

Museum/Cultural Institutions Council of IFMA - Balanced Scorecard

Version 1a - August, 2009

Vision
To serve as the museum and cultural institution resource and representative for facility management professionals worldwide.

Mission
Meet the specialized needs of our museum and cultural institution members, as well as all facility management professionals when called upon, through IFMA-enhanced sites and venues.

Perspective	Strategic Objectives	Strategic Initiatives	Measure	Target	Status	Priority	Champion
Stakeholder	1 Engage all stakeholders in MCIC	Develop and enhance the MCIC Web site	Amount of current content	100%		A	Council Board & Staff
			Number of articles/pages	TBD		B	
		Start conversations in Community Server	Frequency of starter topics (monthly)	1		A	Council Board
			Number of total CS postings	TBD		A	
			Number of members posting to CS	TBD		A	
		Enhance seminar programs-continue to target hot topics	Create two new opportunities that members can participate in				
	Webinars	Frequency of offerings	Quarterly		A		
	Searchable membership database		Membership growth				
	2 Communicate and demonstrate the value to all stakeholders	Publish BSC on Website, newsletters, etc	Timeline	by December 2009		A	Council Board & Staff
		Regular reporting of accomplishments	Continuously			B	Council Board
Leadership selling the value proposition to members					A	Council Board	
Enhance communication of the value of benefits, services and programs		Frequency	Quarterly		A	Council Board	
3 Show the value of the MCI Facility Professional worldwide	Get articles published on MCIC Web site	Number of articles	TBD		A	Council Board & Staff	
	Publish articles in the FMJ	Number of articles	1/year		B	Council Board & members	
	Engage HQ communications dept. to issue council press releases	Frequency	2/year		A	Staff	
4 Better understand and respond to stakeholder needs	Analyze geographic drops / Form LNG	Deadline	2 by December 2010		A	Council Board & Member Chair	
	Develop a member needs survey and develop programs targeted to their needs	Deadline	End of year		A	Council Board & Member Chair	
	Use local groups to gather feedback	TBD			B	Council Board & Member Chair	
	5 Deliver Unique Value to Council Members	Benchmarking Studies	Number of benchmarks annually	TBD		A	Council Board
		Maintain job board of council website	Useage	Number of hits/visits		A	Staff
		Publish Newsletter	Frequency	Quarterly		A	Newsletter Committee & Staff
6 Strengthen and build collaborative relationships that advance the MCIC FM Profession (Implement actions from MOU agreement with IAMFA, APPA and others)	MCIC to provide input on program tracks for other organizations						
	Joint meeting with sister council	Deadline	TBD			Council Board	
Learning & Growth	7 Create a dynamic council experience that engages and inspires member and leadership participation	Identify speakers/consultants who would present	Deadline			A	Council Board
		Best Practice Forums at events				A	Council Board
	8 Create a culture and provide resources that instill innovation, passion challenge and meaning for volunteers	Provide means for council volunteers to attend HQ leader training	Number of volunteers sent	TBD			
		Volunteer to share volunteer experience to encourage new volunteers	Number of Testimonials	TBD		C	All Volunteers
		Succession Management Planning	Positions Filled	100%		A	
		Positions Created	TBD		B		
9 Financially achieve our mission through prudent management of funds and diversification of support	Develop a budget to align with the strategic plan and BSC	Deadline	Dec-09			A	Council Board & Treasurer

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