



CITY & COUNTRY CLUB COUNCIL of IFMA 2015

VISION: To be the most widely recognized resource for high performance Country Clubs, City Clubs, Yacht Clubs and Resorts Facility Management Professional

MISSION: To educate Clubs Facility Managers world wide on the value of high quality facility management for efficient operation in clubs environment to

Provide Club members a safe & relaxing fun atmosphere & advance the FM professional knowledge and experience through education & networking.

BALANCE SCORE CARD

Strategic Objectives	Strategic Initiative	Measure	Target	Status	Priority	Champion
Communicate & engage council members in opportunities that develop & expand their collective knowledge & experience I quality facility management	Survey members to gather inputs/case studies on the impact of facilities on club operation & club member experience	numbers of responses	30	sent out invitations and letters to prospective members & new members	A	Board & Membership Committee
	Annual Meeting 2016	Number of attendees	25	Ridgewood CC March 13 - 16 tentative schedule	A	Board & Host
	Hold Annual Council Meeting at Member Club	Number of attendees	25	Mar 1 - 4 at Belle Meade CC attendees for 2011=12 2012=15, 2013 =18 2014=17 2015=12	A	Board
	Provide Regular Webinar/Semi Annual Meeting	Quarterly	3	Leadership - Kevin MacDonald April 16, 2015 Thursday at 2:00 pm EST	A	Willie Arce, Education Chairman
				Communications by Lisa Horowitz of Attorney Talent Strategy LLC June 11, 2015 Thursday at 2:00 pm EST	A	Willie Arce, Education Chairman
				Magoon CMAA Director of Risk Management Aug 6, 2015 Thursday at 2:00 pm EST	A	Willie Arce, Education Chairman
				Semi-Annual Meeting Conference Call in October date TBD	A	Board
	Produce Council News letter and website publication	semi annual	2	Publish on website April 1, 2012	A	Rex Wilson

	A	B	C	D	E	F	G
18		Provide Content rich website	member satisfaction	4 out of 5 rating	Goal is by the end of 2015	A	Rex/Vanessa
19		Tap into local CMAA chapter resources & activities	% of council member participation	10	TBD	A	Board & Steve B.
20		Foster online community to be a primary & benefit of membership, engaging all members	Number of member posting	TBD	TBD	B	Board & Vanessa
21		Conduct Council Sessions at World Workplace 2015 Denver,CO	Number of attendees	6	TBD	A	ALL Members
22		Establish an Education Chairman	Appointment	1	Appointed Willie Arce	A	President
23		Establish Membership Chairman	Appointment	1	Appointed Ian Critchley, VP	A	President
24		Conduct Facility Benchmarking studies	TBD	TBD	TBD	C	Future committee
25		Join IFMA Sustainability council		3	Executive Board = 3	A	Rex, Ian
26							
27	Magnify the importance of FM in City Clubs, Country Clubs, Yacht Clubs & Resorts	Reach club GM's w/ the message of council (importance of Facilities to club member experience)	Invite non-members to webinars	CMAA & Other Councils & Chapters	2015 Webinars	A	Willie Arce
28			CCCC Power Point Presentation & booth at CMAA Conferences	CMAA GM's	Work on PowerPoint	A	Executive Committee & Steve B.
29		Engage open communication with CMAA on how CCCC can become more involved with CMAA	Outcome of 1st meeting TBD	Qtrly	1st Conference call scheduled for 3/18/15 at 2PM	A	Board & IFMA
30							
32							
33	Ensure appropriate succession planning governance, systems & processes are in place w/ corresponding w/ the council's strategic plan	All Board & Committee filled w/ active volunteers	Board	4	4	A	Board
34			Membership Committee	4	4	A	Ian Critchley & Membership Committee
35		Sustain Membership Committee	Continuous membership	100	46	A	Ian Critchley & Membership Committee
36		Establish member to member direct communication process	Phone, email tree in place	Qtrly	TBD	B	Ian Critchley & Membership Committee
37							
38		Create enhance member profile directory	Deadline	30-Apr-12	in progress	A	Vanessa /Rex
39			Profile development task force	30-Apr-12	in progress	A	Vanessa / Steve & Willie

	A	B	C	D	E	F	G
40	Deliver value to council members	Communicate the fact that cost of membership & participation will be easily recouped by joining & implementing just 1 idea gained thru council	Frequency of communication & message	Posted to website w/ example	in progress	A	Board & Membership Committee
41		Clearly present the value of council involvement, communicating job/task descriptions & expectations to volunteers	Number of time communicated to volunteers in new roles	100%	in progress	A	Board
42		Membership	Net growth rate since inception	650%	650% down from 800%	A	Board & Membership Committee
43			Member retention rate	95%	92%	A	Board & Membership Committee
44			Overall member satisfaction	4 of 5	100% from active member	A	Board & Membership Committee
45							
46							
47	Create & strengthen collaborative relationship and enhance the strategic direction of the council	Form a strong relationship with CMAA & invite to our webinars	21-Jan-15	100%	100%	A	Willie, Steve, Rex & Jan
48			CMAA join activities	CMAA Conference	Not in 2015	C	Board
49				webinars	2015 Scheduled 3	A	Board
50		Investigate collaborative opportunities with partner organizations & sponsors	Positive endorsement from McMahon Group	100%	CMAA Florida & NCA chapters	A	Board
51		Prepare Presentation for CMAA Chapters that can be presented by any Executive Board Member or Membership Committee person	Positive endorsement	100%	TBD	A	Board & Membership Committee
52		Investigate collaborative opportunities with other club organizations	Positive endorsement	50%	TBD	C	Board
53							
54	Create a culture of expected active engagement	Use webinars to draw potential members and set expectations from the first encounter	number of recruiting opportunities	Quarterly	TBD	A	Board/IFMA
55			number of members acquired	Quarterly	TBD	A	Board/IFMA
56		Establish a talent scout / volunteer manager position	Deadline	TBD	TBD	C	Board
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58							
59	Maintain viable fiscal position through responsible financial management	Develop a budget in alignment with the council strategic plan & balance scorecard initiatives	Positive Account Balance	In place	\$2,000.00	A	Nick Crim - Treasurer
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61	Job Description of FM & Study	Survey	Measure Data Received	One Year	TBD	B	Nick Crim

	A	B	C	D	E	F	G
62	Council Growth	Year joined IFMA = 2008	number of charter members = 7	100	46 (1/1515)	A	Board & member committee
63							