



EVIDENCE OF
excellence

mission

To be the premier resource for learning, connecting, and advancing the profession of facility management in the Oregon + SW Washington community.

vision

To support the diverse membership of the Oregon + SW Washington Chapter of IFMA and encourage each member's growth in all areas of facility management.

Education is at the core of advancing Facility Management; therefore, we emphasize educating our FMs in all our programs. We utilize the funding from our golf tournament and our sponsors to provide scholarships to our members to pursue their certifications as FMPs, SFPs or CFMs. Our chapter has an IQI, so we offer in person training, or help as needed.

Growing our chapter and its reach is a priority. Not only physically but professionally. We want to create and provide 'Job Descriptions' for each Executive Board Member and Committee Chair. This will help manage expectations, maintain consistency, and train next generation leaders. It will also enable those that wish to become more involved to see what the expectations are as they advance toward the presidency. By creating a local job board on our web site, we will enable members to search what is available for them in the area.

We have elected to send at least one Board Member to Facilities Fusion and World Workplace each year, more if funding is available. This allows the member to benefit from the education and networking, this enables the growth of that member, and by extension the chapter, with what is shared upon return. Getting members involved at the global level helps them grow and become even more involved, this leads to succession, a strategic goal.

As a chapter we are working diligently to retain and increase our membership, our reach in Oregon and Southwest Washington, and the quality and frequency of our programs. We are adding programs in the South Valley (Salem/ Eugene) to extend our reach to that area with the goal of creating a new chapter.

As a Board, we strive to fully support our committees as they fulfill their responsibilities.

We encourage collaboration between Committees to fulfill their goals and the Chapter's Strategic Plan. We provide the goals and metrics to succeed at reaching our goals and give the chairpersons the freedom to accomplish that task.

Marketing has the goal of continually upgrading our website to make it more navigable, informative, and a valuable tool for our members, professional and associate alike. Social media posts will be 'templated' to make them recognizable and consistent. They will begin tracking social media posts to see what to improve to reach more audiences.

Membership is working on growing OSWW to 275 members. This means that working on retention of members is critical as well. Quarterly new member welcome meetings with an IFMA 101 presentation on how to get the most out of your membership. New member welcome emails, asking for referrals, and assigning a Board Member as a mentor are all in the works. Adding a recorded virtual new member program for those that cannot make it to the in-person meeting has been accomplished. Adding anniversary letters and social media posts is coming as well. They are also looking at getting a booth at trade shows to increase awareness and membership. We are also pursuing collaborative efforts with like-minded organizations.

Our goals for South Valley are to get 50 local members. Additional local programs and tours will provide a good education boost to the South Valley. To gauge the interest in the area we want to have a golf tournament separate from the main one in Portland. Partnering with other associations like the Oregon School Facility Managers Association and Oregon Association of Counties to collaborate and grow membership. Sponsoring 3 members to get their FMP or SFP and

put on a World FM Day event. Growing the number of programs, including our Symposium are longer term goals, as well as having 4 hybrid events, so FMs in far flung areas such as Bend and Medford can join.

See Balanced Scorecard on page 6 for details and timeline.

The following goals have been set by the major Committees:

GOLF

2025

1. Make the experience even better, a bigger draw
2. Get bigger sponsorship dollars
3. Work with South Valley to create a small tournament there to determine interest

2026

1. Make the experience even better, a bigger draw
2. Create a full tournament in South Valley if last year showed promise
3. Work with South Valley to create a small tournament there to determine interest

2027

1. New venue
2. More sponsorship opportunities
3. Create a South Valley tournament if 2026 showed interest

MARKETING

2025

1. Create and hold regular meetings for content creation of any media needed for team to avoid in-demand creation needs.
2. Grow social media engagement from previous year.
3. Create content creation calendar and templates for regular posted media.
4. Have IFMA Oregon retain and secure ownership of all social media platforms.
5. Post content from events within 48hrs of event completion.
6. Add 'Vendor Directory' to website.
7. Create a 'Foundation' page dedicated to Foundation items

2026

1. Optimize content creation planning and execution
2. Grow social media engagement further
3. Enhance content creation calendar
4. Further our event content strategy
5. Find an additional committee member (if there is a need)
6. Do more headers with events from IFMA Global

2027

1. Do more links to IFMA Global events on our event page
2. Celebrate credential and IFMA anniversaries on the webpage.

MEMBERSHIP

2025

1. Membership to 275
2. Find ways to retain members, move retention to 70% from 61%
3. Continue to select deserving members for scholarships
4. Expand communication channels to ensure new members are aware of IFMA offerings and opportunities
5. Establish two new partnerships with relevant associations

2026

1. Membership to 275 unless South Valley becomes it's own chapter
2. Identify and award more scholarships to deserving members
3. Develop an onboarding program to streamline informing new members of IFMA offerings and opportunities
4. Solidify partnerships and explore co-hosting events with at least three other associations

2027

1. Maintain membership retention and growth
2. Review and update all 'Introduction', 'Expiring' and 'Welcome' emails
3. Work with Professional Development to bring in students from PCC and PSU

SOUTH VALLEY

2025

- 1. Find synergy by partnering with other like-minded organizations
- 2. Add 15 local members
- 3. Get at least 3 members credentialed
- 4. Put on a local World FM Day event

2026

- 1. Review and learn steps to becoming an independent chapter
- 2. Host a Symposium event
- 3. Schedule monthly events following 10 Domains
- 4. Hold 4 events virtually to draw members in more remote areas to the organization
- 5. Grow to 50 members

2027

- 1. Become an independent chapter with reciprocity with OSWW
- 2. Grow to 60 members

PROGRAMS

2025

- 1. Increase FM attendance at programs by an additional 10%
- 2. Include FM Best Practices in all programs
- 3. Greater alignment with IFMA's 10 Domains
- 4. Collaborate on events with Greater Seattle and Northern Rockies
- 5. Increase building tours

2026

- 1. Increase FM attendance at programs by an additional 10%
- 2. Increase number and variety of networking events (location, time of day...)

2027

- 1. Maintain FM attendance percentage as membership grows
- 2. More diverse and specific topics based on surveys of FMs and what they want to hear

PROFESSIONAL DEVELOPMENT

2025

- 1. Get an audience with PCC and begin working toward the goal of having a FM Associates degree program
- 2. Encourage PCC to begin prepping PSU for beginning a Bachelors program to be followed by a Masters program

2026

- 1. Get an audience with PSU and begin working toward the goal of having a FM Bachelors degree program to be followed by a Masters program
- 2. Get students from PCC involved in the chapter

2027

- 1. Continue talks with PSU regarding the Masters program
- 2. Get students from PSU involved in the chapter and start a student chapter
- 3. Since we now have Emerging Professionals, start up the Emerging Professionals meetings

FM WOMEN'S CONNECT COMMITTEE

2025

- 1. Formally establish the committee and host a kick-off meeting
- 2. Gather feedback to shape the direction and priorities
- 3. Launch regular FM Women's Connect sessions based on member input
- 4. Increase overall chapter membership
- 5. Expand and develop the committee to support event planning and execution

2026

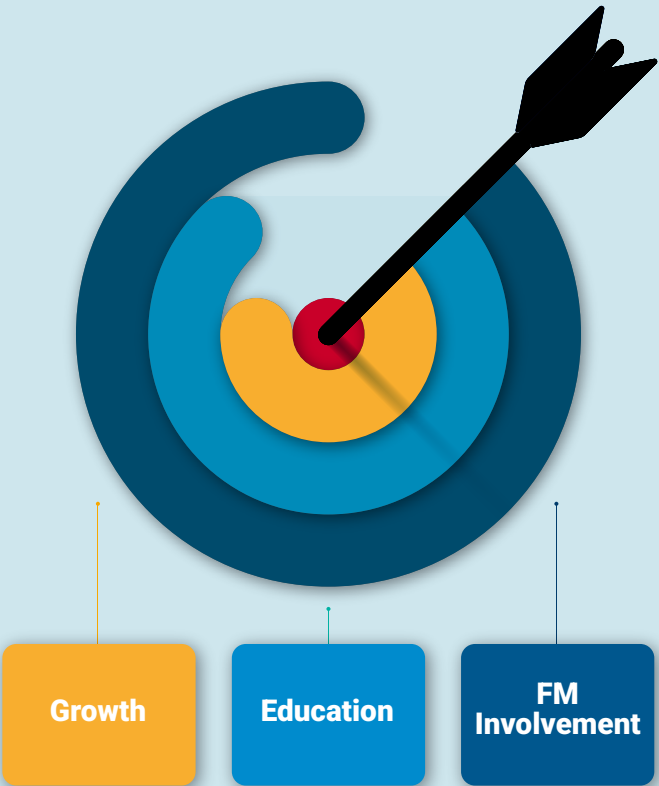
- 1. Continue hosting quarterly FM Women's Connect sessions
- 2. Grow chapter membership
- 3. Address topics that disproportionately impact women in the FM industry
- 4. Create a safe and supportive environment to build networking skills and professional confidence

2027

- 1. Continue all 2026 goals
- 2. Grow size of large annual event for 2027
- 3. Explore scholarship opportunities for women

SUMMARY

We have three main goals that are shown throughout the committees' goals:



These goals are symbiotic, education promotes growth and involves FMs. Involved FMs means better education and growth. Growth and having involved FMs draws a variety of associates, in turn growing the chapter, allowing greater educational programs at more exciting venues...

As we work as 'ONE IFMA', following the lead of IFMA Global and IFMA Foundation, yet blazing trails that other chapters can follow and learn from, we grow, we mature, and all involved grow and mature with us, creating a growth mindset, which gives birth to the next generation

of leaders, Global Board Members, Global Corporation FM Leaders, yes you, OSWW Chapter Members.

As we move to these goals, each will become easier, smoother as previous goals are passed, enabling us to have even loftier goals in the future. The work is never complete, just goals reached. We are the premier source of great FMs through education, networking as well as the personal and professional growth of our members.

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**BALANCED
SCORECARD**

- Grow and Maintain Membership
- Educate Members
- Engage FM's
- Provide Value to FM's and Associates

- Met target by end of fiscal year
- Off-Track, plan exists to get on-track to meet target by end of Fiscal year
- Off-Track, action is required or target will not be met

Strategic Objectives		KPI's	Targets FY 2025-6	Initiatives	Current Status (green, yellow, red)
Financial Perspective	INCREASE MEMBERSHIP REVENUE	September 22, 1102141:12:00	275 Members	Partnering with other associations (OSFMA, OSHE, WAMOA)	
	INCREASE AND BROADEN SPONSORSHIPS	July 1 2025: 1 Platinum, 14 Gold, 5 Silver, 4 Bronze, 1 FM Sponsor	3 Platinum Sponsorships, 15 Gold Sponsorships, 8 Silver, 5 Bronze	Outreach to Sponsors ahead of renewal, Annual Sponsorship Appreciation Dinner, Focus on other vendor specialists, Filling gaps of Service for FM's, Early renewal incentives	
Stakeholder Value	INCREASE FM ATTENDANCE AT EVENTS	July 1, 2025 36%	Increase # of FM's at events by 10% from 36% to 46%	Round tables (FM Only), Free attendance to Programs covered by Sponsorship Tier, Women in FM Committee	
	INCREASE CREDENTIALIED AND CERTIFIED MEMBERS	July 1, 2025: FMP - 29, SFP - 8, CFM - 15, FMP/SFP - 5, FMP/CFM - 4, SFP/CFM - 1, FMP/SFP/CFM - 1	Increase credentialed members by 10%	FM inperson, SFP by world fm Day, and schoalrships	
	IMPROVE VISABILITY of ASSOCIATES TO FM's ON WEBSITE	Target date October 1st	Publish Vendor Directory	Chapter members/sponsors on a Vendor directory on our website. Contact information, Simple categories.	
Internal Perspective	IMPROVE VALUE OF INFORMATION TO MEMBERS	Monthly Review of the website, Analyze website traffic	Increase website traffic by 10%	Updating the website, provide Vendor directory, Offer FM Roundtables	
	ENHANCE COMMITTEE VOLUNTEERS	Verify with committees at board meetings on volutneer levels	8 New Committee members for the chapter	Invite new members to join committees, New committee members get a job immediatley. Update bylaws for clairty and reorganization. Job Descriptions for each committee. Monthly Committee meetings	
Organization Capacity	GET PROFESSIONAL DEVELOPMENT & Women's Connect FULLY OPERATIONAL	Monthly review at board meetings	4 WC meetings (quarterly) 8 Virtual Roundtables	Women's Connect Host Kick off and survey, quarterly meetings. Virtual FM roundtables focused on the capabilities	
	SUBMIT APPLICATION FOR CHAPTER OF THE YEAR AWARD	Our chapter has been improving in many areas, growth, leadership, events, chapter strategy. This has spured us to take the step to apply	We will have targeted initiatives to grow the chapter, the number of credentialed members, our presence in the community, more focussed educational events. We will present a professional looking presentation with the award application	Initiatives are listed in above areas	



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