

*VGFOA Vision: VGFOA, your ongoing partner to advance professional growth*

**GOAL 1 – Attract and maintain a diverse multigenerational membership**

*Strategy 1: Demonstrate value of membership*

- Action: Survey localities for interest in program
- Action: Create scholarship opportunities
- Action: Offer volunteerism opportunities
- Action: Broaden message to related professions
- Action: Recruit young professionals
- Action: Reach out to colleges near conference venues for participation

*Strategy 2: Diversify members and speakers*

- Action: Collaborate with current Associate members and Past Presidents for speaker opportunities
- Action: Reach out to organizations to attract underrepresented groups
- Action: Seek out more diverse speakers
- Action: Identify members and their areas of specialty
- Action: Identify skilled younger participants to deliver content from localities

*Strategy 3: Demonstrate value of membership*

- Action: Publicize and promote benefits and opportunities

**Goal 2 – Provide continuing professional development opportunities**

*Strategy 1: Provide consistent and quality education*

- Action: Continue development of Professional Development Program
- Action: Continue certificate program
- Action: Identify emerging topics
- Action: Secure program content and materials
- Action: Create survey to understand preferences on different types of delivery and develop content based on results

*Strategy 2: Maintain strong relationships with education partners and Associate members*

- Action: Solicit provider to develop new content
- Action: Identify partners (colleges, Associate members, retired members) and use as professional educators
- Action: Partner with GFOA for more technical training
- Action: Attract new educators: board members, county attorneys, financial professionals

### **Goal 3 – Strengthen engagement and communication**

#### *Strategy 1 – Strengthen participation*

- Action: Partner with finance leaders to encourage participation
- Action: Communicate value and benefits of participation in future careers
- Action: Offer interactive and engaging sessions
- Action: Utilize Past Presidents on special projects

#### *Strategy 2 - Strengthen engagement and enhance communication*

- Action: Short, quick media blasts
- Action: Establish policies on how information is disseminated to members from national organizations
- Action: Establish social media presence
- Action: Use online services for newsletters
- Action: Share information (education sessions, conferences, General Assembly Updates)
- Action: Develop social media policy

### **Goal 4 - Develop partnerships and leverage influence**

#### *Strategy 1 – Interact with other professional organizations*

- Action: Identify professional organizations to interact with
- Action: Develop opportunities with mutual benefits
- Action: Use new partnerships to recruit and increase membership and influences

#### *Strategy 2 – Actively assert positions on relevant topics*

- Action: Develop legislative initiative
- Action: Establish position statements on matters relevant to membership