



## Strategic Plan- 2009

October 2007

Revised April 2008

Revised February 2009

### **Mission:**

Provide resources and developmental opportunities that meet the unique challenges of Manufacturing Facility Professionals. Enable MFC members to successfully manage and provide facilities services for their customers.

Identify educational opportunities focusing on the IFMA competencies

Build a membership network to share information and best practices

Promote benchmarking opportunities applicable to manufacturing

Leverage the vast knowledge within the MFC and provide formal mentoring

### **Vision:**

To be recognized by the manufacturing industry as a global Facilities Management association making a positive impact through the advancement of the MFC members

**Anticipate and prioritize the resources required to enhance effective delivery of products and services.**

Objective: Enhance and improve council communications

- Survey MFC membership

**Insert Survey**

- Develop action plan and follow through on results
- Determine sources and frequency of programs and communications
  - Populate web site (Newsletter, white papers, member benefits, etc.)
  - Newsletter
  - Phone Tree
  - Live Meeting
  - Networking / Social Activities
  - Tours
  - Calendar of Events
  - Linkage to other resources
- Develop advertising plan for MFC
- Promote Manufacturing Online Community to leverage membership knowledge

**Provide a community that fosters vitality, momentum & impact for the FM professional.**

**Objective: Put processes and tools in place to capture and share knowledge.**

- Best Practices
- Web Presentations
- Whitepapers / case studies
- Research
  - Small Benchmarks
  - Complete Benchmarking studies
- Tool Kit – Scopes of Work
- Recommended reading and resources
- Informal Roundtable – (e.g., First Wednesdays)
- Networking

**Provide professional development opportunities to advance and grow MFC members**

Objective: “Tool Box” in place and available to members- 2Q09

Identify educational opportunities focusing on the IFMA competencies

- [IFMA competencies provide broad-base knowledge for MFC members](#)
  - Operations and Maintenance
  - Real Estate
  - Planning and Project Management
  - Quality Assessment and Innovation
  - Technology
  - Human and Environmental Factors
  - Finance
  - Leadership and Management
  - Communication
- Continuing education opportunities
  - [IFMA CFM classroom courses](#)

- [IFMA online courses](#)
- [IFMA Group Learning](#)
- [Conferences and Events available on the IFMA home page](#)
- [Terry Wireman's Maintenance Management Certificate- University of Toledo Online](#)
- Service Providers- Services experts with supporting training and education

Build a membership network to share information and best practices

- Share through the use of Manufacturing Online Community
- Host local Roundtables
- Promote virtual roundtables at the chapter level
- Schedule bi-weekly Webinars
- Host tours and site visits
- Leverage local IFMA chapters and other councils

Promote benchmarking opportunities applicable to manufacturing

- MFC President and resident expert Jackie Lovette [jacqueline.s.lovette@boeing.com](mailto:jacqueline.s.lovette@boeing.com)
- [IFMA Benchmarks V report](#)
- [Facilities Issues Roundtables and Benchmarking](#)
- [American Productivity & Quality Center](#)
- [The Benchmarking Network](#)

Leverage the vast knowledge within the MFC and provide formal mentoring

- MFC mentoring program
- One-on-one virtual sessions available for selected members
  - Protégés selected by board- Max 10
  - Subject matter experts identified by competencies
  - Provide mentor training/overview
- WebX events and telecons scheduled for broader audiences

**Advance the council through growth in membership, volunteer, sponsors, awareness, and strategic planning.**

**Objective: 10% annual membership increase / 10% annual increase in revenues**

- Retain and grow the membership
  - Retain current members and
    - Perception Survey and interview
    - Mentor (continuing process)
    - Contact inactive members and ask for participation
  - Membership drive
    - Solicit new member participation on board, committees, in events
    - Provide new member with list of council resources, networking opportunities, meeting times, education opportunities, etc.
    - Invitation for committee and/or board involvement
  - Demonstrate the Value of Membership
    - Collect testimonials
    - Top 4 benefits of membership (for the individual member)
    - Create Council Brochure
    - Determine and communicate the WIIFM factor (what's in it for me)
  - Manufacturing executive leadership support
    - Solicit executive feedback
    - Promote from the top down
  - Develop advertising plan for MFC
- Grow volunteer base
  - Form subcommittees
    - Contact those that have expressed interest in volunteering
    - Sub-committees
      - Develop processes and expectations
      - Define roles and responsibilities
      - Define budget requirements

## **Corporate Sponsorship Types/Special Benefits**

### Platinum Level – Spring Council Meeting Underwriter

- Status as Event Underwriter
- Color, Full Page Program Advertisement
- Printed Recognition on all Council Publications Including Call for Presentations
- Logo and Name Recognition on Website and Email Notifications
- Visual and Verbal Recognition at Council Luncheon and at all Council-sponsored speaker presentations
- Two (2) Complimentary Registrations to Industries Forum and World Workplace
- One (1) available
- Cost: \$

### Gold Level – Sponsorship

- Color, Half Page Program Advertisement
- Printed Recognition on all Council Publications Including Call for Presentations
- Logo and Name Recognition on Website and Email Notifications
- Visual and Verbal Recognition at Event and during Council Luncheon.
- Two (2) Complimentary Registrations to Industries Forum
- Two (2) available
- Cost:

### Silver Level – Sponsorship

- Black & White, Quarter Page Program Advertisement
- Logo and Name Recognition on Website and Email Notifications
- Visual and Verbal Recognition at Event and during Council Luncheon
- One (1) Complimentary Registrations to Industries Forum
- Four (4) available.
- Cost:

#### Communications Sponsor:

- Underwrites much of the costs of publishing the Council newsletter.
- Includes the back page advertisement on every newsletter.
- One (1) available.
- Cost: \$

#### Luncheon Meeting Sponsor:

- Underwrites the cost of the World Workplace or Industries Forum luncheon and presentation.
- Sponsors have the option of presenting a CEU-certified program or the Council can arrange for the speaker.
- Sponsors will be permitted to have a table top display.
- The sponsor will be invited to make a brief presentation during luncheon.
- Raffles are encouraged!
- Logo and Name Recognition on Website and Email Notifications
- Visual and Verbal Recognition at Event and during Council Luncheon.
- Two (2) available.
- Cost: \$/per attendee

#### Evening Reception Sponsor:

- Underwrites the cost of the World Workplace or Industries Forum pre-dinner reception.
- Logo and Name Recognition on Website and Email Notifications
- Visual and Verbal Recognition at Event and during Council Reception.
- Two (2) available.
- Cost: \$/per attendee

Council Dinner Sponsor:

- Underwrites the cost of the World Workplace or Industries Forum Council Dinner.
- Logo and Name Recognition on Website and Email Notifications
- Verbal Recognition during Council Dinner.
- Two (2) available.
- Cost: \$/per attendee

Industries Forum Tour Sponsor:

- Underwrites the cost of the Industries Forum Council Tour.
- Logo and Name Recognition on Website and Email Notifications
- Verbal Recognition at Tour.
- Two (2) available.
- Cost: \$/per attendee

Council Directory Sponsor:

- This annual hard copy and web publication is received by all Council members.
- Includes the back page advertisement.
- One (1) available.
- Cost: \$

## Corporate Sponsorship General Benefits

- Opportunity to develop face-to-face contacts and acquaintances at Council meetings at World Workplace and Industries Forum.
- Invitation to all Council Webinars.
- Opportunity to present a CEU-certified Webinar.
- A name badge with the words “Council Corporate Sponsor” will be given to the representative(s) of each sponsor company and can be worn at all Council functions.
- Receipt of Council Directory of members, listing all members’ addresses, phone numbers, fax numbers and e-mail addresses.
- Listing by firm name and vendor type in the Council Directory (including company logo).
- Brochures and or other company information provided to Manufacturing Council participants at the bi-annual Council luncheons.
- Special thanks in a dedicated email sent to all members of the Manufacturers Council. This email will contain a description of the sponsor and their business information.
- A direct link from the main page of the Manufacturing Council's website to a dedicated photo and story page describing the events, prominent acknowledgement of sponsorships, descriptions of the sponsors companies, prominent placement of sponsors’ company logos, and links to the sponsors’ websites.
- A one-time mailing by each sponsor mentioning the event and including an advertising piece of the sponsors’ choice.
- Receipt of all Council publications.
- Listing by firm name in Council’s web page, with hot link to sponsor’s home page.
- Opportunities to advertise in Council publications.
- Special newsletter article about the sponsor every two years.
- Opportunity to receive Council co-sponsorship of building tours, show room tours and plant tours for Council members and/or the general public.
- Blast e-mail announcement to all members upon becoming a sponsor.
- Free one (1) year council membership with first sponsorship (does not include general IFMA membership).

## **Board Development and Succession Planning**

Reference MFC Bylaws [http://www.ifma-mfc.org/aboutus/files/Manufacturing\\_Council\\_bylaws.doc](http://www.ifma-mfc.org/aboutus/files/Manufacturing_Council_bylaws.doc)

### Board development

- The board will consist of no less 80% Facilities Management Practitioners
- Election process shall be consistent with IFMA and MFC Bylaws
- Board members are encourage to be CFM and FMP certified
- Per MFC Bylaws terms shall not exceed two consecutive years
- To ensure a seamless transition, no more than two board positions will expire at the same time
- A thirty-day overlap is required between incumbents and successors to ensure seamless transition
- Board members should be proficient in and demonstrate the following attributes:
  - Commitment towards IFMA's and MFC's missions and visions
  - Willingness to follow through and support initiatives
  - Volunteering to improve the FM profession, not for personal gains
  - Commitment of time and willingness to attend IFMA/MFC sponsored events
  - Leadership
- Current and future board members should actively participate in the MFC events

### Succession planning

- All board positions are by election and previous board experience is not required
- A roles, responsibilities and objectives document will be developed for all board positions
- Utilize IFMA's Succession Map as a talent search process when applicable
- Prospective board candidate will be identified six months in advance of the opening
- The board attributes should guide the talent search process
- The incumbent should mentor interested candidates within the six month period
- Periodic assessment reviews will be conducted and reported to the current board