



## BALANCED SCORECARD 2013-14

**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><b>STAKEHOLDER</b></p> <p>Grow and engage Professional members.</p>	<p>Membership</p> <p>Associates</p> <p>Emerging Leaders</p> <p>Career Management</p> <p>VP Communications</p> <p>Newsletter/Web Media</p> <p>AHQI</p> <p>Professional Development</p>	<p><b>1.a.</b> Track Professional membership activity and participation.</p> <p><b>1.b.</b> Continue successful programs and provide new offerings to attract and increase professional participation.</p> <p><b>1.c.</b> Communicate information effectively through newsletter, website and social media</p>	<p><b>1.a.</b> Document professional/associate ratio at events</p> <p><b>1.a.</b> Grow professional membership 5% by June, 2014</p> <p><b>1.b.</b> Conduct 2 new Emerging Leader activities</p> <p><b>1.b.</b> Increase number of mentors/mentees partnerships in Career Mentoring Program over 2012/2013</p> <p><b>1.c.</b> Increase use of social media</p> <p><b>1.c.</b> Increase member participation in social media activities</p>
<p><b>STAKEHOLDER</b></p> <p>Provide educational opportunities for professional development.</p>	<p>Programs</p> <p>Education</p> <p>Sustainability</p> <p>CFM Certification</p> <p>Tours</p> <p>Atlanta Workplace</p> <p>AHQI</p>	<p><b>2.a.</b> Assess that educational offerings support professional development and education needs.</p> <p><b>2.b.</b> Provide a number of new educational opportunities</p>	<p><b>2.a.</b> Increase member satisfaction rates that the chapter “meets education needs” to above 64.4%</p> <p><b>2.a.</b> Offer CFM points through IFMA and CEUs through IACET accreditation</p> <p><b>2.b.</b> Four new educational events created in 2013-14:</p> <ul style="list-style-type: none"> <li>CFM Review Course</li> <li>Joint Education Seminar (USGBC, AIA, ABBC)</li> <li>FM Roundtable Event</li> <li>Vary time of program meeting(s)</li> </ul>
<p><b>STAKEHOLDER</b></p> <p>Provide opportunities to build business relationships.</p>	<p>President</p> <p>Associates</p> <p>Sustaining Patrons</p> <p>VP Communications</p> <p>Newsletter/Web Media</p> <p>Sustainability</p>	<p><b>3.a.</b> Solicit feedback from stakeholders to incorporate into new and/or improved Chapter activities</p> <p><b>3.b.</b> Strengthen public relations and communication efforts in local community</p> <p><b>3.c.</b> Continue successful programs and provide new opportunities for Associate members to develop business relationships.</p>	<p><b>3.a.</b> Create new &amp; strengthen existing relationships in 2013-14</p> <p><b>3.b.</b> Create press &amp; content articles for publication in 2013-14</p> <ul style="list-style-type: none"> <li>Recognize members and chapter accomplishments in various media</li> <li>Publication in industry-related media</li> <li>Explore new public relation opportunities</li> </ul> <p><b>3.c.</b> Sustaining Patrons product and services handout</p> <p><b>3.c.</b> Host education &amp; social/networking event (s)</p>

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<p><b><u>STAKEHOLDER</u></b></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><b>4.a.</b> Maintain, strengthen &amp; create new collaborative relationships</p> <p><b>4.b.</b> Chapter is resource to local colleges</p> <p><b>4.c.</b> Local colleges are resource to Chapter</p>	<p><b>4.a. Collaborations:</b></p> <ul style="list-style-type: none"> <li>• USGBC-GA, AIA, IIDA, CREW, CORENET –Professional Development</li> <li>• New Representative &amp; Lunch &amp; Learn at Atlanta Better Buildings Challenge (ABBC) – Sustainability Competition</li> <li>• GA Center for Nonprofits – Community Service</li> </ul> <p><b>4.b.</b> Support development of SPSU undergraduate ADP with advisors, guest lectures, internships, &amp;/or financial donation</p> <p><b>4.b.</b> Grow GA Tech graduate ADP with advisors, guest lectures, internships, &amp;/or financial donation</p> <p><b>4.c.</b> SPSU to support Chapter through student participation in Chapter events, promotion of Chapter via career counseling center, &amp; publicize Chapter in college &amp; local media outlets. Follow up to ensure this is happening</p> <p><b>4.c.</b> GA Tech to support Chapter through student participation in Chapter events, promotion of Chapter via career counseling center, &amp; publicize Chapter in college &amp; local media outlets. Follow up to ensure this is happening</p>
<p><b><u>INTERNAL</u></b></p> <p>Streamline and communicate administrative processes.</p>	<p>President  VP – President-Elect  Secretary  Committee Chairs  VP Communications  Newsletter/Web Media  AHQI</p>	<p><b>5.a.</b> Efficient and productive processes in place</p> <p><b>5.b.</b> Develop, update and communicate BSC to membership</p> <p><b>5.c.</b> Assess administrative services provided by AHQI</p>	<p><b>5.a.</b> Maintain up-to-date job descriptions, checklists, committee rosters &amp; committee reports</p> <p><b>5.a.</b> Provide &amp; update website calendar on a regular basis to improve member access</p> <p><b>5.b.</b> BSC presented to members in 3 different methods; newsletter, website, Annual Report</p> <p><b>5.c.</b> Repository for Chapter record-keeping</p> <p><b>5.c.</b> Ongoing submittals &amp; annual re-certification</p> <p><b>5.c.</b> Conduct specific surveys of membership to track statistics for strategic planning and programs</p> <p><b>5.c.</b> Fulfill services &amp; deliverables identified in contract agreement</p>
<p><b><u>LEADERSHIP &amp; GROWTH</u></b></p> <p>Create opportunities for personal and professional growth.</p>	<p>Board of Directors  Committee Members  Nominating  Community Service</p>	<p><b>6.a.</b> Engage new &amp; seasoned members in chapter operations</p> <p><b>6.b.</b> Maintain continuity of succession planning</p>	<p><b>6.a.</b> Regularly update committee staffing needs &amp; list on monthly committee report</p> <p><b>6.a.</b> No committee understaffed – no one member committees</p> <p><b>6.a.</b> Engage more professional members in the Community Service committee</p> <p><b>6.a.</b> Volunteer Member Survey to membership by August 1, 2013</p> <p><b>6.b.</b> The nominating committee meets 3 times during the year</p> <p>6b. Incoming &amp; exiting committee chair have transition meeting for continuity</p>

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<p><b><u>FINANCIAL</u></b></p> <p>Maintain viable fiscal position.</p>	<p>President Treasurer Board of Directors Sustaining Patrons Foundation/Scholarships Chair AHQI</p>	<p><b><u>7. a.</u></b> Appropriate funding for each initiative</p> <p><b><u>7. b.</u></b> Submit appropriate paperwork to IFMA as required</p> <p><b><u>7. c.</u></b> Monthly financials are checked for accuracy</p> <p><b><u>7. d.</u></b> Fundraising efforts contribute significantly (50%) to Foundation/Scholarship donations</p>	<p><b><u>7. a.</u></b> 2013-2014 Budget created, reviewed and passed via Board vote prior to July 1, 2013</p> <p><b><u>7. b.</u></b> Annual re-certification (financial)</p> <p><b><u>7. c.</u></b> Treasurer will email financial reports to BOD for feedback and updates 1 business day prior to monthly Board meetings</p> <p><b><u>7. d.</u></b> 2 fundraising activities</p>