



ASPIRATION STATEMENT #1

Equipping Our Members through Training, Education and Tools

It is 2022 and change continues to accelerate although time and resources remain limited. In order to stay relevant and engage our experienced and emerging FMs, the implementation of technology has become critical. By becoming technology centric, we provide our membership with critical training, education and tools. Members' interpersonal skills are enhanced at quarterly social gatherings and semi-annual special events, creating a more personal and engaging experience.

Improving our members' abilities to network and interact through collaborative activities strengthens the connections with each other and the industry. As the Chapter focuses on maintaining the best interests of our members, we provide resources and opportunities to achieve a sense of inner purpose, and direction for continuous growth.

The Chapter has embraced the reality that all members have unique needs. It is simply not possible to execute events that resonate with the entire membership. The Chapter works diligently to create experiences that "touch" as many members as possible. This is being accomplished by offering many different options with Chapter activities. Providing a healthy mix of events to address the preferences of the different demographics of our membership, including Associates, Professionals and Sponsors:

Meetings:

- Sponsoring face-to-face and virtual (Webinars, podcasts, etc.) meetings
- Having a standard meeting schedule vs. various days of the week and times
- Providing both larger programs and smaller events
- Educate the members on both technical and "soft" skills ex. leadership, communication

Technological implementation:

- Webinars, Podcast, Social Media- Twitter, Facebook, Linked-in, Instagram
- Creation of content library, Topic Forums
- Virtual Membership Directory
- Associate to FM connection link
- "FM Match"
- Recorded monthly meetings and webinars available on website

Quarterly social gatherings:

- Trivia night, Gameification
- Mini Events for members with common interest

Semi-annual mega events;

- Exciting / Intriguing locations
- Quality, informative head line guest speakers



ASPIRATION STATEMENT #2

Engaging & Connecting Our Members

IFMA Chesapeake engages and connects our members by employing technology to educate and social interactions to bring people together. Our chapter aims to build an environment utilizing our members' time and energy to celebrate our human connections. We develop and share our passions by way of technology, virtual education and social interaction.

The world is getting smaller – the key to our organization's success and future is technology.

Our chapter engages its younger members, leveraging their electronic communication and technology skills to enhance our online presence and tools. Using online technology, the Chapter leverages the web to provide FM tools, tips and tricks to include:

- Customized Mobile app
- Instagram or messaging app to facilitate discussions
- Blogs (both personal & professional)
- Pictures of past events
- Case studies "listen to this" / lessons learned
- White papers
- Videos of education sessions and Chapter meetings
- Charette – online discussion or in person

The focus areas for engaging and connecting our members include the human element, education and partnership. We achieve these goals by:

Human element

- Sponsoring social gatherings
- Scheduling technical meetings & interactions
- Giving back / community involvement (i.e. ToolBank; construction related community projects like Habitat for Humanity, schools; Adopt-a-Road; etc.)
- Discovering personal passions with social events that are hobby related (i.e. reading, biking, painting)
- Creating a group – focused on the younger members; social activities & lessons learned

Education – providing

- Case studies
- Best practices & Lessons learned
- Online webinars / seminars / discussions

Partnership

- Developing a FM to FM mentorship to include shadowing opportunities
- Creating an emerging leader development program
- Connecting with other organizations to help with education & training initiatives



ASPIRATION STATEMENT #3

Expanding FM Awareness

Dream Statement: Facilities Management is the #1 professional team sport!

We believe that it is imperative for Facility Managers to improve the workplace environment for all of our customers. FM customers comprise a wide variety, from an individual purchaser of goods and services to managing a sizable workforce at a major corporation. As Facility Managers, we must provide an exceptional experience to all end users.

Often the role of the Facility Manager is unknown. When this occurs, appreciation for the hard work and dedication produced by the professional goes unnoticed. In addition, the Facility Manager may not fully understand the roles of other internal departments, vendors, and the general consumer which can lead to miscommunication of ideas, wants, and needs.

To ensure that the Facility Manager is not taken for granted, the Chesapeake Chapter actively develops and strengthens the bonds between Facility Managers and the people they serve. Enhancing the understanding of the Facility Management role itself will directly deliver the recognition back to the FM professional.

How does the Chapter accomplish this?

In order to improve overall customer experience, Facility Managers must be in the trenches with the people they work with to understand their methods, culture, and way of life. When working alongside and collaboratively, the experience must be rewarding for all parties involved. Towards that end, the Chesapeake Chapter is actively engaged in:

- Promoting community involvement such as volunteering and participating in other group programs that may or may not be Facility Management focused.
- Working with Associate Members (vendors) to develop their skills and in turn, have Associate Members help to develop FM's knowledge base.
- Expanding marketing efforts of the FM role for continued educational training and certification (CFM, SFP, FM).
- Providing introductory seminars for aspiring FMs.
- Leading and participating in hands-on and cross-training sessions within their own workplaces.
- Increasing networking between individual departments (marketing, c-suite, accounting, HR, sales, etc.).
- Increasing presence within other social groups and professional affiliations in the Chesapeake Bay area.



ASPIRATION STATEMENT #4

Attracting the next Generation of Facility Managers

The Chesapeake Chapter of IFMA's dream, working with IFMA HQ and local educational institutions, is to create a pathway for students and young professionals to become facility management professionals. This outreach effort would begin with elementary school through high school and continue with accreditation and college degree programs. Developing a new cadre of FM professionals would be achieved in part by making facility management known as true career choice through outreach and education, as well as, making training and education in the field more affordable.

Goals that would create a process to give emerging talent a path into the facility management profession can be broken down as follows:

Education

- Developing story books and games centered on facilities and use these when volunteering to read to children and playing fun games/roleplaying.
- Introducing a young member's story sharing section in our newsletter to show success and how they were achieved.
- Developing degree programs in facilities management at local colleges and universities
- Working with IFMA headquarters to obtain college level accreditations for FPM and CFM training
- Providing webinars and Twitter messaging on a myriad of topics applicable to the emerging facility manager

Outreach

- Educating high school and vocational school counselors on FM careers
- Presenting overviews of the profession in high school, college and industry meetings and seminars
- Educating HR Directors and Recruiters on the field and the various certifications people in the field can hold
- Developing a playbook that members can use as a guide for all the different facets of facilities management they may come across.
- Developing apps and other electronic formats to better connect and communicate with the newer generations

Affordability

- Holding quarterly fund-raising events to raise scholarship money for talented individuals who want to take courses in the facilities field
- Lowering membership fees for emerging talent
- Create and design a program to allow the chapter to encourage emerging FM discounted fee membership, based on where people are in their career

The realization of our dream is a dynamic profession where schools, colleges, local institutions, local chapters and the International Facility Management Association are all working together to create programs that are identifying and encouraging emerging FM professionals