

VGFOA Strategic Goals

March, 2016

1. *Provide Robust Educational Program*

1.1 Strategy: Provide consistent and quality certificate programs

1.1.1 Objective: Develop and deliver courses with consistent presenters and updated content

Action: Education/Regional Orgs to develop a subject matter expert (SME) group for each course (Summer 2016)

Action: SME/vendor to develop/review course content (by end of 2016)

Action: SME/vendor to partner up to deliver courses (2017 and beyond)

Action: Education to identify Virginia CPFOs to assist with CPFO review course (Fall 2016)

1.1.2 Objective: Routinely offer courses throughout the state

Action: Education/vendor to review historical offerings and develop future schedule (Summer/Fall 2016)

1.1.3 Objective: Outline continuing education requirements to maintain certificate credentials

Action: Education to reach out to other state GFOAs to outline implementation path (Fall 2016)

1.1.4 Objective: Develop a marketing/branding strategy

Action: Communications to develop marketing plan to expand participation (Fall 2016)

1.1.5 Objective: Increase online availability of VGFOA certificate courses

Action: Education/vendor to outline plan for core courses (Summer/Fall 2016)

Action: Education/vendor to outline plan for electives (Fall 2016)

1.1.6 Objective: Complete course development for all parts of the CPFO exam

Action: SME/vendor to develop final course (by end of 2016)

1.2 Strategy: Make conferences more attractive to a wider group of individuals

1.2.1 Objective: Consider remote participation (webcast) of general sessions

Action: Communications to research technical requirements and cost for Board consideration (by end of 2016 to incorporate into 2017 budget)

1.3 Strategy: Develop and offer other training programs

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1.3.1 Objective: Develop a set of one/two day supplemental programs to be offered regionally

Action: Education to identify topics/programs to consider, such as leadership, technology, government/policy, compliance, trends, interactive round-tables (Summer 2016)

Action: Develop a SME/vendor group to develop/review course content (by end of 2016) for other training programs

Action: Education to reach out to vendors to determine willingness to partner on development of program (Summer 2016)

Action: Education to consider RFP for supplemental program (Summer 2016)

1.3.2 Objective: Consolidate the Regional Orgs Committee into the Education Committee

Action: Regional Org and Education Committees to develop a transition plan (Summer 2016)

Action: Update VGFOA Policies and Procedures (Fall 2016)

2. Robust Mentoring and Networking

2.1 Strategy: Create and develop a mentorship program in which the membership will actively participate.

2.1.1 Objective: Utilize strengths of membership to help foster development of others

Action Step: Determine which committee will assume responsibility of the mentoring program by restructuring the existing committee assignments (bring recommendation to August/September Board meeting)

Action Step: Solicit volunteers to be mentors/ mentees (October 2016 Conference)

How: Leadership, coaching; matching mentors and mentees

Action Step: Create mentorship program (Launch at Spring 2017 Conference with announcement)

What: One on one; roundtables; video conferencing; group discussions

Where/When: At conferences; regional events; online; conference calls; training classes

2.2 Strategy: Utilize current resources to further expand networking opportunities among membership

2.2.1 Objective: Expand networking through electronic communications

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Action Step: Promote networking program in an email blast after announcement at conference to brainstorm topic ideas [May 2016 Conference kick-off (possibly Renee's Presidential remarks)]

Action Step: Solicit input for networking topics, events, and activities that membership would like discussed with other members through a quarterly SurveyMonkey [who: Admin/ Communications Committee]

Action Step: Use current communication tools (LinkedIn, listserv, newsletter) to give awareness to issues facing our membership [Who: Communications Committee]

Action Step: Utilize GoToMeeting type software to provide online forums for discussion on topics such as a new GASB statement [Who: Communications Committee]

2.2.3 Objective: Have networking events to build relationships (Committee assignment TBD; October 2016)

3. Broaden VGFOA's "Finance" Umbrella

3.1 Strategy: Inform under-represented membership groups of intent to better serve their needs

3.1.1 Objective: Annually, at the March meeting, the Board will determine which under-served group to focus on for the upcoming year.

3.1.2 Objective: E-mail employees in under-represented groups

Action Step: Identify who they are (Admin. Staff – April 1, 2016)

Action Step: Create e-mail from the President and send to the selected group by April 15, 2016 with the following components:

- Announce intentions;
- Save-the-date for Fall Conference; and
- Notification of forthcoming survey.

3.1.3 Objective: Survey persons identified in Objective 1-1 to determine their needs

Action Step: Create the survey (TBD)

Action Step: Send survey via e-mail from the President sometime in May

Action Step: Analyze the results (TBD) in June

3.2 Strategy: Create quality offerings at Conference(s)

3.2.1 Objective: Determine topics during the conference planning process (Conference Committee)

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3.2.2 Objective: Develop conference sessions, reach out to possible speakers and form agenda; offer as concurrent sessions (Conference Committee)

3.2.3 Objective: Communicate to persons identified in Strategy 1

Action Step: Provide the results of the survey and conference session offerings

Action Step: Free conference registrations for first-time attendees in targeted areas of Budget and Risk Mgmt.

Action Step: President creates e-mail to communicate the above information (August 1)

3.3 Strategy: Evaluate Strategies 1 and 2

3.3.1 Objective: The Conference Committee will perform an evaluation after the Fall Conference.