

Central Ohio Chapter of IFMA - Balanced Scorecard

Unique Value Statement

The Central Ohio Chapter provides a trusted network of valuable facilities management resources to advance the professional success of our members.

Perspective	Strategic Objectives	Strategic Initiatives	Measure	Target	
Stakeholder	1	Provide education and professional development resources and support.	Identify topics, find out what our members want and plan programs for 12 months. Conduct two surveys (one to professional, one to associate) to identify topics of interests and their wants/needs.	Programs targeting member needs/wants planned for 12 months.	By January 2012
				Types of programs and networking opportunities provided	Three new types of programs/opportunities in 2011-12
	2	Provide a forum for FMs to share best practices.	Conduct more roundtable discussions. Consider a presentation of the FM Trends by Shari Epstein.	Member Satisfaction with sharing and networking opportunities	September 2012 Member Satisfaction Survey: 85% of members are satisfied with sharing and networking opportunities (August 2011: 35%)
			Consider a chapter social media committee to execute a social media plan. Should the chapter have an online community on IFMA's platform? Facebook? LinkedIn?		
	3	Promote facility management as a career through partnerships with community organizations	Partnerships with other organizations to explore new speakers and topics and raise the awareness of IFMA & FM	New partnerships/collaborations	Two new partnerships/collaborations by August 2012
			Reach out to Columbus State, involve HQ: FMP Credentialing Program and/or an FM Degree Program	Initial investigation of interest by Columbus State	By January 2012
Internal	4	Ensure efficient systems, alignment, and processes are in place.		Finalize, monitor and update Strategic Plan	Finalize: 12/5/2011; Monitor: Ongoing; Update: 7/2012
			Attendance tracking identifies who is coming to programs, those that aren't coming, find out why.	Tracking process for member attendance and participation	In place by 12/31/2011
			Improved committee operations and accountability make volunteering more appealing. Update committee responsibilities and develop timelines.	Committees	No one person committee; at least three members on each committee by July 2012

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5	Deliver unique value to members and sponsors.	Develop an annual plan for membership growth and retention	Increase membership	By 15% by June 30, 2012 (currently 158; target: 182)
		Develop an annual CFM growth and retention plan	Increase CFMs	By 5% by January 2013 (17 CFMs currently; target: 20)
		Develop an annual sponsor growth and retention plan	Increase sponsors	By 30% by June 30, 2012
6	Develop a culture of innovation and challenge by increasing professional membership participation.	Volunteer coordinator taps HQ resources, comes up with list of tasks, matches volunteers with jobs to be done, and personally asks members to help.	Volunteer Coordinator Position	Volunteer Coordinator Position filled by December 2011
	Promote sustainability in the built environment	SFP Champ represents Chapter as Sustainability Liaison at HQ works. Assist Programs with sustainability topics.	SFP Champ	Select by December 2011
7	Maintain viable fiscal position through responsible financial management and commit to the support of the IFMA Foundation.	Chapter giving will focus on IFMA foundation and member educational scholarships.	Adequate, reasonable reserves	8 Months of operating expenses in reserves at budget time (July 2012)

- Priority Keys:
- A Immediate (next 6 months)
 - B Soon (6 months-1 year)
 - C 1-2 years
 - D 2+ years