

# Balance Scorecard

## Vision Statement

The world's leading association for management accounting and finance professionals.

## Statement of Mission

To provide a dynamic forum for management accounting and finance professionals to develop and advance their careers through certification, research and practice development, education, networking, and the advocacy of the highest ethical and professional practices.

## Learning & Growth

Continue Scholarship Awards to assist in chapter participation  
Establish Detroit Metro chapter as the nominating FEY award chapter

- Scholarship - Faculty Participation in meetings
- Encourage board members to nominate professionals for the Michigan Council's FEY selection process

## Business Process

Win National IMA chapter competition awards for ICMA, website, and top three in points

Find a Successor President

- Facilitate CMA Study Sessions and Reviews
- Encourage meeting in Port Huron to activate an old chapter
- Competition point audit to verify where the chapter can improve in 2006-07
- Encourage interest in members becoming chapter President

## Customer Objectives

Increase Meeting Attendance by 25%

Increase Membership by 5% by improving Communications to Members / Non-Members / Corporate Partners

- Career Night Meeting
- Roster Published and Delivered by August 19, 2006
- Establish a communication plan to drive increase monthly meeting participation by connecting with Members/Non Members/Corporate Partners
- Establish Speakers and Meeting Agenda for 2006-07
- Add one Student Chapter
- Add 3 Corporate Partners for Meetings either as sponsors or participants
- Add 5 New Board Members
- Sponsor 2 Volunteer Activities
- Incorporate a "non-business" meeting or social meeting during the year
- Establish new meeting sites for membership participation
- Foster Joint meetings with other professional groups

## Financial Objectives

Balance Budget

- REAP Organized and Approved
- Balanced Budget by August 1st incorporating all Goals and Projects