



# BALANCED SCORE CARD 2009-2010

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

STAKEHOLDER

Strategic Objectives	Measures	Targets
1. Provide and engage stakeholders with opportunities that expand their professional development growth.	1.a Membership growth 1.a Participation in current and new offerings 1.b Number of new opportunities created	1.a 485 members by July 1, 2010 – 10% growth 1.a All chapter opportunities have steady increase in participation 1.b Three new networking events created in 2009-10.
2. Provide educational opportunities for facility management professionals to advance their careers	2.a Assessment that our offerings support education needs and development.	2.a April 2010 member satisfaction rates an average score of 89% that the chapter meets education needs (2009 survey results: 69%)
3. Provide opportunities for stakeholders to build business relationships.	3.a Potential new and existing opportunities evaluated and prioritized	3.a Two new opportunities initiated by January 2010. 3.b. Provide new opportunities for Sustaining Patrons to gain value/ROI from their support and sponsorship
4. Advance the FM profession and the Atlanta Chapter.	4.a budgeted financial support for FM education 4.b. WWP Steering committee for WWP 2010 4.c. support IFMA Foundation	4.a judging applications for scholarships 4.a. to disburse 100% of budgeted amount 4.b. arrange Tours for ATL for WWP 2010 4.b. publicizing WWP 2010 to ATL community 4.b. host International WWP Steering Committee-ATL visits 4.c. VP-Liaison attend monthly calls



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Strategic Objectives		Measures	Targets
INTERNAL	5. Offer unique value to professional and associate members.	5.a Engage stakeholders with more opportunities.	5.a Identify four new potential deliverables; roll out two new benefits by May 2010 that are a direct result of feedback gathered.
	6. Collaborate with strategic professional organizations.	6.a New collaborations established	6.a Three new collaborations established by May 2010.
	7. Administrative services ease all processes for members and volunteers	7.a Efficient and productive processes in place	7.a. Keeper of timelines and checklists developed for key areas (golf classic, Workplace, monthly programs, member orientation, special events, tours 7.b. repository for event committee/communications 7.c. review/negotiate contracts 7.d. establish checklists for recurring events
LEARNING AND GROWTH	8. Propose and create more opportunities for personal and professional growth through all levels of involvement.	8.a More/different members engaged in chapter operations by volunteer coordinator	8.a All committees staffing needs identified by October 2009 8.b. No committee understaffed – no one man committees 8.c. Volunteer Member Survey to membership by August 2010 8.d. add link for Volunteer Opportunities to website by January 2010
	9. Strengthen the Chapter by improving its membership in strategies, vision, and goals of the organization.	9.a BSC shared with the members consistently 9.b Job descriptions and checklists developed	9.a BSC presented to members in at least three different vehicles/methods.  9.b Key positions/areas have job descriptions and checklists by January 2010.  9.c.Name nominating committee
FINANCE	10. Maintain viable fiscal position through sound financial management and diversification of revenues.	10. a Appropriate funding for each initiative 10.b Compliance with investment policy	10.1 BSC cascaded to committees for budget by July 15, 2009. 10.b Investment policy for Board approval by Oct. 2009.