



Strategic Plan- FY2011

October 2007

Revised April 2008

Revised February 2009

Revised July 2009

Revised August 2009

Revised April 2010

Vision:

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

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.

- Build a membership network to share information and best practices.
- Promote benchmarking opportunities applicable to manufacturing.
- Grow the council through creating and delivering value to the council members.

Objective 1: Put processes and tools in place to capture and share knowledge.

Strategies:

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

Objective 2: Promote benchmarking opportunities applicable to manufacturing.

Strategies:

- Annual benchmarking surveys
- Provide tools to do benchmarking of best practices.

Objective 3: Enhance and improve council communications by anticipating and prioritizing the resources required to enhance effective delivery of products and services.

Strategies:

- Survey MFC membership periodically for preferred means of communications.
- Determine sources and frequency of programs and communications:
 - Populate web site for use by all members:
 - White papers (charge non-MFC members to contribute).
 - Scopes of work.
 - Member benefits.
 - Etc.
 - E-mail blasts.
 - Live Virtual Meetings: Webinars, Roundtables, regular third Tuesday
 - Networking / Social Activities: On the website (on line), at WWF, at Spring Meeting.
 - Tours at Spring Meeting.
 - Master Calendar of Events, including non-MFC events.
 - Linkage to other resources.
- Develop services advertising plan for MFC.
- Promote Manufacturing Online Community to leverage membership knowledge.

Objective 4: Advance the council through retention and growth in membership, volunteer, sponsors, awareness, and strategic planning, to achieve average 10% annual membership increase / 10% annual increase in dues revenues.

Strategies:

- Retain current members
 - Contact inactive members and invite for specific events
 - Demonstrate the Value of Membership
 - Top 4 benefits of membership (for the individual member)
 - Create Council Brochure
 - Determine and communicate the WIIFM factor (what's in it for me)
- Grow membership
 - 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
 - Target non-council IFMA members
 - Target international members
- Develop membership retention and growth advertising plan for MFC

Objective 5: Assure Ongoing Board Development and Succession Planning

Strategies:

- Board development
 - Election process shall be consistent with IFMA and MFC Bylaws
 - Per MFC Bylaws terms shall not exceed two consecutive years
 - Encourage individuals to go through the leadership track of secretary, treasurer, vice president
 - Board members should be committed to attend WWP and spring meeting
 - 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
 - Each board chair should develop a committee as well as a person who is an alternate and a presumed next chair
 - The Immediate Past President will chair the board development and nominating committee.

- Grow volunteer base
 - Identify volunteers positions, roles and responsibilities
 - Form subcommittees

- Contact those that have expressed interest in volunteering
- Sub-committees
 - Develop processes and expectations
 - Define roles and responsibilities
 - Define budget requirements

Objective 6: Self Finance Delivery of Existing and New Products and Services

Strategies:

- Contribute to reserves when membership is level or increases.
- Continue the annual sponsorship program with special benefits.
- Identify special sponsorship opportunities for council events, publications and web postings of announcements of sponsors' new products and services.