

ADDENDUM TO MRPC-PILCH & BARNET AGREEMENT
MRPC National Office Scope of Work Sept. 17, 2019

- 1.) Organization Management 40%
- a. Database: segmented and managed for targeted as well as mass distributions
 - b. Semi-annual and Annual meeting recruitment, speaker and venue arrangements, coordination with state MRPC, agendas and promotions. Work with board to grow participation. Evaluation and post-event reports.
 - c. Committee coordination and management, including meeting calls and record keeping. Agendas, action plans and progress reports.
 - d. Budget management, including billing, monthly financial reports, monthly hourly reports, management of bills paid and accounts payable.
 - e. Member site regularly updated and improved for clarity and ease of function
 - f. CMP progress reports distributed to all members
 - g. Strategic Plan progress reports at semi-annual and annual meetings
 - h. Identify needed board actions before and during quarterly board meetings. Work to ensure action is followed up in a timely manner.
 - i. Follow by-laws and where necessary, call for Bylaws Committee to revise
 - j. Partner incorporation and organizational alignment for full participation
 - k. Liaison with MRC to include board updates and annual and semi-annual meeting inclusion

Deliverables:

- 1.) Quarterly reports. Use uniform graphic metrics where possible that show progression.
- 2.) Strategic plan updates
- 3.) Board Training (in the next 12 months): To better identify and reset staff and board roles for clarity and improved expectations and accountability.

- 2.) Marketing/Promotion 40%
- a. Website updates and promotion
 - b. Two annual promotions
 - c. Map production oversight
 - d. Brand promotion and protection
 - e. Integrated social network promotion via Facebook, Twitter, Instagram and Pinterest. Report quarterly.
 - f. Leverage marketing and Public Relations opportunities with new and existing partners. Outreach to potential marketing partners.
 - g. Increase integration of MRPC and MRC marketing efforts
 - h. Regular on-going promotion and communication with Interpretive Centers

Deliverables: Quarterly Marketing Report

- 3.) Support the Securing of Financial Resources 10%
- a. Staff fundraising or endowment committee
 - b. Sponsorship package and potential sponsor calls coordination
 - c. Travel with board members, if requested
 - d. On-going state MRPC communication to keep commissioners and technical advisors engaged throughout year. Updates on variety of matters to all partners on a bi-monthly basis.
 - e. Support state efforts to Increase Annual and Semi-Annual Meeting attendance
 - f. Support board and committee efforts to secure funding through partnerships, grants and/or donations.
 - g. If a grant is received that expands this Scope of Work, and increased services are required that Pilch & Barnet can supply, a fee expansion will be considered, and every effort will be made to keep those services with Pilch & Barnet, even if it extends beyond the Agreement's time frame.
 - h. In conjunction with the board of directors, develop and carry out strategy to maintain current dues paying states status and gain back non-paying states.

Deliverables:

- 1.) Fundraising or Endowment Committee Progress Reports for full Board
- 2.) Revenue sufficient to carry out present and future organization goals and programs.

- 4.) Account Reporting 10%
- a. Monthly bills to include rough hourly accounting by service
 - b. Annual review by client/NO in writing will be lodged with the executive committee of the board
 - c. Annual and Semi-annual report to Board by agency on areas addressed, issues arising, solutions for problems, progress to date on goals

Deliverables:

- 1.) State dues payment update as part of each board meeting and recommendations for action
- 2.) Annual review report at Board meeting at annual meeting