

IFMA ATLANTA ANNUAL REPORT

2020-2021



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MISSION, PURPOSE, & OBJECTIVES

Mission

The Atlanta Chapter of IFMA is the premier, focused resource for professional development and innovative solutions in strategic Facility Management.

Purpose

To support a community that fosters vitality, momentum and impact for the facility management professional and associate members

Objectives

- Provide and engage Chapter members with opportunities that expand their professional growth, build business relationships, and advance their career paths
- Inspire passion for the facility management profession that compels and engages facility practitioners to join and participate in the IFMA network, offers unique value with that participation, and attracts volunteer leaders
- Sustain Atlanta Chapter of IFMA's financial integrity

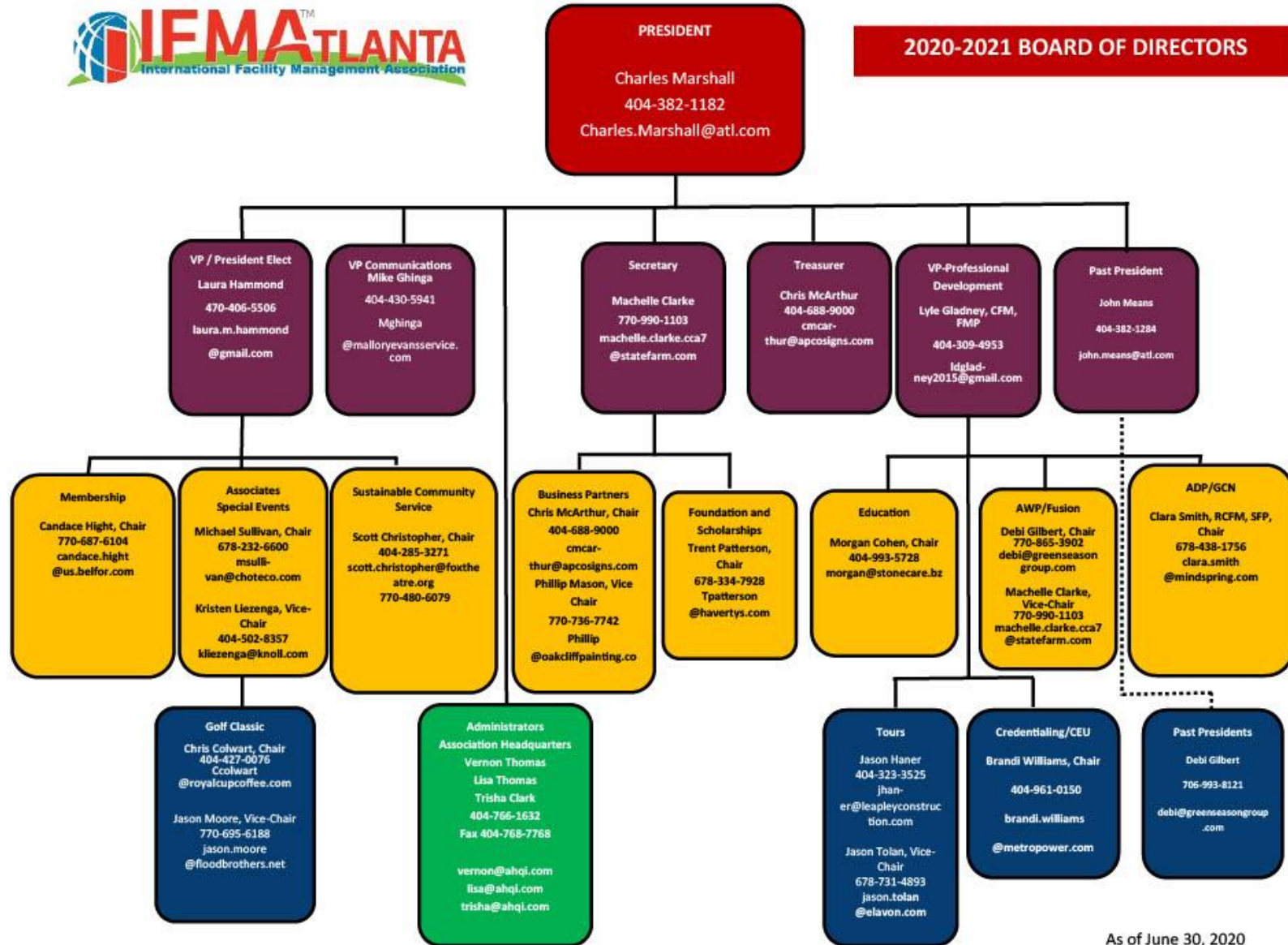


PRESIDENT'S BIO CHAPTER PRESIDENT, 2020-2021

Dr. Charles F. Marshall III - CEM, PMP, CEA, CLEP, CBCP, FEE, EcoDistrict AP

Charles is Energy Director of the Energy Branch in the Office of Public and Indian Housing with the U.S. Department of Housing and Urban Development serving over 3,000 housing authorities in the United States and its territories. The Energy Branch provides incentive programs to encourage public housing authorities to implement water and energy conservation projects and renewable energy project. With more than 30 years of change, utilities and facilities management experience, Charles has successfully launched several programs which have made an impact on energy and water usage for several industries. He led (ATL) Hartsfield-Jackson Atlanta International Airport, the world's most efficient and busiest airports to be the first U.S. airport to have its energy management system certified to the ISO 50001 standard which has won the airport the Environmental Leaders 2016 Top Project Award, the Association of Energy Engineers Institutional Energy Management Award for Region 2 in 2016, and the International Facility Manager Association (IFMA) Facility Achievement Award in 2016. He has worked with the United States Department of Defense as a Resource Efficiency Manager helping Fort Benning, the U.S. Army's largest training installation, move toward federally mandated energy goal to which he has received numerous accolades for its energy program. Charles led energy management team of the Atlanta Housing Authority, at that time, the fourth largest housing authority in the U.S., to implement a robust energy management program including one of the first energy savings performance contracts for a public housing authority. Completing Harvard University's Executive Certificate Program in Public Policy, Charles holds several graduate degrees and certifications: doctorate, masters, and baccalaureate degrees; Certified Energy Manager; Certified Energy Auditor; Certified Lighting Efficiency Professional; Certified Building Commissioning Professional; Project Management Professional; EcoDistrict AP and Change Management Certified Professional.

Selected as one of the top 75 environmental leaders by the Environmental Institute in 2018, Charles promotes efficiency and sustainability, he has worked with a several organizations to promote energy and water efficiency and sustainability. He served six (6) years as chair of the ATL EcoDistrict, the first registered EcoDistrict at an airport, a past president of the International Facilities Management Association Atlanta Chapter, one of the largest chapters in the world. Nationally, Charles has served with the Airport Cooperative Research Program (ACRP) of the Transportation Research Board as an ambassador, panel member and chair and is currently an ambassador emeritus serving in other capacities. His efforts with ACRP led to the creation of the first guidebook for water efficiency management at U.S. airports, ACRP Report 154, released in 2016. He is a founding member of the United Nation's Atlanta Regional Centers of Excellence. Charles serves as an advocate for continuous improvement on councils, boards, publishing articles and speaking around the world. His experience with change, facilities and energy management spans several decades implement ISO 9001 Quality Management, ISO 50001 Energy Management, process improvement, manufacturing, energy performance contracting, building automated systems, energy security, and renewable energy. Being a former college instructor, a Christian College of Georgia trustee, a charter member of the Association of Energy Engineering Energy Manager Society, Atlanta Better Buildings Challenge Steering Committee member, a member of the Emory University's Center for Ethics CREATE program advisory council, Charles continues to promote asset management, energy management, environmental stewardship, and sustainability.



As of June 30, 2020

2020-2021 BUSINESS PARTNERS

Silver



GLOBAL DISASTER SOLUTIONS

BRONZE



apcosigns.com



PATRONS

1electric

Environmental Service Partners, LLC

Flood Brothers

Innovative Engineering

Maxair Mechanical, Inc.

2020-2021			Learn	Connect	Advance	
Strategic Planning	Committees Impacted	Measures(Goals)	Targets			Metrics
Grow & Engage Membership	ADP Associates AWP Communications Education Membership	Grow & engage Professional membership	Welcome letter (personal email) sent to each new member by President			Every member
			Send two letters or communication of progress to leaders of constituent organizations by President			Twice a year
			Send participation survey after each event to determine relevancy and share with board of directors following each event.			Every event
			Send renewal letters on the 10th of each month for members approaching non-renewal			Every member
			Connect Students (KSU & GT) with IMFA Events, ie. AWP or Educational			# of students at each event
			Engage members directly for feedback at least four times throughout year			4 engagements
			Recognize new members at all events, present with new member kit, & report new members at board meeting.			# of new members
			Invite prospective members ot all Associate events and include pre-meeting presentation by Membership Committee			# of members at mtg
			Develop 3rd Party Facility Management component in chapter			yes or no/# of members
			Continue to evolve social media to increase engagement			10% increase
Analyze data of social media sites to determine relevancy and participation on behalf of the chapter. Provide monthly report of board meeting.			develop (# of likes, shares, comments)			
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	Provide 2 Certification Classes per year. This would include FMP, CFM or SFP.			2 classes
			Organize tours of local facilities / attractions relevant to advancing the FM Profession			4 tours
			Provide career support and mentoring services during networking			How? Better?
		Survey member satisfaction at each event	Provide educational classes with in-depth topics of interest			# of classes
			Short survey at each event w/drawing; provide summary to board.			each time
Create Networking Environments	VP Communication Associates Business Partners Tours	Provide more opportunities for our Associate members to reach a broader range of Professionals	Associates committee to coordinate events with tours committee when feasible			# of tours
			Continue to publish monthly member spot-light			every month
		Provide opportunities for Associate member companies to showcase their companies' goods & services	Provide searchable database of Associates			yes or no
			Hold focus group meetings offering BP a voice in program benefits			yes or no
		Engage Business Partners to take advantage of all program benefits	Provide BP with benefit reminders			yes or no
			Completely sell out BP Program Roster			yes or no
		Increase awareness of IFMA Atlanta - increase visits to website & social me-dia outlets	Send new members the BP information			yes or no
			Publish content on social media at via Hoot-suite			yes or no
		Find opportunities for at least 2 press releases			2 press releases	
		Publish (2) articles per year in Crest Magazine			2 articles	
# each event			# at each event			

2020-2021			Learn	Connect	Advance	
Strategic Planning	Committees Impacted	Measures(Goals)	Targets			Metrics
Partner with Professional Organizations	President VP Communications VP Professional Development Education ADP IACET Sustainability Community Services	Strengthen partnerships w/ USGBC, BBC, Southface, perhaps ASID, IIDA, GAIDP and others	Coordinate educational events w/ USGBC, BBC & Southface and others Promote USGBC, BBC, Southface events on our website & in newsletter; research pro-moting ASID & IIDA events Provide moderator & panel members for Southface's Grants to Green awareness event as needed			# of events
		Continue to improve relationship w/ Georgia Center for Nonprofits (GCN)	Continue to improve relationship w/ Georgia Center for Nonprofits (GCN) by offering instructors for classes			# of promotions
		Improve/enhance IFMA Atlanta's standing w/non-profit community & community at-large	Provide each of the 7 partners w/ a liaison, preferably an FM			# of member participation
		Strengthen links between IFMA Atlanta & Accredited Degree Program (ADP)	Sponsor (2) volunteer days			# of classes
			Sponsor Holiday donation drive			# of liaisons
			Recruit at least (3) students to join a committee to volunteer			2 volunteer days
			Host events w/students			1 holiday drive
			Pair Students with FM at events			3 students
			Continue CEFGA outreach			# of events
			Millennial event			# of students paired
Streamline & Communicate Administrative Processes	President Treasurer Secretary VP Communication Committee Chairs AHQJ	Hold strategic board meetings	Provide schedule of board meetings & locations 2 months in advance			Develop metric
		Develop, update & communicate BSC to membership & board	Require committee chairs to submit agenda items 1 week before board meeting			# of events
			Treasurer reports 1 week before board meeting			
		Identify opportunities to streamline processes	BSC presented to members in 3 methods: newsletter, website & Annual Report and present at strategic planning meeting			yes or no
			Send out updated/detailed member survey			yes or no
		Committees stay within (or under) budgets that were approved for the year	Leverage past presidents on Communications committee to help w/ committee reporting for board presentations			yes or no
			Research using and implement method of utilizing Sharepoints			yes or no
Identify Leaders	Board of Directors Committee Chairs Executive Board Nominating Committee AHQJ	Engage a wider range of membership w/ chapter activities	Check budget each month; notify executive committee of variances			yes or no
			Membership & Associates committee work together to solicit volunteers from guests at New Member/Guest Breakfast			yes or no
			Recruit new metro Atlanta businesses to join as Business Partners			# of businesses
		Ensure there is a strong base of leadership to draw from for future boards	Review IFMA Corporate Partners to look at Atlanta affiliates & send welcome packet and emphasis on volunteer opportunities			yes or no
			Each committee to recruit new members			# of new members
			Nominating committee meets 3 times during the year to identify potential O&D's			# of meetings

NEWSLETTERS – CLICK ON THE LINKS BELOW

[July 2020](#)

[August 2020](#)

[September 2020](#)

[October 2020](#)

[November 2020](#)

[December 2020](#)

[January 2021](#)

[February 2021](#)

[March 2021](#)

[April 2021](#)

[May 2021](#)

[June 2021](#)

FINANCIALS

	Jul '20 - Jun 21
Income	
Business Partner Program	44,000.00
Spring Classic	
Fund Raiser	24,845.00
Registration	17,410.00
Total Spring Classic	42,255.00
IFMA Atlanta Workplace	7,130.00
Professional Development	
Tours	205.00
Total Professional Development	205.00
Associates & Events	1,200.00
Chapter Dues	31,772.42
Registration Fees - Luncheons	3,010.00
Interest Earned	11.62
Total Income	129,584.04

Expense	
Administrative Expense	
Administrative Fees	75,996.00
Bank Charge/CC Fees	2,757.72
Postage	4.20
Printing	8.80
Survey Monkey	336.00
Presidents Fund	349.00
Total Administrative Expense	79,451.72
Spring Classic.	24,287.34
IFMA Atlanta Workplace.	8,256.80
Professional Development.	
Monthly Luncheon Programs	1,297.80
Educational Seminars	
IACET Annual Fee & Training	1,095.00
Total Educational Seminars	1,095.00
Total Professional Development.	2,392.80
Holiday Awards Banquet.	
Trophies	1,272.20
Total Holiday Awards Banquet.	1,272.20
Meal Service	786.00
Associates.	
Associates Events	2,100.36
Total Associates.	2,100.36
Accredited Degree Program - ADP	750.00
ADP Contributions	
GA Tech	7,500.00
Total ADP Contributions	7,500.00
IFMA Foundation Contributions	
IFMA Foundation Scholarship	1,750.00
Total IFMA Foundation Contributions	1,750.00
Sponsorships	
IFMA Atl Prof Scholarship WW	398.00
Total Sponsorships	398.00
Communications	
Media & Public Relations	6,000.00
Website	
Website Dev & Maint	1,114.32
Total Website	1,114.32
Total Communications	7,114.32
Total Expense	136,059.54
Net Income	-6,475.50