



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

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

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