

**SHRM-KC Balanced Scorecard
Feb-10**

Perspective	Strategic Objective	Key Metrics	Measurement Frequency	2009 Performance	Current Performance	3 - Stretch	2- Goal	1 - Caution	Raw Score	Weight (%)	Subtotal Score
Preserving Financial Stability	Grow Revenue Through Increased Participation	% of Budget Achieved	Monthly	-12.7%	37.0%	110.0%	100.0%	90.0%	0	15.0%	0.00
Serving the Professional	All	% of Members Who Are Satisfied from Member Satisfaction Survey Results (Satisfied, Somewhat Satisfied or Very Satisfied)	Annual	97.4%	97.4%	100.0%	95.0%	90.0%	2	10.0%	0.20
Improving Internal Processes	Grow Membership in Strategic Areas	% Growth in Net Membership (Recorded Quarterly as a YTD Cumulative Metric Compared to Same Quarter LY)	Quarterly	-29.4%	N/A	15.0%	10.0%	5.0%	0	15.0%	0.00
	Grow Membership in Strategic Areas	% Growth in SHRM National Membership (Recorded Monthly as a YTD Actual Metric Compared to Annual Target of 6% over LY)	Monthly	N/A	111.4%	110.0%	100.0%	90.0%	3	15.0%	0.45
	Improve On-Boarding Process	% of New Members Who Renew Membership After 1st Year (Recorded Monthly as a YTD Cumulative %)	Monthly	53.4%	43.9%	70.0%	65.0%	60.0%	0	10.0%	0.00
	Improve On-Boarding Process	% of New Members Who Are Satisfied from New Member Satisfaction Survey Results (Satisfied, Somewhat Satisfied or Very Satisfied)	Quarterly (Cumulative)	60.0%	100.0%	100.0%	95.0%	90.0%	3	10.0%	0.30
Advancing the Profession	Enhance Technology	Webinar Participants as a % of Quarterly Goal	Quarterly	33.5%	36.0%	125.0%	100.0%	75.0%	0	10.0%	0.00
	Deliver Quality/Timely Programs	% of Attendees Who Are Satisfied with the Monthly Program from Post Program Survey Results (Satisfied, Somewhat Satisfied or Very Satisfied)	Bi-Monthly (Cumulative)	74.6%	100.0%	100.0%	95.0%	90.0%	3	5.0%	0.15
	Deliver Quality/Timely Seminars	% of Attendees Who Are Satisfied with the Seminar from Post Seminar Survey Results (Satisfied, Somewhat Satisfied or Very Satisfied)	Bi-Monthly (Cumulative)	85.6%	96.6%	100.0%	95.0%	90.0%	2	5.0%	0.10
	Deliver Quality/Timely Webinars	% of Attendees Who Are Satisfied with the Webinar from Post Webinar Survey Results (Satisfied, Somewhat Satisfied or Very Satisfied)	Bi-Monthly (Cumulative)	100.0%	100.0%	100.0%	95.0%	90.0%	3	5.0%	0.15

Actual	1.35
Goal	2