



BALANCED SCORECARD 2015-16

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 Objective	Committees Impact	Measures (Goals)	Targets
Stakeholder	Grow & engage Professional members	President	Evaluate Professional membership activity & participation; identify & implement ways to improve	<ol style="list-style-type: none"> Welcome letter (personal email) sent to each new member by President Increase Strive for Five participation by 100% Separate member survey into 2: one tailored to Professionals & one to Associates Update member survey to offer \$100 incentive for respondents
		VP Communication		
		VP Professional Development		
		Education		
		ADP	Develop the "next generation" of Professional members (Students)	<ol style="list-style-type: none"> Complete "Internship Connection" by September 2015 ADP committee to connect at least (2) students with a job or internship
		AHQI	Grow number of new members	<ol style="list-style-type: none"> Increase Professionals by 15, Associates by 25 & Students by 5 Hold (1) Membership Drive Hold (2) New Member/Guest Breakfasts
			Communicate with members across multiple media formats	<ol style="list-style-type: none"> Publish content on social media at least (3) times per week via Hootsuite Update website content at least once a week (all committees)

		Strategic Objective	Committees Impact	Measures (Goals)	Targets
Stakeholder	Provide educational opportunities for professional development	President	Align the education we are providing with our Professional members' needs (offer better/additional education in a variety of formats)	1. Update member survey to identify what types of education professionals want/need. Use to plan future programs & education content 2. President to hold (4) focus groups using feedback from survey 3. Hold at least (1) industry specific round table 4. Develop at least (1) educational alternative to monthly luncheon programs 5. Have at least 6 luncheon programs offer CEU's 6. Identify & market at least (2) educational webinars, regionally to other chapters in the SE as well as locally & to other ATL community partners (USGBC, Southface, IIDA, GCN, etc.)	
		VP Communication			
		VP Professional Development			
		Education			
		Programs			
Tours	Committees work with one another to develop strategic programming schedule that aligns w/ core competencies & supports one another	1. Schedule (3) tours & programs together to coincide with each other			
IACET	Increase number of CFM's, SFPs & FMPs in the chapter by 3%	1. Organize (1) CFM & (1) SFP study session 2. Market the CFM & IACET credentialing ROI/value to the chapter members, both professional & associate 3. Calculate the ROI for chapter cost for IACET accreditation 4. Implement Credential Tracking Tool for Career Development Path for Professionals 5. Update website to market/advertise credentialing			
Sustainability					
AHQI	Document IACET Process	1. Develop training for all PD committee members. 2. Develop template for communication with speaker			

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Stakeholder	Provide opportunities to build business relationships	President	Provide more opportunities for our Associate members to reach a broader range of Professionals			1. Associates committee to host (1) event with tours committee	
		VP Professional Development				2. Publish monthly member spotlight	
		VP Communication				3. Research searchable database to see if it can be applied to all membership to save time/effort when loading in data	
		Associates	Provide opportunities for Associate member companies to showcase their companies' goods & services	1. Host/upload Atlanta's Choice on the website			
		Sustaining Patrons	Engage Sustaining Patrons to take advantage of all program benefits	1. Sustaining Patron (SP) Chair to hold (2) focus group meetings offering Patrons a voice in program benefits 2. Provide SP w/ contact info of committee & coach via emails targeted at SPs only (quarterly) 3. Send new members the SP directory			
Tours	Increase awareness of IFMA Atlanta - increase visits to website & social media outlets	1. Publish content on social media at least (3) times per week via Hootsuite 2. Increase website & social media traffic by 5% 3. Publish (2) articles per year in Crest Magazine					

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Stakeholder	Collaborate with strategic professional organizations	President	Strengthen partnerships w/ USGBC, BBC, Southface, perhaps ASID & IIDA			1. Coordinate (2) joint educational events w/ USGBC, BBC & Southface	
		VP Communication				2. Promote USGBC, BBC, Southface events on our website & in newsletter; research promoting ASID & IIDA events	
		VP Professional Development				3. Provide (1) moderator & (3) panel members for Southface's Grants to Green awareness event	
		Education	Form partnership with GAIDP		1. Partner with GAIDP for their February "Green Up" event		
		ADP	Continue to improve relationship w/ Georgia Center for Nonprofits (GCN)		1. Have a dedicated GCN chair		
		IACET		2. Provide (5) speakers for GCN program			
		Sustainability	Improve/enhance IFMA Atlanta's standing w/ non-profit community & community at-large		1. Provide each of the (7) Community Service partners w/ a liaison, preferably an FM		
Community Services	2. Sponsor (2) volunteer days w/ aggregate 5% participation rate by IFMA members						
		Strengthen links between IFMA Atlanta & Accredited Degree Program (ADP)	3. Sponsor Holiday donation drive w/ 10% participation rate by IFMA members				
			1. ADP committee to create set of talking points, or an "ask" for sponsors & potential employers				
			2. Increase KSU scholarship to match that of GA Tech				
			3. Recruit at least (3) students to join a committee to volunteer				

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Internal	Streamline & communicate administrative processes	President	Hold effective board meetings				1. Provide schedule of board meetings & locations (2) months in advance	
		Vice President					2. Require committee chairs to submit agenda items (1) week before board meeting	
		VP Professional Development					3. Treasurer reports (1) week before board meeting	
		Treasurer		Develop, update & communicate BSC to membership & board				1. BSC presented to members in (3) methods: newsletter, website & Annual Report
		Secretary	Identify opportunities to streamline processes					1. Send out updated/detailed member survey
		VP Communication						2. Recruit at least (2) past presidents on Communications committee to help w/ committee reporting for newsletter, website & social media
		Committee Chairs						3. Establish photography posting schedule
AHQI	4. Research using Google Docs							
						5. Identify Flickr chair		

	Strategic Objective	Committees Impact	Measures (Goals)	Targets
Leadership & Growth	Create opportunities for personal & professional growth	Board of Directors	Engage a wider range of membership w/ chapter activities	<ol style="list-style-type: none"> 1. Provide morning, afternoon & evening events to engage the widest segment of members possible 2. Membership & Associates committee work together to solicit volunteers from guests at New Member/Guest Breakfast 3. Recruit new metro Atlanta businesses to join as Sustaining Patrons 4. Review IFMA Corporate Partners to look at Atlanta affiliates & send welcome packet to 48 companies (4 per month)
		Committee Chairs		
		Nominating Committee		
		Ensure there is a strong base of leadership to draw from for future boards	<ol style="list-style-type: none"> 1. Each committee to recruit (2) new members 2. Nominating committee meets 3 times during the year 	
		Streamline succession planning	<ol style="list-style-type: none"> 1. Develop timeline for having successor identified 2. Create a "position checklist" 	

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Financial	Maintain viable fiscal position	Executive Board	Committees stay within (or under) budgets that were approved for the year	<ol style="list-style-type: none"> 1. Check budget each month; notify executive committee of variances
		Committee Chairs	Continue to be a leading chapter in supporting the Foundation	<ol style="list-style-type: none"> 1. Continue to fund Foundation at same levels as previous years. Evaluate if we should increase for following year based on financial outlook 2. Increase KSU scholarship to match that of GA Tech
		AHQI		