

Balanced Scorecard



	Year One				Trend
	Qtr 1	Qtr 2	Qtr 3	Qtr 4	
Become the leading market in the Southeast for new business recruitment					
Connect companies to area technology assets					
Enhance community resources					
Promote importance of ED activities					
Recruit new companies					
Retain and expand existing companies					

	Year One				Trend
	Qtr 1	Qtr 2	Qtr 3	Qtr 4	
Become the leading place to start and grow a business in the Southeast					
Foster an entrepreneurial environment					
Provide members with resources to educate and grow their business					
Provide opportunities for businesses to enhance exposure					
Provide opportunities for members to connect					
Support small, minority, woman, and veteran owned businesses					

	Year One				Trend
	Qtr 1	Qtr 2	Qtr 3	Qtr 4	
Become the national leader in skilled and educated workforce					
Define ABBA's workforce needs and measure progress against that goal					
Ensure K-12 pipeline meets workforce needs					
Ensure workforce training is aligned with and meets business/workforce needs					
Have a high quality higher education system with outcomes that meet our workforce needs					

- Satisfactory Progress
- Unsatisfactory Progress
- Needs Improvement
- In Progress
- No Activity

- Trending Up
- No Change
- Trending Down

* Trending indicates progress from previous quarter to most recent quarter.

Balanced Scorecard



	Year One				Trend
	Qtr 1	Qtr 2	Qtr 3	Qtr 4	
Become the region's most effective voice for business					
Become the go-to place for well-considered public policy					
Celebrate and communicate Chamber success					
Elect business-friendly people					
Grow and retain membership					
Have better informed business people in the region on policy issues					
Have influence on the decisions of federal, state, and local government					

	Year One				Trend
	Qtr 1	Qtr 2	Qtr 3	Qtr 4	
Establish the infrastructure and support necessary to achieve status as ABBA					
Continually enhance IT capabilities					
Create and maintain positive work environment					
Provide Efficient and accurate operational and financial services					

The Balanced Scorecard is comprised of qualitative and quantitative metrics. Each objective shows progress rolled up to the strategy level for each quarter and how we are trending from the last quarter.

There is a key at the bottom of the page indicating the meaning of each icon and color. The guidelines behind the color of each puck is below. These guidelines are used in conjunction with the objective owners best judgment to show progress toward our goals.

Green>67% of goal
 33%<Yellow<67% of goal
 Red<33% of goal

In progress is an indication that activity occurred, but that activity is not enough to measure.

No activity is shown for strategies that do not have activity due to seasonal changes.

Trending indicates changes from quarter-to-quarter.

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* Trending indicates progress from previous quarter to most recent quarter.