

2009 / 2010 WI1 Madison Chapter of IFMA Balanced Scorecard

Pers	Obj	Measure	Target	Initiatives
Stakeholder	1) Provide increased value and opportunities for stakeholders to connect.	1a. New members opportunities created annually	1. Design and implement at least four events per year by July 2009 2. Develop an Emerging Professional group. Start establishing a committee and events by Jan 2011	A. Two casual networking events (PR & membership). B. Two Focused & formal new member events annually (Membership). C. Emerging Professionals Initiative (Young Prof Grp tabled; Future consideration for Emerging Prof.) D. Coordinate 25th Anniversary Celebration (Past President's Committee)
		1b. New opportunities for Associate members and sponsors	1. Offer 1 Associates Member run event by 2010.	A. Research starting up an Associated Committee. They could start up an Annual IFMA Madison Awards Event. (Table for 2010/11) B. Leverage the willingness of members to use other members products and/or services (Sponsorship)
		1c. Increase opportunities for members to connect	1. Offer one industry specific and one electronic connection by November 2009 2. Expand electronic connections through Web site and online. 3. Other Communications Improvements	A. Offer industry specific connections available through IFMA (Education) B. Promote the value of the IFMA HQ's website (Educ and Prog & Tours) C. Directory to go paperless D. Promote new resources on our website E. Continue member profiles. (Newsletter)
Stakeholder	2) Be the premier educational resource for facility management best practices in the Madison community.	2a. Increase awareness on CFM & FMP's in the Madison Chapter.	1. Offer CFM and FMP training courses; formal training bi-annually, informal training bi-annually on opposite years. 2. Promote CFMs and FMPs in our chapter	A. Promote/Offer courses available thru IFMA HQ (Education) B. Consider a presentation or luncheon discussion for FMPs/CFMs at a chapter meeting (Education) C. Continue Reporting & Promoting the number of CFM & FMPs in the Chapter. (Education)
		2b. Maintain a high level of Member satisfaction with educational opportunities	1. Continue to survey members on satisfaction; results should be 95% positive or higher.	A. Conduct an annual member survey. (Vice President) B. Install a comment box at the luncheons (Mtg, Png & Rec)
		2c. Focus on industry related Professional Organizations to create a partnership with.	1. Research other industry related organizations by July 2011	A. Gather information on workshops (Owner TBD) B. Develop relationship with local Industry Related Organizations (Owner TBD)
		2d. Make sustainability issues a part of every program/event and newsletter.	1. Ongoing.	A. Form task force or committee (VP) B. Sustainability information in every newsletter (Newsletter)
		2e. Create Educational opportunity of interest to both members and general public	1. Plan in place by June 2011	A. Form task force for event (Owner TBD) B. Determine type of event (Owner TBD) C. Engage community in event (Owner TBD)
		2f. Communicate opportunities effectively	1. Ongoing.	A. Create a long term program calendar (Programs) B. Have a recap of each monthly program in the Newsletter. (Programs) C. Continue variety of programs i.e. Tours, Circles of Excellences and the Monthly Program. (Education and Programs) D. Promote Milwaukee and Madison Chapter Events E. Create education resource packet (Membership & PR) F. Report on every Chapter event, including pictures (Owner TBD)
		2g. Collaborations developed annually	1. Maintain 2 collaborative Events (Tri-Chapter & Sister City Chapter) and create 1 new collaborative Event by June 2009	A. Collaborate and expand beyond our initial events/programs with other chapters/organizations. (Owner TBD) B. Re-energize relationship with the Ottawa sister chapter (owner TBD).
r	e importance nal in our	3a. Increased individual member recognition	1. Develop member recognition Event by June 2011. The event to showcase member contributions to FM and the community. 2. Continually promote member contributions within our chapter.	A. Develop a recognition event committee (Owner TBD) B. Invite employers to a recognition event (Owner TBD) C. Recognize FMP's & CFM's (Education and Pres) D. Recognize members for their community service (Newsletter & Pres) E. Recognize members in newsletter, on Web site, etc. (Newsletter & Website)

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Stakeholder	3) Define and magnify th of the FM professor community.	3b. Increase student awareness of FM	1. One new opportunity in addition to the annual Scholarship by 2012	A. Build student affairs that may spearhead FM degreed program initiative at UW (Owner TBD) B. Identify career day events at UW. (Owner TBD) C. Provide FM speakers for career day events (Owner TBD) D. Award \$1,000 in member scholarships annually. (Scholarship)
		3c Number of Madison chapter submission placements in local media	1. Four submissions per year	A. Enhance PR committee to include marketing (PR) B. Develop Madison chapter boilerplate (PR) C. Develop relationships with local Editors. Goals to make them award of all the resources IFMA. i.e. professional to write articles on HOT topics. (PR)
Internal	4) Ensure efficient systems, alignment and processes are in place.	4a Executive Committees to set short term tasks and requirements for Volunteer positions.	1. 95% of volunteer positions filled by July 2009 2. Top 3 goals and initiatives completed by each team.	A. Succession planning (Pres, VP & All Chairs) B. Develop a committee term limits (Pres & VP) C. Use member profiles to also identify volunteers and engage members (Pres & VP) D. Perform a committee showcase at a luncheon, or one at each luncheon (all)
		4b More efficient and productive processes	1. Key processes revamped by Sept 2009 2. Review applicability of a "Talent Scout" Position	A. Meet with COW in May to develop an operational analysis. (Pres & VP) B. Develop plan to end paper member directory (membership) D. List past speakers and contact information on Website (Membership with COW) E. Create an abbreviated BSC for Newsletter to report Chapter's progress (Pres) F. Meet with consistent gold sponsors to understand their needs (VP & Pres)
Learning & Growth	5) Promote a culture where every member can achieve professional and personal growth.	5a. Members engaged in chapter	1. Get "more" members involved with chapter leadership	A. Create leadership development program (Vice President)
		5b. New career support opportunities annually	2. Implement 2 by January 2010	A. Develop a mentoring program based on career track (Owner TBD) B. Job alerts with JOB net and disseminate to members (Newsletter) C. Career section in newsletter (Newsletter) D. IFMA Program on "softer" topics. i.e.. communicating effectively with other Personality Types (Owner TBD)
Financial	6) Develop a sustainable & growth oriented financial plan that reinvests in chapter services & stakeholders.	6a. Financially support and communicate the chapter value proposition	1. Balanced Scorecard drives budget process by June/July 2009	A. Develop communication plan on how funds are being used - Show Chart at June & Jan Mtg (Treasurer) B. Set goals for fundraising events (Annual Sponsorship Drive & Golf Outing) (Committee Chairs & Treasurer)
		6b. Reserve policy	2. Continue to hold one year reserve.	A. Continue to promote at luncheons (Treasurer)
		6c. Support the value proposition long term	3. Relook at budget process by December 2009.	A. Incorporate re-investment strategy into existing budget (Treasurer & President)