



BALANCED SCORECARD 2010-11 (Updated January 2011)

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

KEY

- Completed
- In Process

Perspective	Strategic Objectives	Measures	Targets
Stakeholder	1. Provide and engage stakeholders with opportunities for stakeholders to build business relationships.	<p>1.a Membership growth</p> <p>1.b Participation in current and new offerings</p> <p>1.c Potential new and existing opportunities evaluated and prioritized</p>	<p>1.a 475 members by July 1, 2011 4.5% growth growth as of 12/21/10 is 483 members</p> <p>1.a. target market membership to local corporations and colleges</p> <ul style="list-style-type: none"> ▪ Targeted WWP2010 letter campaign in 9/10 ▪ Chapter-wide membership drive held Feb-Apr 2011 <p>1.b All chapter opportunities have steady increase in participation</p> <ul style="list-style-type: none"> ▪ No new offerings with increased participation as of January 2011 <p>1.c Two new opportunities initiated by January 2011.</p> <ul style="list-style-type: none"> ▪ Gwinnett Braves ▪ Emerging leader education event ▪ Trivia Night ▪ Emerging Leaders Sustainability Seminar <p>1.c. Provide opportunities for Sustaining Patrons to gain value/ROI from their support and sponsorship</p> <ul style="list-style-type: none"> ▪ Creation of Peachtree Street ▪ Sponsorship collaboration on WWP hospitality events ▪ Thank you speech at each luncheon ▪ Two minute speech for high level SP's
Stakeholder	2. Provide educational opportunities for facility management professionals to advance their careers and expand their professional development growth.	<p>2.a Assessment that our offerings support education needs and development.</p> <p>2.b Number of new opportunities</p>	<p>2.a April 2011 member satisfaction rates increase an average score that the chapter meets education needs</p> <ul style="list-style-type: none"> ▪ Goes out in March 2011 <p>2.b Four new networking events created in 2010-11.</p> <ul style="list-style-type: none"> ▪ GA Tech Tour ▪ Green Associates Course ▪ Hosted WWP2010 activities ▪ Participated in the Rock the Foundation event
Internal	3. Offer unique value to professional and associate members.	3.a Engage stakeholders with more opportunities	<p>3.a Strengthen the 2010 deliverables in 2010-11;</p> <ul style="list-style-type: none"> ▪ Partnership with OC Atlanta – 3 articles (Authors: Broome, Cole, Geirman and Whelihan) ▪ Focus Groups quarterly chat with

<p>Internal</p>	<p>4. Collaborate with strategic professional organizations.</p>	<p>4.a Strengthen existing collaborations</p>	<p>4.a Maintain collaborations established by May 2011.</p> <ul style="list-style-type: none"> ▪ CoreNet, AIA –cross training ▪ USBGC, OC Atlanta ▪ International – WWP ▪ Website sharing of course offerings
<p>Internal</p>	<p>5. Administrative services ease all processes for members and volunteers</p>	<p>5.a Efficient and productive processes in place 5.b. Hire public relations person to assist Chapter, overseen by VP of Communications</p>	<p>5.a. Keeper of timelines and checklists developed for key areas (golf classic, Workplace, monthly programs, member orientation, special events, tours</p>
<p>Learning and Growth</p>	<p>6. Expose and create more opportunities for personal and professional growth through all levels of involvement.</p>	<p>6.a More/different members engaged in chapter operations by volunteer coordinator 6.b. Maintain continuity of nominating committee</p>	
<p>Learning and Growth</p>	<p>7. To strengthen the Chapter by mentoring its membership in strategies, mission, and goals of the organization.</p>	<p>7.a BSC shared with the members consistently 7.b Job descriptions and checklists developed 7.c. Five year vision plan written</p>	<p>7.a BSC presented to members in at least three different vehicles/methods.</p>

