



BALANCED SCORECARD 2012-13

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

GREEN – Achieved
YELLOW – In progress
RED – Needs action
BLACK – Not achieved

Strategic Objectives	Committee(s) Impact	Measures (Goals)	Targets
<p><u>STAKEHOLDER</u></p> <p>Grow and engage Professional members.</p>	<p>Membership Associates Emerging Leaders Career Management VP Communications Newsletter/Web Media AHQI</p>	<p>1.a. Track Professional membership activity and participation.</p> <p>1.b. Continue successful programs and provide new offerings to attract and increase professional participation.</p> <p>1.c. Communicate information effectively through newsletter, website and social media</p>	<p>1.a. Welcome letter sent to each new and renewing Professional and Associate member</p> <p>1.a. Grow professional membership 5% by June, 2013 (April 2013: 331 vs. June 2012: 297)</p> <p>1.b. Conduct 2 new Emerging Leader activities</p> <p>1.b. Increase number of mentors/mentees in Career Mentoring Program (April 2013: 10/9 vs. June 2012: 7/3)</p> <p>1.c. Increase use of content articles in newsletter</p> <p>1.c. Timely updates to website & social media</p>
<p><u>STAKEHOLDER</u></p> <p>Provide educational opportunities for professional development.</p>	<p>Programs Education Sustainability CFM Certification Tours Atlanta Workplace AHQI</p>	<p>2.a. Assess that educational offerings support professional development and education needs.</p> <p>2.b. Provide a number of new educational opportunities</p>	<p>2.a. April 2013 member satisfaction rates increase in average score that the chapter “meets education needs” (April 2013: 1.78 or 64.4% vs. April 2012: 2.10 or 58%)</p> <p>2.a. Offer CFM points through IFMA and CEUs through IACET accreditation</p> <p>2.b. Four new educational events created in 2012-13:</p> <ul style="list-style-type: none"> • SFP Training or CFM Review Course • Joint Education Seminar (USGBC, AIA, ABBC) • AWP 2013 • Breakfast program meeting(s)
<p><u>STAKEHOLDER</u></p> <p>Provide opportunities to build business relationships.</p>	<p>President Associates Sustaining Patrons VP Communications Newsletter/Web Media Sustainability</p>	<p>3.a. Solicit feedback from stakeholders to incorporate into new and/or improved Chapter activities</p> <p>3.b. Strengthen public relations and communication efforts in local community</p> <p>3.c. Continue successful programs and provide new opportunities for Associate members to develop business relationships.</p>	<p>3.a. Create new & strengthen existing relationships in 2012-13</p> <ul style="list-style-type: none"> • Focus Groups quarterly chat with President: Past Presidents, Sustaining Patrons, Inactive Members, Emerging Leaders • FM Roundtable event(s) <p>3.b. Create press & content articles for publication in 2012-13</p> <ul style="list-style-type: none"> • Recognize members and chapter accomplishments in local media • Publication in industry-related media <p>3.c. Create online product and services directory</p> <p>3.c. Host education & social/networking event (s)</p>

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<p><u>STAKEHOLDER</u></p> <p>Collaborate with strategic professional organizations.</p>	<p>President VP – President-Elect VP Professional Development Education Atlanta Workplace Sustainability Foundation/Scholarships Chair GA Tech Liaison Working Group SPSU Liaison Working Group</p>	<p>4.a. Maintain & strengthen collaborative relationships</p> <p>4.b. Chapter is resource to local colleges</p> <p>4.c. Local colleges are resource to Chapter</p>	<p>4.a. Collaborations:</p> <ul style="list-style-type: none"> • USGBC-GA, AIA, IIDA, CORENET – Professional Development • Atlanta Better Buildings Challenge (ABBC) – Sustainability Competition • GA Center for Nonprofits – Community Service <p>4.b. Support development of SPSU undergraduate ADP with advisors, guest lectures, internships, &/or financial donation</p> <p>4.b. Grow GA Tech graduate ADP with advisors, guest lectures, internships, &/or financial donation</p> <p>4.c. SPSU to support Chapter through student participation in Chapter events, promotion of Chapter via career counseling center, & publicize Chapter in college & local media outlets.</p> <p>4.c. GA Tech to support Chapter through student participation in Chapter events, promotion of Chapter via career counseling center, & publicize Chapter in college & local media outlets.</p>
<p><u>INTERNAL</u></p> <p>Streamline and communicate administrative processes.</p>	<p>President VP – President-Elect Secretary Committee Chairs VP Communications Newsletter/Web Media AHQI</p>	<p>5.a. Efficient and productive processes in place</p> <p>5.b. Develop, update and communicate BSC to membership</p> <p>5.c. Assess administrative services provided by AHQI</p>	<p>5.a. Maintain up-to-date job descriptions, checklists, committee rosters & committee reports</p> <p>5.a. Provide & update website calendar to include posting mechanism for member access</p> <p>5.b. BSC presented to members in 3 different methods; newsletter, website, Annual Report</p> <p>5.c. Repository for Chapter record-keeping</p> <p>5.c. Ongoing submittals & annual re-certification</p> <p>5.c. Conduct specific surveys of membership to track statistics for strategic planning and programs</p> <p>5.c. Fulfill services & deliverables identified in contract agreement</p> <p>5.c. Review and renew contract with AHQI (expires 06.30.13)</p>
<p><u>LEADERSHIP & GROWTH</u></p> <p>Create opportunities for personal and professional growth.</p>	<p>Board of Directors Committee Members Nominating Community Service</p>	<p>6.a. Engage new & seasoned members in chapter operations</p> <p>6.b. Maintain continuity of succession planning</p>	<p>6.a. All committee staffing needs identified by October 2012</p> <p>6.a. No committee understaffed – no one man committees</p> <p>6.a. Identify Team Leaders for all Community Service partners</p> <p>6.a. Volunteer Member Survey to membership by December 2012</p> <p>6.b. The nominating committee meets 3 times during the year</p>
<p><u>FINANCIAL</u></p> <p>Maintain viable fiscal position.</p>	<p>President Treasurer Board of Directors Sustaining Patrons Foundation/Scholarships Chair AHQI</p>	<p>7. a. Appropriate funding for each initiative</p> <p>7.b. Submit appropriate paperwork to IFMA as required</p> <p>7.c. Monthly financials are checked for accuracy</p> <p>7.d. Fundraising efforts contribute significantly (50%) to Foundation/Scholarship donations</p>	<p>7.a. 2012-2013 Budget created, reviewed and passed via Board vote prior to July 1, 2012</p> <p>7.b. Annual re-certification</p> <p>7.c. Treasurer will email financial reports to BOD for feedback and updates 1 business day prior to monthly Board meetings</p> <p>7.d. 30th Anniversary and Spring Classic Silent Auctions</p>