



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 2016-2017

GREEN – Achieved **YELLOW – In progress**
RED – Needs action **BLACK – Not achieved**

	Strategic Planning	Committees Impacted	Measures (Goals)	Targets
Stakeholder	Grow & Engage Membership	ADP Associates AWP Communications Education Membership	Evaluate membership activity to improve participation rates	<ul style="list-style-type: none"> Welcome letter sent to each new member Send participation survey after each event to determine relevancy. Send renewal letters on the 10th of each month for members approaching non-renewal.
			Attract the "next generation" of Professional Members (Students)	<ul style="list-style-type: none"> Connect students (KSU & GT) with IFMA Events, ie., AWP or Educational
			Grow number of new members	<ul style="list-style-type: none"> Recognize new members at all Associate events. Invite prospective members to all Associate events and include pre-meeting presentation by Membership Committee.
			Communicate with members across multiple media formats	<ul style="list-style-type: none"> Continue to evolve social media to increase engagement. Analyze data of social media sites to determine relevancy and participation on behalf of the chapter. Provide monthly report at board meeting.

	Strategic Planning	Committees Impacted	Measures	Targets
Stakeholder	Provide Educational Opportunities	ADP Communication Credentialing Education IACET Tours Sustainability	Track number of participants to meetings to see if there is increase or decrease in attendance	<ul style="list-style-type: none"> • Provide 2 Certification Classes per year. This would include FMP, CFM or SFP. • Organize tours of local facilities / attractions relevant to advancing the FM Profession • Provide career support and mentoring services during networking
			Survey member satisfaction at each event	<ul style="list-style-type: none"> • Provide educational classes with in-depth topics of interest • Short survey at each event w/drawing

	Strategic Planning	Committees Impacted	Measures	Targets
Stakeholder	Create Networking Environments		Provide more opportunities for our Associate members to reach a broader range of Professionals	<ul style="list-style-type: none"> • Associates committee to coordinate events with tours committee when feasible • Continue to publish monthly member spotlight
			Provide opportunities for Associate member companies to showcase their companies' goods & services	<ul style="list-style-type: none"> • Provide searchable database of Associates
		VP Communication Associates Sustaining Patrons Tours	Engage Sustaining Patrons to take advantage of all program benefits	<ul style="list-style-type: none"> • Hold focus group meetings offering SP a voice in program benefits • Provide SP with benefit reminders • Send new members the SP information
			Increase awareness of IFMA Atlanta - increase visits to website & social media outlets	<ul style="list-style-type: none"> • Publish content on social media at via Hootsuite • Publish (2) articles per year in Crest Magazine • # each event

Stakeholder	Strategic Planning	Committees Impacted	Measures	Targets
Partner with Professional Organizations	President VP Communication VP Professional Development Education ADP IACET Sustainability Community Services	Strengthen partnerships w/ USGBC, BBC, Southface, perhaps ASID, IIDA, GAIDP and others	<ul style="list-style-type: none"> • Coordinate educational events w/ USGBC, BBC & Southface and others • Promote USGBC, BBC, Southface events on our website & in newsletter; research promoting ASID & IIDA events • Provide moderator & panel members for Southface's Grants to Green awareness event as needed 	
		Continue to improve relationship w/ Georgia Center for Nonprofits (GCN)	<ul style="list-style-type: none"> • Continue to improve relationship w/ Georgia Center for Nonprofits (GCN) 	
		Improve/enhance IFMA Atlanta's standing w/non-profit community & community at-large	<ul style="list-style-type: none"> • Provide each of the 7 partners w/ a liaison, preferably an FM • Sponsor (2) volunteer days • Sponsor Holiday donation drive 	
		Strengthen links between IFMA Atlanta & Accredited Degree Program (ADP)	<ul style="list-style-type: none"> • Recruit at least (3) students to join a committee to volunteer • Host events w/students • Continue CEFGA outreach • Millennial event 	

Administration

Strategic Planning	Committees Impacted	Measures	Targets
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Streamline & communicate administrative processes	President Treasurer Secretary VP Communication Committee Chairs AHQI	Hold strategic board meetings	<ul style="list-style-type: none"> • Provide schedule of board meetings & locations 2 months in advance • Require committee chairs to submit agenda items 1 week before board meeting • Treasurer reports 1 week before board meeting
		Develop, update & communicate BSC to membership & board	<ul style="list-style-type: none"> • BSC presented to members in 3 methods: newsletter, website & Annual Report and present at strategic planning meeting for Board
		Identify opportunities to streamline processes	<ul style="list-style-type: none"> • Send out updated/detailed member survey • Leverage past presidents on Communications committee to help w/ committee reporting for board presentations • Research using Sharepoints
		Committees stay within (or under) budgets that were approved for the year	<ul style="list-style-type: none"> • Check budget each month; notify executive committee of variances

Administration

Strategic Planning

Committees Impacted

Measures

Targets

<p>Identify leaders</p>	<p>Board of Directors Committee Chairs Executive Board Nominating Committee AHQI</p>	<p>Engage a wider range of membership w/ chapter activities</p> <ul style="list-style-type: none"> • Membership & Associates committee work together to solicit volunteers from guests at New Member/Guest Breakfast • Recruit new metro Atlanta businesses to join as Sustaining Patrons • Review IFMA Corporate Partners to look at Atlanta affiliates & send welcome packet and emphasis on volunteer opportunities 	<p>Ensure there is a strong base of leadership to draw from for future boards</p> <ul style="list-style-type: none"> • Each committee to recruit new members • Nominating committee meets 3 times during the year to identify potential O&D's
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