “What Matters Most” for the organization

- Vision: Where are you going
- Mission: Why do you exist?
- Values: What guides you

They are proud of who they are and what they provide

They have clear policies and procedures and use them

They set clear board expectations and are accountable to them

They understand it is an **honor to serve**

They understand it is a serious commitment



What Do Great Boards Look Like?

Great boards have

Servant Leaders

They are Trust-holders of the Membership

They are Working for the Common Good

They are willing to Assess themselves and their practices

They are meeting fiduciary obligations

Time – They attend board meetings and are prepared

Treasure – They donate and support the events of organization

Talent – They bring their talents to the game and use them

Integrity – They practice it daily



General Board Responsibilities

Determine and advance mission & vision

Manage & protect organization's resources

Maintain fiscal responsibility

Disclose conflicts of interest

Maintain confidentiality

Enhance image & promote organization

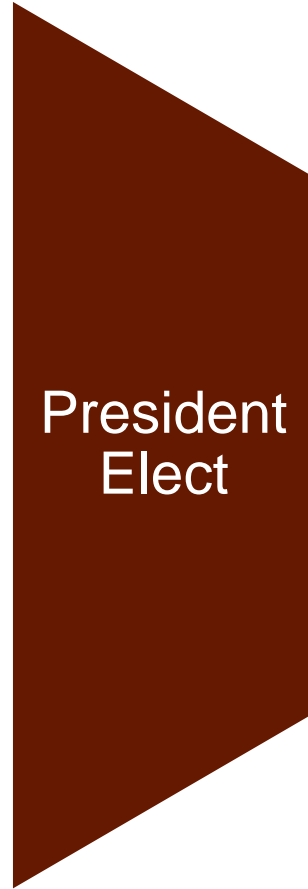
Be informed, engaged and present

Determine and monitor programs & services

Assess performance of management & volunteers



Board Structure



General Board Responsibilities

Committees – What is their role?

Extend the work of the board

Provide regular reports on committee activities

Recruit and plan for future leadership

Be representative of the membership's diversity

Board Liaison's Role to the Committee

Share information between the Committee and Board

Support the committee's activities



General Board Responsibilities

Board in Action

- No individual authority as board members
- All authority belongs to the board as a whole when acting as a group
- No speaking on behalf of organization without authorization
- Board should deal with issues affecting the WHOLE organization, not individuals



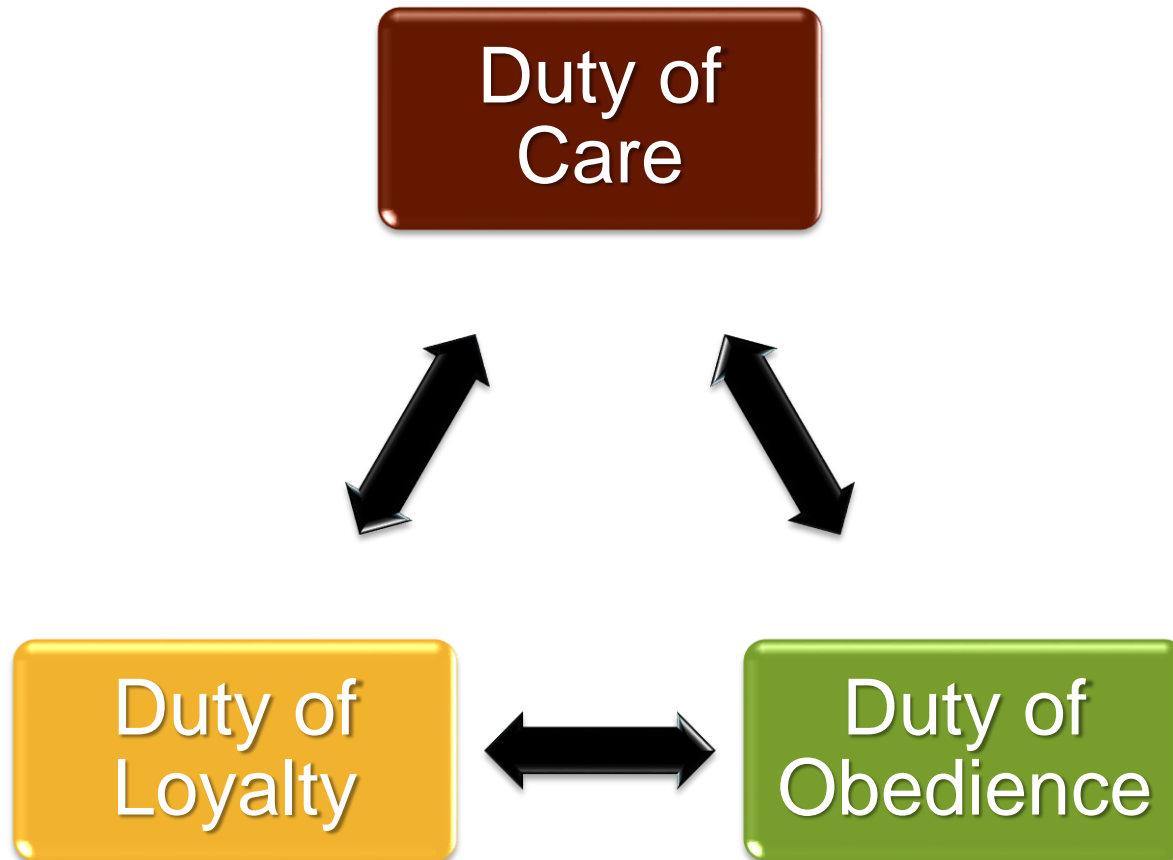
Legal Responsibilities



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Legal Duties of Board Service



Duty of Care

- Attaches to you personally
- Protect confidential information
- Responsible to entire membership
- Informed and independent judgment
- Duty continues indefinitely beyond term of service



Duty of Loyalty

- Speaks to the situation at hand
- Eliminate motivation of personal gain
- Disclose any Conflicts of Interest
- Do what is in the best interest of the organization regardless of its impact on other things to which you are “loyal”



Duty of Obedience

- Applies to the group as a whole
- Follow laws, policies, rules and ethics
- Engage in open dialogue; participate
- Speak with one voice; united front
- Do not speak poorly of decisions
- Believe in the process
- Be respectful



Conflict of Interest

- REQUIREMENTS

Honesty and disclosure

- OPTIONS

Excusal from discussion

Excusal from deliberation

Excusal from decision

❖ Whichever chosen, document in minutes

Last resort: Resignation



Liability of Directors

- Breach of fiduciary duties

Disregard of duties to the organization

- Third party claims

Harm caused to another

- Statutory liability

Anti-trust, discrimination



Minimize the Risk

Directors & Officers Liability Insurance

Volunteer Immunity Laws

Duty of Care - Use good judgment; due diligence in decisions

Duty of Loyalty - Avoid conflicts of interest & personal gain;
“best interests”

Duty of Obedience - Faithful to mission; follow governing documents



Hierarchy of Documentation

1. National and local laws

2. Articles of Incorporation | *Contract with the state*

3. Nonprofit status from IRS

4. Bylaws | *Contract with our members*

5. Policies & Procedures | *Contract with ourselves*

Nonprofit Status – 501(c)(3)

Nonprofit is a tax status; not a way of doing business

Educational or Scientific Organization

Contributions usually deductible

Very limited lobbying allowed

Cannot be involved in a political campaign

Exempt from federal income tax (with exceptions)

Not-for-profit does not mean NO profit



Bylaws

- They define the operational framework of the organization
- Your Contract with your members
- MPI Minimum Standards
- Changes to the Bylaws require:
 - Approval by MPI
 - Approval by chapter membership



Chapter Policies & Procedures

Policies:

- set parameters for decision-making
- set by the Board of Directors

Procedures:

- step-by-step processes detailing how to accomplish tasks in the organization
- Executed by Staff and Volunteers
- Conduct an annual review of P&P to ensure accuracy and relevancy
- A change to P&P should be presented to the Board as a written motion



Board Functionality



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Board Functionality

Understanding of this will vary from chapter to chapter;

- Ensure Board and Committee communications are strong
- Attend all Board meetings and be present
- Be prepared for every meeting
- Always better to meet in person
- Use Roberts Rules of Order & Consent Agendas
- Complete and submit your board reports
- Know and work within your budget
- Be familiar with sponsorships, marketing, education and membership resources for your chapter.



MPI Global & the Chapter Relationship



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Requirements for Chapter Charter



Maintain Board of Directors & Regular Board Meetings – Submit Board Minutes



Fiscally Sound Financial Practices & Submit Financial Reports



Provide Quality Education 6 or More



Maintain Member Satisfaction & Retention



Maintain Brand Standards



Submit all Business Planning Strategies

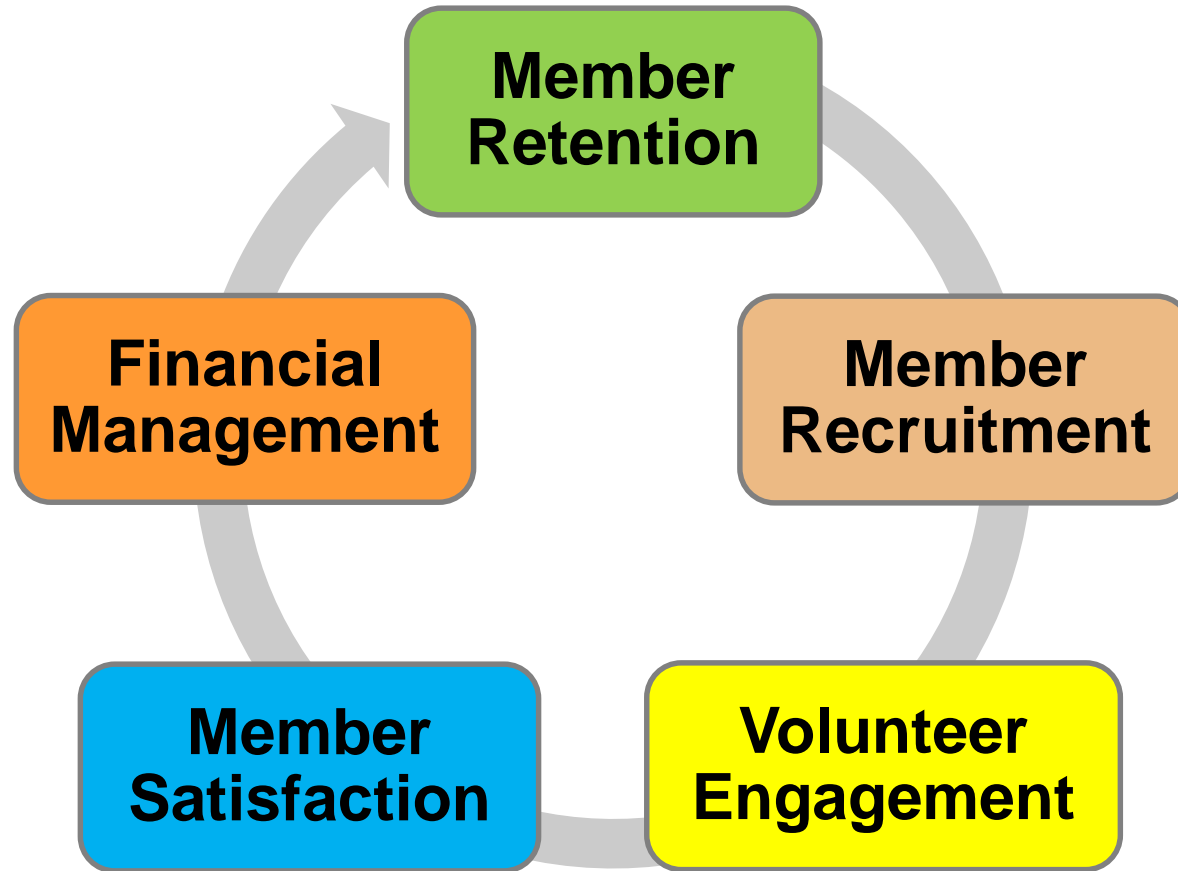


Requirements Evaluated

- Monthly Retention compared with international standards
- Monthly membership ratio (Members gained minus members lost)
- Financial status
- Educational Satisfaction
- Membership Satisfaction
- Volunteer Engagement (total members/total volunteers)
- Leadership factors – Do you have Succession



Chapter Metrics



Chapter Business Managers

- Chapter management & performance
- Execution of business plan
- Membership and Education strategies
- Healthy financial performance
- Brand integrity
- Identify talent
- Resource & link to other chapters
- Focus on solutions
- Support your success



Resources Available

The screenshot shows a web browser window with the URL www.mpiweb.org/chapteradmin?source=leftnav. The page features a sidebar menu on the left with a search bar and navigation links for Speaker Resource, Destination Finder, Advertising & Sponsorship, Chapter Locate, Community Search, Chapter Leader Resources, Member Information, and Store. Social media icons for Facebook, Twitter, and LinkedIn are also present. The main content area is titled "MPI Chapter Leaders, here are the resources you need to lead." and contains six resource cards: Membership, Education, Office of the President, Marketing & Communications, Finance, and European Chapters. Each card includes a representative image and a list of available resources. On the right side, there are buttons for "View Your Dashboard" and "MPI Speaker Resource", followed by a section for "Updates from MPI Global" with a "Welcome 2015-2016 Chapter Leaders!" announcement and a "2014 Year in Review" article. At the bottom right, there is a "Meetings Move Us Forward" banner and an "Industry Voice" section.

Chapter Administrati

www.mpiweb.org/chapteradmin?source=leftnav

Apps Paylocity Payrol... Google Log In Imported From IE Sign in to Offic... Airline Tickets a... Facebook Southwest Airli... Other bookmarks

SEARCH

SPEAKER RESOURCE
DESTINATION FINDER

ADVERTISING & SPONSORSHIP
GLOBAL MARKETPLACE

CHAPTER LOCATE
COMMUNITY SEARCH
CHAPTER LEADER RESOURCES
MEMBER INFORMATION
STORE

f t in

MPI Chapter Leaders, here are the resources you need to lead.



MEMBERSHIP

- Reports
- Toolkits
- Best Practices



EDUCATION

- MPI Speaker Resource
- Ready, Set, Meet Program
- Best Practices



OFFICE OF THE PRESIDENT

- Governance
- Board Business
- Leadership Training



MARKETING & COMMUNICATIONS

- Toolkits
- Brand Standards
- Best Practices



FINANCE

- Budgeting
- Sponsorships
- Best Practices



EUROPEAN CHAPTERS

- European Business Plans
- European Chapter Metrics
- EMEC & Chapter Events Calendar

VIEW YOUR DASHBOARD

MPI SPEAKER RESOURCE

Updates from MPI Global

Welcome 2015-2016 Chapter Leaders!
by Brad Shanklin
Wednesday, April 22, 2015

The strength and success of our Chapters lies in the hands of our leaders who work determinedly to make a difference within our industry. Your leadership will set the pace for not only your Chapter's success, but the success of MPI as a community. The good news is you are not alone in your journey! ... [more](#)

2014 YEAR IN REVIEW
by Brad Shanklin
Tuesday, December 09, 2014

With economies slowly beginning to wake up from the years-long recession slumber, important social progress was able to take some much-needed steps toward permanency... [more](#)



MEETINGS MOVE US FORWARD

INDUSTRY VOICE

MPI has the tools that tell the

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How to Succeed

Be Prepared

Be a Strong Leader - What does that look like?

- They Have a vision
- They ask what and why, challenge the status quo
- Seek change if necessary and focus on goals
- Be influential in your membership
- Deal with the conflict
- Set Standards of Excellence



How to Succeed

- Be solution oriented
- Walk the talk
- Develop others by building committees and sharing the work
- Leave a good legacy



What Great Leaders Say and Do

Characteristics	Weak Members	Ok Members	Good Members	Great Members
What they say	It'll look great on my resume!	What do I have to do?	How may I help?	Thanks for the opportunity.
What they add	Dead weight	Basics	Dedication	Passion
What they take	Valuable spot	Instructions	Role seriously	Time to care
How they look	Cool	Regular	Eager	Unassuming
What they read	TV guide	Time magazine	Books	Robert Greenleaf
Whom they serve	Themselves	Their obligations	The nonprofit	The community

Thank You For Leading!

My Favorite quotes – A good name, like goodwill, is got by many actions and lost by one. – Lord Jeffery

Blessed are the flexible for they will never be bent out of shape - Anonymous

