



**Project
Management
Institute.**
Metro St. Louis

2019 ANNUAL REPORT

2020 STRATEGIC PLAN

Project Management Institute Metropolitan St. Louis Chapter

The largest community of Project Management Professionals
in Missouri and Metro East Illinois

What is PMI?

Project Management Institute (PMI) is a not-for-profit professional association founded in 1969 by working project managers and is currently composed of more than 650,000 members and credential holders in over 185 countries. Our worldwide advocacy for project management is supported by our globally-recognized standards and credentials, our extensive research program, and our professional development opportunities. These products and services are the basis of greater recognition and acceptance of project management's successful role in governments, organizations, academia and industries.

Benefits of Membership

As a PMI member, you gain exclusive access to PMI publications, e-reads, project management global standards, tools and templates, online communities of practice, as well as leadership and volunteer opportunities. You'll also receive discounts on certification exams and renewals, in addition to professional development offerings.

What is PMI Metro St. Louis?

The Metropolitan St. Louis Chapter of PMI was founded in 1994 and consists of Project Managers living in the metropolitan area interested in furthering their professional knowledge and networking opportunities.

Our **Vision** is to increase the awareness and value of professional project management for practitioners and organizations in the community we serve.

Our **Mission** is to advance the profession of Project Management by creating a culture and community to facilitate professional development and volunteerism.

Benefits of Membership in Metro St. Louis Chapter

The greatest benefit we offer is the ability to network with over 2,000 other practitioners in the Metro St. Louis area! Other benefits will be outlined in the following pages, to include, but are not limited to:

- Discounts to Chapter sponsored programs (including Meetings, Certification Classes, Seminars, Workshops, etc.)
- Career Building Opportunities (Career Fairs, Career Networking Events, etc.)
- Award Winning Mentoring Services
- Volunteer Opportunities
- Leadership Opportunities / Training
- Professional Development Days



Brenda Murphy
PMP, PMI-ACP
President
2019-2020

President's Message

In 2019 the PMI Metropolitan St. Louis (PMIMSL) Chapter celebrated it's 25th Anniversary. In addition, PMI celebrated it's 50th anniversary. Our PMIMSL chapter membership exceeded 2000 members in May 2019. We continue to offer value to our members in terms of events and other programs. We expanded our Dinner meetings in Illinois and received positive feedback regarding the venue and speakers. We continue to review our demographics and offer programs that are convenient for our members to attend.

PMIMSL celebrated its 25th anniversary by inviting our members to a St. Louis Cardinals baseball game in June as well as recognizing our past presidents and founding members at our International Project Management Day celebration in November.

One of my passions is giving back to our community. Volunteering at the Great Honors Flight-Sea of Flags ceremony was a key highlight for our team this year. This event honors our veterans by giving them a welcome home ceremony that they never received when they originally returned home from deployment. It is events like this that I enjoy, and I would like us to offer more outreach programs to our members in order for us to continue to give back to our community. In addition, our 3rd annual charity Golf tournament raised close to \$3000 for St. Jude's Research.

PMI Metro St. Louis chapter is part of PMI Region 6 that has 8 states and 26 chapters. Every year, leaders from these chapters meet to discuss common challenges, share best practices and celebrate the PMI volunteerism with each other. This conference allow us the opportunity to engage and share ideas so that we can provide more value to our members.

I am excited for the opportunity to be your chapter President in 2019 & 2020. The board members are truly the best team of leaders I have worked with. Every board member volunteers countless hours to support our members and chapter and I value each and every one of them. We do have FUN and I truly feel like they are my extended family. Special thanks goes to Past President-Venus Patel, for all of his guidance and support that he has provided.

Thank you for the support and continue to volunteer! We currently could not do what we do without our volunteers. Since we are a 100% volunteer organization, we value our volunteers and always look for ways to have members become and stay engaged. Whether you have 1 or 10 hours per month, I urge you to volunteer for the chapter. Volunteering will not only give you the opportunity to contribute to our community while learning some new skills, but you'll also have some fun as well.



Ananda Jayaraman,
PMP
VP of Volunteers

Volunteers

Volunteer Team

Director - VRMS: Trish Sandler, PMP
Director - Recruiting: Sabi Singh
VRMS Officer : Gary Lazaroff, PMP
VRMS Officer: Arima Sarkar, PMP
VRMS Officer: Deana Pape, PMP
VRMS Officer: Nicole Lenau, PMP
Volunteer Ambassador: Mary Tullock, PMP
Volunteer Ambassador: Marina Malkina, PMP
Volunteer Ambassador: Maura Harris, PMP



Once again – we have to begin with “Thank You!” Our volunteers are the heartbeat of our organization, and almost 80 of you helped drive over 50 successful events for our 2000+ member Chapter.

This was the third year in a row PMI Global invited our team to present at the North American PMI Leadership Institute Meeting because of the work our volunteers and our volunteer team are doing. It's a tremendous honor to be recognized by PMI Global for the accomplishments we've done together.

In 2020, for the first time, our volunteer team will operate at 100% capacity. We will see a few changes to our Volunteer Leadership Team, namely that Sabi Singh will be taking over as Director – Starting in January. Sabi has done a great job on the Communications teams and is eager to lead the recruiting arm of this team to great heights. Trish Sandler, PMP will continue as the Director, VRMS and will make great impacts to the chapter by making meaningful process changes.

New and continuing members of the VRMS Officers team are Gary, Arima, Deana and Nicole.

New and continuing members of the Volunteer Ambassador team are Mary, Marina and Maura.

Thank you to all the volunteers who make this Chapter as great as it is – without you, we are nothing.

A Look Ahead – Plan for 2020

- 95% SLA on Position Postings
- Recruiting for Key Positions
- Plan for Volunteer Appreciation Events
- Improve Volunteer Recruiting 25%
- Improve Volunteer Retention 10%
- Improve Governance (100% VRMS)

PMIMSL's volunteer impact is constantly spreading across The St. Louis metropolitan area. From Administration to Volunteers, and everything in between, our members took opportunities to use their skills, and develop new ones in our nine areas, which include:

- Admin & Governance
- Finance
- Membership
- Marketing
- Programs
- Communication
- Outreach
- Professional Development
- Volunteers



Shaun M. Simms, PMP
VP, Volunteers

Communications

Team

Director, Technology: Donna Houseman, PMP
Director Communication: Laurie Schneider
Social Media Manager: Jamie Schultz
Campaign Associate: Ajia Williams
Campaign Associate : Danelle Dancy
Campaign Associate: Melissa Scott, PMP
Editor: Michelle Rojek, PMP
Editor: Joanna Eagan, PMP
Editor: Dr. Laura Vitale, PMP
Photographer: Andy Wise, PMP

This year, the Communications team had a vision.

As a team, we knew we were overdue for a digital transformation. On January 1st, we upgraded our website layout, and reviewed every word on the website, subsequently editing or removing 75% of the information. But we weren't finished. We knew the upgraded layout was a temporary fix, and that round two of our digital transformation would begin immediately.

After months of work, we officially migrated to a new website development and design company called MG2. It was a labor of love, as our two directors Laurie and Donna worked tirelessly to make this happen. Many evenings and weekends were spent preparing to migrate to this engaging platform. These two women have been the backbone of the team's success this year, both in achieving our goals, and winning "Team of the Year" for PMI Metro St. Louis.

The Communications teams focused on building an engaging social media strategy and creating various campaigns that showed the Metro St. Louis area who we are. Our "Women in Project Management" series was incredibly popular, and along with our "Emerging Leaders" series had over 50,000 impressions on social media. From 2018 to 2019 our social media impressions went from 4,000 to over 90,000, thanks in part to Jamie Schultz, our Manager of Social Media, and also PMIMSL's Volunteer of the Year.

We have accomplished a great deal this year, but we are just getting started. We are excited to build on our successes, forge new paths, and communicate the value PMI Metro St. Louis brings to both the Project Management Profession, and our community.

A Look Ahead – Plan for 2020

- Continue "Women in Project Management"
- Continue "Emerging Leaders"
- Create new and engaging communication campaigns
- Improve social media impressions by 10%
- Integrate the Marketing Department into the Communication team

2020 Communication Leadership

- VP: Shaun M. Simms, PMP
- Director, Technology Ops: Donna Housman, PMP
- Director, Social Media: Laurie Schneider
- Director, Technology Strategy: Ena Kadric
- Director, Campaigns: Melissa Abrams, PMP
- Director, Marketing: Martha Seibert, PMP

2019 Volunteer Appreciation Dinner - Dec 4, 2019



Pictured to the left is Comms Team – the Volunteer team of the year

Volunteer of the year Award is pictured but not the recipient Jamie Schultz (unable to attend)

Other teams pictured here are Volunteers, Programs, Outreach, Comms, Finance, CMAG and Membership.



Cheryl Strackeljahn
VP of Membership
2018- 2019

Membership

Membership - Board of Directors 2019
VP of Membership – Cheryl Strackeljahn
Director of Member Services – Terry Farwell
Director of Mentoring – Mary Tullock-Gavenda
Military Liaison – Mark Hammack

Membership – Focus on Retention and Growth

For 2019, we focused again on growth and retention of our membership and strove to reach 2000. We believe the auto-rejoin feature was instrumental for retention, but our membership itself also increased. The chapter hit 2000 members in May 2019. Membership and retention are both up. Guest memberships for our local chapter allowed us to prove our value. We used the Guest Pass program to target potential members earlier while at colleges and universities when they are starting to consider project management as a career. Our membership team provided new and returning members with information regarding the benefits of their membership.

Mentoring – Mary Tullock-Gavenda returned as our Director of Mentoring. She hosted 2 Speed Mentoring events in 2019, one in the spring and one in fall. They were a big success and we were able to secure partial funding through a sponsor to reduce chapter costs.

Members Services. Terry Farwell returned as our Director of Member Services. The team has continued our Member Services table, welcoming our event attendees with PMI and chapter information. We held two New Member Orientations this past year in March and October, during which the President and VP's attended and shared their roles and area information. This has been a great success, and shows our membership the value the chapter provides, as well as how they can volunteer and get involved with the chapter to be able to get the most out of being a member.

Military Liaison. Mark Hammack was our new Director as the Military Liaison. This role reaches out to help transitioning military and veterans looking for a project management career.

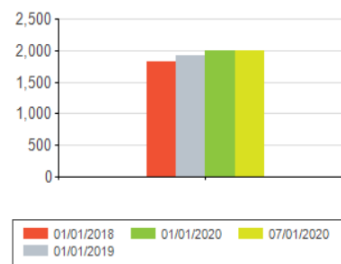
Our membership increased from 1929 on 1/1/2018 to 2002 as of 12/31/2019 with a retention increase from 79.32% to 80.98%, respectively. Great effort by the whole team!

A Look Ahead – Plan for 2020

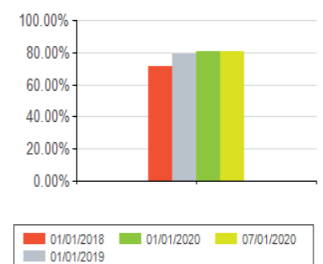
- Continue to focus on retention and growth by showing our value to our membership with better and continuous communication with **membership**.
- Expand the one-to-one mentoring cycle to a year long program where people move in and out of the program as mentor to mentee as they grow.
- New Member Orientation Meetings in March in Illinois and October in Missouri. Provide a link to the recorded presentation and presentation slides so we can onboard throughout the year.
- Increase contacts with the Military veterans. The Military Liaison will expand his progress in reaching out to veterans through local military organizations to show them the benefits of joining our chapter and how we can assist them as they transition out of the military into civilian life.

Membership

Membership Count



Retention





Jody Rouggy, PMP
 Vice President - Programs
 2018 – 2019
programs@pmimsl.org

PROGRAMS

Programs – Board of Directors 2019
 Senthil Kannimar PMP – Director of Chapter Meetings
 Kelly Bottini – Director of Alternate Venues
 Sarah Roth – Director of Registrations

Monthly Dinner Meetings Our chapter dinner meetings continue to be the largest program for the chapter. The overall strategy for our Program team is to increase attendance by bringing in high quality speakers that provide you something you can apply to your life. These meetings are considered to be the Chapter's "marquee" events and include the Annual Business Meeting in February, a volunteer recognition celebration event in December, and other meetings covering great topics such as:

- **08/19 Managing the Biggest Dynamics of Change** – Speaker, Lillie Brock
- **09/19 Live from St. Louis, it's Saturday Night – the agility of SNL** – Speaker, John Krewson
- **10/19 Linked-In Logic - Top 10 LinkedIn Profile "Must-Haves"** – Speaker, Kari Mirabal
- **03/19 Motivational Speaking brings Leadership, Wisdom and Adventure!** – Speaker, Patrick Lee
- **05/19 Leading Under Pressure** – Speaker, Andy Kaufman
- **01/19 How to be a More Successful Project Manager!** – Speaker, Chuck Bauman

3rd Annual Golf Tournament: Our 3rd year with this event proved again to be extremely successful. The event was held in September and \$4,000 was raised to benefit St. Jude's foundation.

Career Fair: Event held in May with ~10 vendors paired with the May Chapter Meeting, which allowed over 100 members the ability to network and discuss PM skills and opportunities. In addition, a trained professional provided 1:1 interviewing, and resume writing advise with job seekers.

IPM Day Celebration: Hosted by the PMI Metro St. Louis chapter and Ameren on Nov. 7th. This event was a huge success as we celebrated the Project Management Profession. Keynote Speaker Steve Hughes, CSP presented "The Power of Yes: Using Improv Techniques to Boost Teamwork and Innovation. Also, recognition was given to the "Project of the Year" and the "Project Manager of the Year."

"PMI After Hours" Networking Events: Provided 2 Networking events for members to choose from. One in Maplewood, MO and one in O'Fallon, IL. These events allow attendees the opportunity to network with colleagues from all industries in the Metro St. Louis area.

Breakfast Events: Our variety of Breakfast Meeting venues allowed members to choose from 5 different locations. They were held at Chesterfield, St. Charles, Des Peres, Fenton (Maritz), MO as well as in O'Fallon, IL.

Looking toward 2020, The team will continue to seek quality Programs that will add value to our membership. We are dedicated to:

1. Offering programs that individuals can apply to both their professional or personal life;
2. Making each program *relevant*;
3. Reviewing our program offerings to ensure they are providing value and adding specific-requested programs where needed.

Go to our website at pmimsl.org and click "PROGRAMS" then "FUTURE EVENTS" to learn about the events which will have you marking your calendars and attending the PMI Metro St. Louis events!

Event Type	Members	Guests / Vendors	Attendance
MO Dinner Meetings	359	56	415
IL Dinner Meetings	77	13	90
Career Fairs	25	5	30
IPM Day	56	39	95
MO Breakfast Meetings	97	29	126
IL Breakfast Meetings	10	0	10
MO Networking Events	22	7	29
IL Networking Events	17	5	22
Golf Tournament	12	72	84
Total	750	214	964

Administration and Governance



Will Rivers, PMP
VP Administration
& Governance
2018 - 2019

Administration—Board of Directors 2018
Jarad Perry, PMP – Director of Chapter Metrics

Operating behind the scenes, the VP of Administration & Governance is responsible for all administrative functions of the Chapter, including, but not limited to:

- Ensuring that filings required by the Missouri Secretary of State's office remain current
- Maintaining the PMIMSL Chapter's Board meeting minutes, Annual Report, Strategic Plan, and other Chapter documents
- Addressing policy and governance issues by ensuring that Chapter Bylaws and policies are enforced and that they are consistent with those of PMI
- Addressing any issues that may be brought against the Chapter or a Chapter member, and assisting in resolving Chapter conflicts

In 2019, we continued the concentrated effort to review, identify, and document our policies and procedures. This will remain an ongoing process, with a yearly review to determine any needed revisions.

We continued to track key metrics from other areas of the Board, and made adjustments where needed, to add value to our Chapter members (i.e. additional breakfast/lunch meetings in areas more conveniently accessible), and to identify and reach potential new members.

**Peggy Johnson,
PMP, PMI-ACP**

VP Professional Development
2019 - 2020
profdev@pmimsl.org

Professional Development

Professional Development – Board of Directors 2019

Vice President – Peggy Johnson/OPEN
Director of PMP Exam Prep – OPEN
Director of Certifications – OPEN
Director of Continuing Education - OPEN

The Professional Development Department is responsible for all training and educational opportunities where PMI Credential Holders earn ≥ 4 PDUs. Throughout 2019 we offered a variety of educational courses and workshops:

- PMP / CAPM Certification Exam Prep Classes (online and in-person)
- PMI-ACP Certification Exam Prep Class (online)
- PMI-PBA Certification Exam Prep Class (online)

Paul Jimenez was instrumental in helping us organize and facilitate our PMP/CAPM class that was held in the fall of 2019. He coordinated with all of the instructors and ensured the logistics were on track so that the class would be successfully delivered.

In 2019 we held 2 PDD Day Events. Two key note speakers held PDD day events in addition to speaking at our chapter meeting. Andy Kaufman held an all day workshop in the Spring and provided insight into 'Developing your Ability to Lead.' In the Fall, Kari Maribal shared with us networking tips in her book 'You Already Have the No.'



Looking toward 2020 Kathy Wren was voted by the board to complete the Vice Presidency term through 2020 when Peggy Johnson stepped down. The team looks forward to continuing to offer certification classes in 2020 as well as PDD workshops.

We will focus on:

- Partnering with other professional organizations, training providers, and educational institutions
- Offering additional methods related to attending certification prep classes, such as online
- Regular symposia events where we offer full day workshops on a variety of topics
- Regular seminars which will be 1/2-1 day events focused on a single topic
- Improving our recognition for new credential holders
- Broader collaboration and activities at the Agile Midwest conference



Ezekiel Meyer, PMP
Vice President Outreach
2018 – 2019
outreach@pmimsl.org

OUTREACH

Outreach – Board of Directors 2019
VP Outreach - Ezekiel “Zeke” Meyer
Director of Academic Outreach – Michael Durbin
Director of Corporate Outreach - Zee Glover Stone
Director of Outreach Collaboration – Lisa John
Director of Community Outreach – OPEN

2019 has been a good year for the Outreach Team!

Corporate Outreach

- Increased its stretch with an addition of 3 Corporate Ambassadors for corporations with a tremendous footprint in St. Louis – Bayer, Center and SSM.
- Developed a monthly schedule to communicate with their organizations regarding PMI and PMIMSL events and industry news.
- Presented at Centene’s Project Management Summit the impact and benefits of joining PMI and becoming involved in the local chapter. The Summit, sponsored by Centene’s Enterprise PMO, had over 200 attendees from across the US.

Academic Outreach

- Hosted PMI Virtual Student Summit. The free event offered opportunities for students studying PM or a related program to learn and network. Sessions were developed to help students build their technical skills and prepare for careers as a PM.
- Conducted a collaborative effort with St. Louis University to allow students the opportunity to ask questions to current PMs. The PMs shared their experiences while answering student questions geared towards leadership, risk, scheduling, budgets and other areas of PM.
- Reviewed final PM projects for Washington University students.

Community Outreach

- Participated in the Sea of Flags with the Greater St. Louis Honor Flight providing a hearty welcome of cheers, smiles, enthusiasm, gratitude and honor to our World War II, Vietnam, and Korean veterans on this flight. The Honor Flight recognizes veterans with a day of honor, remembrance and celebration.
- Delivered a PM Workshop to Catholic Charities of St. Louis titled “Project Management Processes and Techniques.” An overview of PM and topics surveyed prior to the workshop such as the PM role, Process Groups, Gantt Charts, managing multiple projects and minimizing risk. Topics of interest the material covered were rated as Good or Excellent by 90% of the participants.

2020 Strategies

- Improve relationships with the corporations represented within PMIMSL and increase Ambassadors by 25%.
- Increase involvement with Academic reach by 25%.
- Improve our Community involvement of non-profits that align with PMIMSL and the PMI strategic vision.



FINANCE

FISCAL YEAR 2019 END OF YEAR TOTALS

INCOME ACCOUNT	INCOME ACCOUNT DESCRIPTION	AMOUNT
40000	PROGRAM EVENT INCOME	\$25,050.00
41000	PROFESSIONAL EDUCATION INCOME	\$20,135.00
42000	RECOGNITION SPONSORSHIP INCOME	\$17,220.00
43000	PARTICIPATION SPONSORSHIP INCOME	\$0.00
44000	INTEREST / DIVIDEND INCOME	\$303.26
45000	MEMBERSHIP INCOME	\$59,475.00
46000	INCOME ADJUSTMENTS	\$0.00
47000	HOSTED EVENTS AND OTHER INCOME	\$780.24

TOTAL INCOME:	\$122,963.50
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EXPENSE ACCOUNT	EXPENSE ACCOUNT DESCRIPTION	AMOUNT
50000	PROGRAM EVENT EXPENSES	\$36,499.04
51000	PROFESSIONAL EDUCATION EXPENSES	\$5,891.84
52000	ADVERTISING, COMMUNICATION AND EQUIPMENT EXPENSES	\$2,398.61
53000	CHAPTER SPONSORED PROGRAMS	\$9,486.01
54000	CHAPTER MARKETING EXPENSES	\$0.00
55000	ASSOCIATED EVENT AND NEWCOMER EXPENSES	\$17,469.98
56000	OPERATIONAL EXPENSES	\$4,901.98
57000	TRAVEL, LODGING, MEALS, AND INCIDENTAL EXPENSES	\$23,834.85
58000	FINANCIAL EXPENSES	\$4,239.13
59000	MISCELLANEOUS EXPENSES	\$776.40

TOTAL EXPENSES	\$105,497.84
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BALANCED / OVER / (SHORT)	\$17,465.66
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Your career. Your Network. Your Development.

Your PMI Metro St. Louis!



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