



Chapter Unique Value Proposition: The Atlanta Chapter of IFMA is the premier, focused resource for professional development and innovative solutions in strategic facility management.

BALANCED SCORECARD 2010-11

<i>Perspective</i>	<i>Strategic Objectives</i>	<i>Measures</i>	<i>Targets</i>
Stakeholder	1. Provide and engage stakeholders with opportunities for stakeholders to build business relationships.	1.a Membership growth 1.b Participation in current and new offerings 1.c Potential new and existing opportunities evaluated and prioritized	1.a 475 members by July 1, 2011 4.5% growth 1.a. target market membership to local corporations and colleges 1.b All chapter opportunities have increase in participation from previous year <ul style="list-style-type: none"> ▪ Bowling night 1.c Two new opportunities initiated by January 2011 <ul style="list-style-type: none"> ▪ Gwinnett Braves ▪ Emerging leader education event 1.c. Provide opportunities for Sustaining Patrons to gain value/ROI from their support and sponsorship
Stakeholder	2. Provide educational opportunities for facility management professionals to advance their careers and expand their professional development growth.	2.a Assessment that our offerings support education needs and development. 2.b Number of new opportunities	2.a April 2011 member satisfaction rates increase in average score that the chapter "meets education needs" 2.b Four new networking events created in 2010-11.
Internal	3. Offer unique value to professional and associate members.	3.a Engage stakeholders with more opportunities	3.a Strengthen the 2010 deliverables in 2010-11;

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Internal	4. Collaborate with strategic professional organizations.	4.a Strengthen existing collaborations	4.a Maintain collaborations established by May 2011
Internal	5. Administrative services ease all processes for members and volunteers	5.a Efficient and productive processes in place 5.b. Hire public relations person to assist Chapter, overseen by VP of Communications	5.a. Keeper of timelines and checklists developed for key areas (golf classic, Workplace, monthly programs, member orientation, special events, tours
Learning and Growth	6. Expose and create more opportunities for personal and professional growth through all levels of involvement.	6.a More/different members engaged in chapter operations by volunteer coordinator 6.b. Maintain continuity of nominating committee	
Learning and Growth	7. To strengthen the Chapter by mentoring its membership in strategies, mission, and goals of the organization.	7.a BSC shared with the members consistently 7.b Job descriptions and checklists developed 7.c. Five year vision plan written	7.a BSC presented to members in at least three different vehicles/methods.

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Financial	8. Maintain viable fiscal position through good financial management and diversification of revenues.	8. a. Appropriate funding for each initiative 8.b. Submit appropriate paperwork to IFMA as required 8.c. Monthly financials are checked for accuracy 8.d. Fundraising supports operating budget	8.a BSC cascaded to committees for budget by August 15, 2010