

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

BALANCED SCORECARD

Atlanta Chapter of IFMA

<i>Perspective</i>	<i>Strategic Objectives</i>	<i>Measures</i>	<i>Targets</i>	<i>Accountability</i>	<i>Initiatives</i>
STAKEHOLDER	1. Provide and engage stakeholders with opportunities that expand their professional development growth.	<p>1.a Membership growth</p> <p>1.a Participation in current and new offerings</p> <p>1.b Number of new opportunities created</p>	<p>1.a 485 members by July 1, 2010 – 10% growth</p> <p>1.a All chapter opportunities have steady increase in participation</p> <p>1.b Three new networking events created in 2009-10.</p>	<p>CHAMPION:</p> <p>Membership Committee</p> <p>Professional Development Committee</p>	<ul style="list-style-type: none"> Identify designations/accreditations we should help our members achieve. Webinars – IFMA's Actively engaging (finding) facility managers that aren't involved. Approach large companies, etc. Review nonmember attendee lists for membership prospects. Identify companies relocating to Atlanta. Business Journal's Book of Lists to identify prospects Find and re-engage members that have stepped away for various reasons. Use them as mentors, to lead focus groups Past Chapter Presidents Long-term (IFMA Fellows) members that don't participate locally. Membership Retention Contacts to members about to expire. Engage new members – re-establish regularly scheduled new member events. Join/stay with IFMA – more important in a down economy than ever. Career assistance benefits (July – Joe Carroll) Events for those in career transition On call FM career counseling
STAKEHOLDER	2. Provide educational opportunities for facility management professionals to advance their	2.a Assessment that our offerings support education needs and	2.a April 2010 member satisfaction rates an average score of 89% that the chapter meets education needs (2009 survey results: 69%)	<p>CHAMPION:</p> <p>Professional Development Committee</p>	<ul style="list-style-type: none"> CFM Review class and study group and mentoring program LEED EB study groups Provide events that offer CEUs/CFM points Key to ensure that topics focus on a competency. Seminars

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	careers	development.			<ul style="list-style-type: none"> • Monthly Programs • Atlanta Workplace • Bi-monthly sustainability breakfasts • Tours once a quarter
STAKEHOLDER	3. Provide opportunities for stakeholders to build business relationships.	3.a Potential new and existing opportunities evaluated and prioritized	<p>3.a Two new opportunities initiated by January 2010.</p> <p>3.b. Provide new opportunities for Sustaining Patrons to gain value/ROI from their support and sponsorship</p>	<p>CHAMPION:</p> <p>Associates Committee</p> <p>Sustaining Patrons Committee</p> <p>Newsletter/Website Committee</p>	<ul style="list-style-type: none"> • Events, relationship building Associate Showcase – 09/09 Golf Classic – 04/10 Volunteer Day – 05/10 Monthly Programs • Increase committee involvement/participation • Communications – social media – Twitter, Facebook, LinkedIn • Electronic Newsletter – 07/09

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Stakeholder	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.d Educating Community Partners on FM issues	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 4.d. Quarterly Lunch and Learns 4.d. Annual Facility Summit 4.d.Mentoring partners on good stewardship of their facilities	CHAMPION: Scholarships Committee WWP Steering Sub-Committee Community Services Committee	<ul style="list-style-type: none"> • Community service Volunteer Day Annual Nonprofit Facility Summit Quarterly Nonprofit Lunch and Learn Golf Classic Monthly Programs • Support Georgia Tech • IFMA Foundation support • Member Support scholarships Mentoring. CFM • Community Service Partners

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	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..		<ul style="list-style-type: none"> • Identify opportunities & deliverables Surveys Fireside Chats (Focus Groups) <ul style="list-style-type: none"> • Social Events • Bowling Night • Bus Trip _ North Georgia Wine Country • Scarecrows in the Garden

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Internal					<ul style="list-style-type: none"> Consider a coalition/roundtable of the area built environment organizations
Internal	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)		AHQI

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Learning and Growth	8. Expose 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		Champion:	<ul style="list-style-type: none"> • Create new avenues for involvement – break current tasks up Rebuild committee participation (no understaffed – one person – committees - TARGET) <ul style="list-style-type: none"> • Volunteer coordinator to match members with opportunities. Distribute volunteer survey
Learning and Growth	9. To strengthen the Chapter by mentoring its membership in strategies, mission, 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.	Champion:	<ul style="list-style-type: none"> • Ensure that membership sees “behind the curtain” of how things get done, educate the membership on what it takes and the benefits of participation (leadership, relationships) Succession Planning/Management Committee Chair Job Descriptions All committees have timelines and checklists Past President Chairs Nominating Committee and Awards Committee

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Financial	10. Maintain viable fiscal position through good 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.	Champion:	<ul style="list-style-type: none"> • Reserves – maintain six month minimum operating reserves • Manage budget and professional oversight by AHQI Reports and graphs to identify revenue and expense buckets Making sure revenue is going into the right buckets Fiduciary responsibility to analyze monthly financials Hold committees accountable to knowing and tracking their budget (not overspending, not under spending) <ul style="list-style-type: none"> • Diversification of revenue sources Dues Sustaining Patrons Fundraising Activities Showcase Workplace Fall Classic Bowling Raffles Auctions Investigate grants? Recertification process