



IFMA MSP Strategic Planning, 2021-2026

Introduction

Given the significant challenges facing our members and our chapter the executive committee identified the need to form a committee to lay out a strong direction for the chapter for the next 5 years. A strategic planning committee was formed from chapter members with a variety of experience and perspectives. The committee met at the beginning of 2021 to complete the following:

- Review and outline the challenges that should be a priority for our chapter and members.
- Review and revise our mission statement to identify why the chapter exists.
- Create goals for the chapter to pursue over the next 5 years, providing direction and priorities for all of the committees and volunteers.
- Begin outlining strategic objectives to help the committees work toward achieving these goals.

This plan will be delivered to the committees to assist with planning for the 2021-2022 and future fiscal years and will be reviewed on a regular basis.

Mission Statement

The Minneapolis/St. Paul chapter of IFMA works to empower, educate, and develop our members and the greater facility management industry to be innovative leaders who contribute to thriving communities.

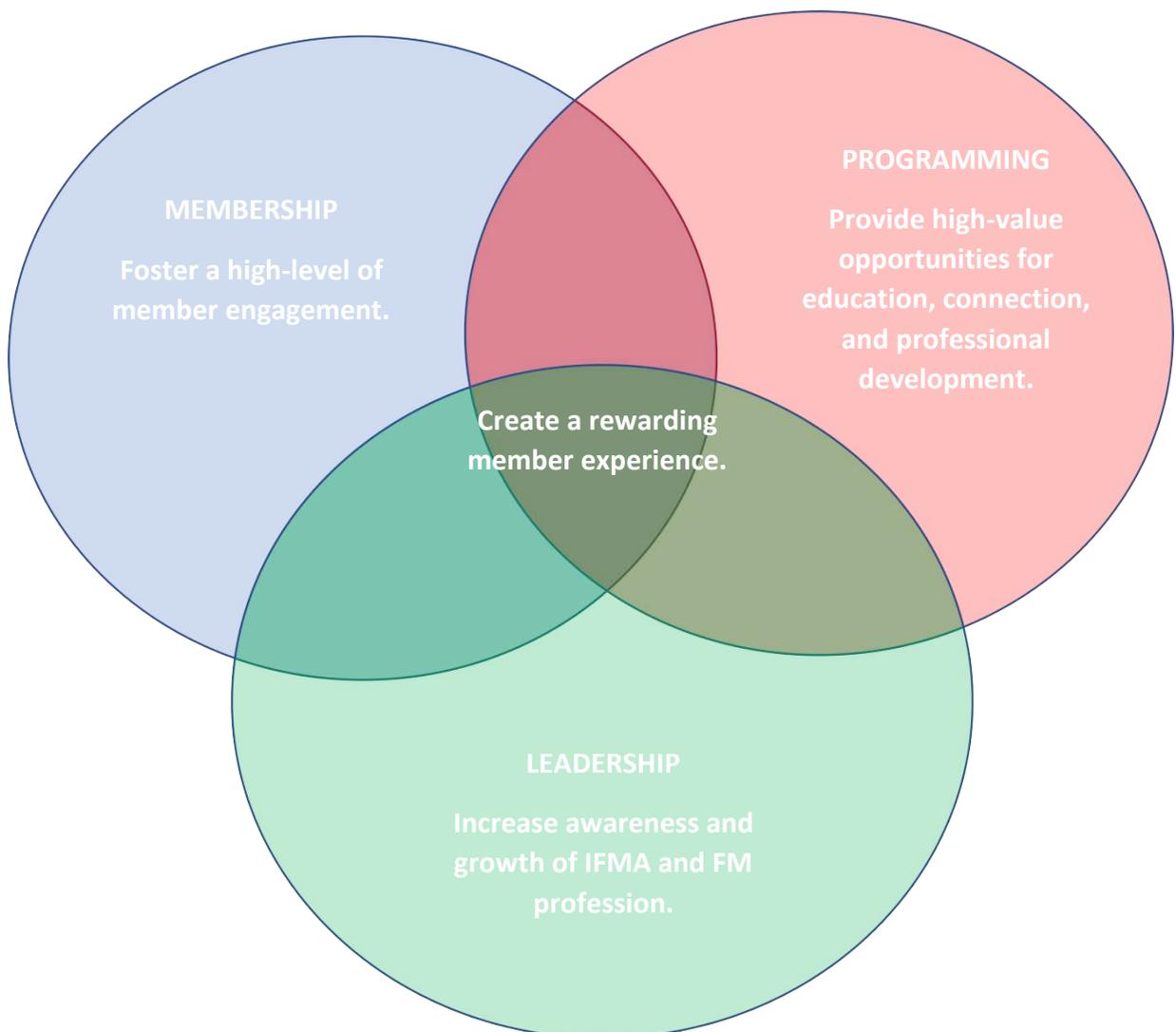
Significant Challenges

- Increasing demands on our members' time makes volunteering and participating in events more challenging.
- IFMA credentials are not widely viewed as essential/valuable by those who hire and employ facility managers.
- Limited awareness of facility management as a great career option.
- We do not have a high level of member engagement with chapter communication and events.
- We do not have active efforts for outreach beyond our membership.
- Younger generations seem to be less likely to participate in traditional networking/associations.
- Volunteerism has been limited, putting an increased burden on our committee members, and making it more difficult to accomplish goals.
- Many current and potential members have financial barriers to being a member and attending events.
- Our chapter does not have a high level of diversity or active efforts to increase it.
- Our members find that newly hired facility managers need a lot of leadership and skill development which can be difficult to provide within their own organization.



Goals

- Increase and maintain a high level of member engagement with our chapter.
- Increase awareness of IFMA, our local chapter, and IFMA credentials in our community.
- Provide a variety of high-value opportunities for our members to grow and be leaders in their organizations and career and connect with others who seek the same.
- Ensure that membership and participation in our chapter is a rewarding experience.



Recommended Strategic Objectives

- Develop a comprehensive communication strategy to provide multiple avenues for members and non-members to be informed about the chapter and its events/offerings.
 - o LinkedIn
 - o Create a more robust email list to include current and past members, guests, and allow others to sign up to stay informed.
- Explore opportunities to overcome financial barriers to membership and participation in events including:
 - o Bulk purchase of program passes.
 - o Decreased cost for some programs.
- Create a comprehensive communications plan to provide content across a variety of platforms.
- Create a diversity, equity, and inclusion committee.
- Explore opportunities to create a leadership development plan for members using IFMA resources and credentialing.
- Provide programs and events with a variety of options to attend (times, locations, virtual).
- Implement a program to collaborate with partner organizations.
- Implement member recognition and retention plan.
- Develop a guest experience program.
- Reinvigorate emerging leaders program.
- Increase participation in facility marketplace.
- Increase student involvement and promotion of facility programs at partnered educational institutions.
- Create a program and materials to allow members to be better ambassadors/promoters of IFMA.
- Create better procedures for chapter succession and volunteer training.