



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 2011-12

<i>Strategic Objectives</i>	<i>Committee(s) Impact</i>	<i>Measures</i>	<i>Targets</i>
Provide and engage stakeholders with opportunities for stakeholders to build business relationships.	Membership Associate Emerging Leaders Special Events	1.a Membership growth 1.b Participation in current and new offerings 1.c Potential new and existing opportunities for Sustaining Patrons is evaluated and prioritized	1.a Associate retention will increase from 64% to 67% 1.a. Welcome letter sent to each new and renewing Professional and Associate member 1.b All chapter opportunities have increase in participation from previous year <ul style="list-style-type: none"> Host a Volunteer Day 1.c Two new opportunities initiated by January 2012 <ul style="list-style-type: none"> Tour new sustainable site Wine tasting or AWP type of event 1.c. Provide opportunities for Sustaining Patrons to gain value/ROI from their support and sponsorship
Provide educational opportunities for facility management professionals to advance their careers and expand their professional development growth.	Programs Sustainability	2.a Assessment that our offerings support education needs and development. 2.b Number of new opportunities	2.a April 2012 member satisfaction rates increase in average score that the chapter "meets education needs" 2.b Four new educational events created in 2011-12.
Offer unique value to professional and associate members.	Communications Website	3.a Engage stakeholders with more opportunities	3.a Strengthen the 2010 deliverables in 2011-12; <ul style="list-style-type: none"> Partnership with OC Atlanta – 3 articles Focus Groups quarterly chat with president Recognize members publicly via PR firm and article coverage

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	Sustainability		

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Collaborate with strategic professional organizations.	Executive Committee of Board Communications Website Special Events Foundation/Scholarship Liaison	4.a Strengthen existing collaborations 4.b. Chapter is resource to local colleges	4.a Maintain current collaborations <ul style="list-style-type: none"> • CoreNet, AIA –cross training • USGBC, OC Atlanta • International – WWP ▪ Southface ▪ Atlanta Community Foundation ▪ Newell Rubbermaid partnership 4.a. Chapter will maintain webpage to list “other training opportunities” 4.b. Assist in establishing student chapter for Southern Polytechnic 4.b. Maintain Ga Tech Scholarship
Administrative services ease all processes for members and volunteers	Executive Committee of Board AHQI	5.a Efficient and productive processes in place 5.b. Strengthen public relations communication to assist Chapter, overseen by VP of Communications	5.a. Keeper of timelines and checklists developed for key areas (golf classic, Workplace, monthly programs, member orientation, special events, tours 5.b. repository for event committee/communications 5.b. review/negotiate contracts/present for approval to Board 5.b. establish checklists for recurring events 5.b. provide one year calendar to post on website 5.b. review and renew contract with AHQI
Expose and create more opportunities for personal and professional growth through all levels of involvement.	Volunteer Committee Website Nominating Committee	6.a More/different members engaged in chapter operations by volunteer coordinator 6.b. Maintain continuity of nominating committee	6.a All committees staffing needs identified by October 2011 6.a. No committee understaffed – no one man committees 6.a. Volunteer Member Survey to membership by December 2011 6.a. add link for Volunteer Opportunities to website by January 2012 7.c.The nominating committee meets 3 times during the year
To strengthen the Chapter by mentoring its membership in strategies, mission, and goals of the organization.	Executive Committee	7.a BSC shared with the members consistently 7.b Job descriptions and checklists developed 7.c. President communicates with members	7.a BSC presented to members in at least three different vehicles/methods. <ul style="list-style-type: none"> • October and March Newsletter • Annual Year End Report • Posted on Website 7.b Committee checklists are reviewed by January 2012 7.c.Focus Groups – Sept., Feb, Mar., Apr.
Maintain viable fiscal position through good financial management and diversification of revenues.	Executive Committee AHQI	8. a Appropriate funding for each initiative 8.b. Submit appropriate paperwork to IFMA as required 8.c. Monthly financials are checked for accuracy 8.d. Fundraising supports “Community Support” in budget	8.a BSC cascaded to committees for budget by October 2011 8.b. Revised and forecast budget presented in January 2012 8.c. Treasurer will email financial reports to BOD for feedback and updates prior to monthly meetings 8.d. Seek opportunities to raise funds to support Chapter giving