

2008 GMA SHRM Balanced Scorecard

GMA SHRM Mission:

Serve the Professional; Advance the Profession (STP/ATP).

GMA SHRM Vision:

To accomplish our mission, our chapter will provide essential resources and opportunities for learning and sharing knowledge while encouraging mutual support.

GMA SHRM Values:

Our values are our core beliefs that drive our behavior and decision-making in all of our endeavors. We are committed to being:

- **Business-Oriented:** We are committed to the continued development of business acumen in order to enhance and advance our members' role as a trusted advisor and effective business partner.
- **Collaborative & Inclusive:** Our members are the heart of our chapter. We value and encourage the active engagement and interaction of all chapter members – from students to executives – to better connect the human resources community.
- **Good Stewards:** the Chapter has a responsibility to the members and the organizations they represent to act in a professional, ethical, and fiscally responsible manner. The Chapter volunteer leaders will model these behaviors and encourage the same in order to enhance the credibility and value of the HR profession.
- **Promoting Life-Long Learning:** We will encourage members to continually grow and develop professionally through the encouragement and support of their attainment of the highest standards of competence in the HR profession.

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Objective	Initiative <i>(how will we accomplish the objective)</i>	Measure	Target
Membership - To achieve our vision, how should we appear to our members?			
<p>1. Increase member satisfaction, engagement, and number of active members (“activity” does not necessarily = sat)</p> <p><i>Project Leaders:</i> Cassy, John, Kari</p>	<ul style="list-style-type: none"> ▪ Personal calls: Each programming event, each Board member & Membership Interaction Committee member calls around 10 members and asks them to attend; also asks 2-3 questions regarding their engagement ▪ Member Interaction Poll: Add a poll to the Website that relates to member benefits (similar questions to the membership survey, such as what time of day they prefer to attend meetings); in '09, make poll questions more informational (i.e., does your company offer Health Reimbursement Accounts) 	<ul style="list-style-type: none"> ▪ Member satisfaction survey <ul style="list-style-type: none"> - Shortened version - Are we asking the right questions to get at engagement ▪ Chapter meeting survey results ▪ Program attendance ▪ Newsletter readership ▪ Web hits ▪ Number of volunteers ▪ Number of people that purchase survey ▪ GMA SHRM attendance at State and National events ▪ Create a report of each member and their “activity” ▪ Member retention rate 	<ul style="list-style-type: none"> ▪ TBD
<p>2. Grow membership - “Membership Drive”</p> <p><i>Project Leaders:</i> Kris, Sue, Chris</p>	<ul style="list-style-type: none"> ▪ Contact At Large members to ask to join GMA SHRM ▪ Networking social for At Large members ▪ Member referral program: prize (i.e., gift certificates for programs, list on Website) for the member that refers the most new members ▪ Make personal phone calls ▪ Talk to Atlanta chapter their Pinnacle Award for growing their membership ▪ Offer corporate discount for having multiple members within one company 	<ul style="list-style-type: none"> ▪ Membership count 	<ul style="list-style-type: none"> ▪ Increase total membership to 825 members by 2009

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Volunteers - <i>To achieve our vision, how should we appear to our volunteers?</i>			
3. Serve as an informational source to our members & the community in the area of HR Governmental Affairs Project Leaders: Mike, Cassy	<ul style="list-style-type: none"> ▪ Add Gov. Affairs Board position 	<ul style="list-style-type: none"> ▪ Structure, job description, & scope defined by March/April 2008 ▪ New Board member appointed in July 	<ul style="list-style-type: none"> ▪
Community - <i>To achieve our vision, how should we appear to the community?</i>			
Financial - <i>What does financial success look like?</i>			
Process /Technology - <i>To satisfy our members, what business processes do we need to excel at?</i>			
Learning & Growth - <i>To achieve our vision, how will we sustain our ability to change and improve?</i>			
4. Orient our new volunteers Project Leaders: John	<ul style="list-style-type: none"> ▪ Quarterly Board/Volunteer Orientation <ul style="list-style-type: none"> - Electronic delivery (i.e., WebEx, PPT, etc.) - Variety of topics (general, financial, Web, GMA Tools, info re: each committee) - Each Board member refers their volunteers to these resources & encourages attendance - Synchronous (live person leading event) and asynchronous (archived on Website for people to reference, view later) 	<ul style="list-style-type: none"> ▪ Participation 	<ul style="list-style-type: none"> ▪ At least 40 “visits” to the events within the year

Other ongoing initiatives (from July 2007 Strategic Planning):

- Define, grow, build Philanthropic and Workforce Readiness/Diversity functions in Chapter
- Continue to monitor satisfaction with new Programming structure
- Enhance volunteer recruitment, recognition, retention, orientation