



BALANCED SCORECARD 2014-15

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
<u>STAKEHOLDER</u> Grow and engage Professional members.	President VP Education Scholarships Membership Associates ADP Career Management VP Communications AHQI	<u>1.a.</u> Evaluate Professional membership activity and participation; identify and implement ways to improve <u>1.b.</u> Develop “the next generation” of Professional Members (students) <u>1.c.</u> Communicate with members across multiple media formats	<u>1.a.</u> Welcome letter sent to each new member by president; Personal e-mail sent to each new professional member by president <u>1.a.</u> Track attendance at each event – who comes to what events; how wide is our “engagement” net? <u>1.b.</u> ADP committee find ways to get student s engaged with the chapter / professionals <u>1.c.</u> Continue to streamline website/social media operations <u>1.c.</u> Continue to update website content (all committees)
<u>STAKEHOLDER</u> Provide educational opportunities for professional development.	Programs Education VP, Professional Development Sustainability CFM Certification Tours Atlanta Workplace AHQI ADP	<u>2.a.</u> Align the education we are providing with our Professional members’ needs. <u>2.b.</u> Increase number of CFMs, SFPs and FMPs in the chapter <u>2.c.</u> Integrate input from ADPs into Education / Program Events.	<u>2.a.</u> Conduct Survey to identify what types of education professional members want/need. Use to plan future program & education content <u>2.a.</u> Atlanta Workplace partnership – 3 tracks of content <u>2.a.</u> Four (quarterly) morning education sessions <u>2.a.</u> Assess value and effectiveness of CEU program <u>2.b.</u> Organize CFM & SFP study sessions and/or classes <u>2.c.</u> Feature ADP activities in conjunction with Education / Program Events (min 1 each)
<u>STAKEHOLDER</u> Provide opportunities to build business relationships.	President Associates Sustaining Patrons VP Communications AWP	<u>3.a.</u> Provide more opportunities for our Associate members to reach a broader range of Professionals <u>3.b.</u> Provide opportunities for Associate member companies to showcase their companies’ goods and services <u>3.c.</u> Engage Sustaining Patrons to take advantage of all program benefits	<u>3.a.</u> Provide wider range of events to pull in different FMs. Find ways to include Associates <u>3.b.</u> Atlanta Workplace vendor fair <u>3.c.</u> Communicate and guide sustaining patrons as necessary. Catch them early if they are unhappy. 3c. Sustaining Patron directory

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<p><u>STAKEHOLDER</u></p> <p>Collaborate with strategic professional organizations.</p>	<p>President</p> <p>VP – President-Elect</p> <p>VP Professional Development</p> <p>Education</p> <p>Atlanta Workplace</p> <p>Sustainability</p> <p>ADP</p> <p>Community Services</p>	<p><u>4.a.</u> Continue sustainability work with USGBC-Georgia and Better Building Challenge</p> <p><u>4.b.</u> Continue to strengthen partnerships through Atlanta Workplace (IIDA, ASID, USGBC-Georgia)</p> <p><u>4.c.</u> Continue to improve relationship with Georgia Center for Nonprofits; increase IFMA's status within Non-Profit world</p> <p><u>4.d.</u> Strengthen links between IFMA Atlanta and Accredited Degree Programs;</p>	<p>4.a. Coordinate joint educational events with USGBC and ABBC</p> <p>4.a. Promote USGBC & ABBC events on our website</p> <p>4.b. Get AWP committee members from each organization</p> <p>4c. Hold classes and continue to bring on new partner organizations in Community Services committee.</p> <p>4d. Form new ADP committee to build links; identify how IFMA can best support schools and how the chapter can best engage students</p>
<p><u>INTERNAL</u></p> <p>Streamline and communicate administrative processes.</p>	<p>President</p> <p>VP – President-Elect</p> <p>Treasurer</p> <p>Secretary</p> <p>Committee Chairs</p> <p>VP Communications</p> <p>AHQI</p>	<p><u>5.a.</u> Hold effective board meetings</p> <p><u>5.b.</u> Develop, update and communicate BSC to membership and board</p> <p><u>5.c.</u> Identify opportunities to streamline processes</p>	<p><u>5.a.</u> Provide schedule of board meetings and locations several months in advance</p> <p>5.a. Require committee chairs to submit items for the agenda ahead of time</p> <p>5.a. Treasurer Reports 1 week early</p> <p><u>5.b.</u> BSC presented to members in 3 different methods; newsletter, website, Annual Report</p> <p><u>5.c.</u> Streamline Communications committee processes</p> <p><u>5.c.</u> Make better use of chapter data in decision-making</p> <p><u>5.c.</u> Conduct specific surveys of membership</p> <p>5.c. Directory of Members</p>
<p><u>LEADERSHIP & GROWTH</u></p> <p>Create opportunities for personal and professional growth.</p>	<p>Board of Directors</p> <p>Committee Chairs</p> <p>Nominating Committee</p>	<p><u>6.a.</u> Engage a wider range of membership with chapter's activities</p> <p><u>6.b.</u> Ensure that there is a strong base of leadership to draw from for future boards.</p>	<p><u>6.a.</u> Provide different types of activities at different times of the day to engage the widest segment of people possible</p> <p><u>6.a.</u> Membership & Associates committee work together to solicit volunteers from guests at New Member / Guest Breakfasts</p> <p><u>6.b.</u> Each committee must try to recruit new members who can become future chapter leaders</p> <p><u>6.b.</u> The nominating committee meets 3 times during the year</p>
<p><u>FINANCIAL</u></p> <p>Maintain viable fiscal position.</p>	<p>President</p> <p>Treasurer</p> <p>All Committee Chairs</p> <p>Foundation/Scholarships Chair</p> <p>AHQI</p> <p>Membership</p>	<p><u>7. a.</u> Committees should stay within (or under) budgets that were approved for the year.</p> <p><u>7.b.</u> Evaluate effects of luncheon price decrease on attendance</p> <p><u>7.c.</u> Evaluate effects of membership dues increase on overall membership</p> <p><u>7.d.</u> Continue to be a leading chapter in supporting IFMA Foundation</p>	<p><u>7.a.</u> Check monthly budget each month; notify executive committee of variances</p> <p>7.b & 7c. Look at 2013/14 data; compare to 2014/15 data – make decisions for 2015/16</p> <p><u>7.d.</u> Continue to fund Foundation and schools at same levels as previous years; evaluate if we should increase for following year based on financial outlook</p>