Strategic Plan- 2017

Vision:
To be recognized by the manufacturing, industrial and logistics industries as the premier global Facilities Management association making a positive impact through the advancement of MILC Facilities professionals.

Mission:
Provide resources and developmental opportunities that meet the unique challenges of MILC members enabling them to successfully manage and provide facilities services for their customers.

• Build a membership network to share information and best practices.
• Promote benchmarking opportunities.
• Grow the council through creating and delivering value to the members.
Objective 1: Implement processes and tools to capture and share knowledge.
Strategies:
- Best Practices
- Web Presentations
- Whitepapers / case studies
- Research
- Tool Kit – Scopes of Work and Job Descriptions
- Recommended reading and resources
- LinkedIn and Networking

Objective 2: Promote benchmarking opportunities.
Strategies:
- Support IFMA benchmarking initiatives
- Facilitate benchmarking within the membership

Objective 3: Enhance communications by anticipating and prioritizing resources required to effectively deliver products and services.
Strategies:
- Survey MFC membership periodically for preferred means of communications.
- Determine sources and frequency of programs and communications:
- Periodically update the web site for use by all members
- Live Virtual Meetings, Webinars and Roundtables
- Host Networking / Social Activities: On the website (on line), at WFW, at Spring Meeting
- Conduct business meetings during conferences WWP and Fusion
- Maintain Master Calendar of Events, including non-MILC events
- Linkage to other resources
Objective 3: Grow the council through creating and delivering value to the members.

Strategies:

- Retain and grow the membership
- Encourage membership involvement
- Demonstrate the Value of Membership
  - Top 4 benefits of membership (for the individual member)
  - The WIIFM factor (what’s in it for me)
- Solicit 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
- Reach out to non-council IFMA members
- Include international members

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

Strategies:

- Manage council finances in accordance with IFMA and MILC Bylaws
- 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
Objective 6: Assure Ongoing Board Development and Succession Planning

Strategies:

- Board development
  - Election process will be consistent with IFMA and MILC Bylaws
  - Encourage individuals to go through the leadership track of secretary, treasurer, vice president
  - Board members should be committed to attend WWP
  - 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
  - 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
    - Develop processes and expectations
    - Define roles and responsibilities
    - Define budget requirements
  - Contact those that have expressed interest in volunteering