

M'Y PROS

MIDLAND YOUNG PROFESSIONALS

STRATEGIC PLAN 2025



MYPROS

MIDLAND YOUNG PROFESSIONALS

VISION

Provide personal and professional development opportunities that enrich the lives of young professionals and improve Midland's business climate and quality of life.

MISSION

Attract and retain talented young professionals by creating networking opportunities, supporting community involvement and fostering an overall investment in the future of Midland.

PURPOSE

Serve as the premier entry-level organization for young professionals in Midland.

NETWORKING

Provide opportunities for members to engage with their community

- Consistent schedule of events
- Special activities at programming
- MYPros Facebook group
- Exposure to new locations

PROFESSIONAL DEVELOPMENT

Empower members to enhance their professional abilities

- Midland Business Alliance events
- Good Work
- Think tank program
- Educational events

BUSINESS ENGAGEMENT

Add value to local businesses

- Selling sponsorships
- Elevating businesses that promote MYPros
- Retaining local talent
- Crowdfunding program
- Tradeshow table to promote MYPros
- Engagement with Midland Business Alliance events

M'PROS STEERING COMMITTEE

TWO SUBCOMMITTEES

Events

Crowdfunding

EVENTS SUBCOMMITTEE



- Find host locations for normal MYPros events
 - PerkUp!, Unwind, Grub Club
- Assist with special event activities at MYPros events
- Brainstorm ideas for future events (Bring Your Boss Day)
- Discuss guest speakers for events

CROWDFUNDING SUBCOMMITTEE

- Set up crowdfunding efforts
- Look through for-profit organization applications
 - Analyze if their project adds value to community
- Decide on recipients
- Check that recipients are following through





NEW FOR 2025!

MYPROS FACEBOOK GROUP



- Additional perk of being a MYPros member
- Can be utilized for impromptu, non-MYPros sponsored events
 - Meet-up run at the Tridge, watching the Lions at B-Dubs, getting a coffee, etc.
- Great way to connect members outside of our events



A blue-tinted photograph of a modern building with a logo on top and a glass entrance. The text "COMING SOON" is overlaid in white.

COMING SOON

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THINK TANK

- Quarterly event at Midland Business Alliance
- Members can brainstorm with any group
 - For example, if I have a business and need help with social media advertising, I can check out the marketing group
- Another way of adding professional development to MYPros
- Could try to get industry experts/business involvement to lead groups



MYPROS AT WAKEUP! MIDLAND

- MYPros seating tables will always be in the same spot
- If possible, a steering committee member will be present at seating tables to encourage MYPros members to join and be a barrier to non MYPros members
- MYPros Minute (April, September, December)
 - MYPros member will give a 60-second MYPros update on stage with a script



 **WakeUp! Midland 7:30 - 9:00 a.m.**

January 10	Great Hall Banquet and Convention Center
February 7	Great Hall Banquet and Convention Center
March 7	Great Hall Banquet and Convention Center
April 11	Great Hall Banquet and Convention Center
May 9	Dow Diamond
September 5	Great Hall Banquet and Convention Center
October 3	Dow Diamond
November 7	Great Hall Banquet and Convention Center
December 5	Great Hall Banquet and Convention Center

networking ~ breakfast ~ guest speakers ~ door prizes

Please register at www.MBAmi.org

M'PROS
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MYPROS VICE CHAIR



NEW POSITION IN
2025



TAKES NOTES AT
STEERING COMMITTEE
MEETINGS



FILLS IN IF MYPROS
CHAIR IS UNAVAILABLE



PLAN TO
INTRODUCE LATER
IN 2025