

VGFOA Strategic Planning Matrix: 2012										
Goals	Action Steps	Year	Committee(s)	Focus Areas						
				Outreach	Professional Development	Membership	Education	Legislative	Leadership	
1	Continue to strengthen our educational offerings									
a	Utilize an annual report process to track attendance at various educational courses	Ongoing	Education						x	
b	Strive to add one to two courses per year	Ongoing	Education						x	
c	Evaluate whether any VGFOA courses should be discontinued, modified or undergo change in course content	Ongoing	Education						x	
d	Strive to add one to two web-enabled courses per year	Ongoing	Education						x	
f	Evaluate whether to add "tracts" at spring or fall conferences (budget, schools, authorities)	2013	Conferences						x	
g	If Board desires to implement a tract system, determine a conference at which this can be piloted and assessed for further expansion	2014	Conferences					x	x	
j	Re-write budget course	2013	Education							
l	Expand pool of available instructors	Ongoing	Education	x	x	x	x			x
m	Provide CPE credit for regional organization courses	Ongoing	Education/Regional Organization	x				x		
2	Increase our legislative profile									
c	Participate in government reform discussions	Ongoing	Board						x	x
e	Work with GFOA to understand their methodology of legislative leadership at the federal level	2012	Officers						x	x
3	Continue to strengthen regional organizations									
a	Ensure each regional organization remains active with several events per year	Ongoing	Regional Orgs	x	x	x	x			
b	Ensure each regional organization has a committee that has representation from multiple communities throughout the region	Ongoing	Regional Orgs	x	x					x
c	Monitor regional organization interest and participation to consider need for new regions	Ongoing	Regional Orgs	x	x	x	x			
d	Evaluate whether current administrative structure for regional organizations is meeting needs	Ongoing	Regional Orgs					x		x
e	Evaluate the need for policy revisions based on evolution of regional organizations	Ongoing	Regional Orgs/Board							x
g	Evaluate annually the support requirements from Administrator versus the level of work done by the committees; make changes as needed	Ongoing	Regional Orgs	x						
4	Advocate further the government finance professional									
a	Participate in CAFR certificate and budget award presentations when invited	Ongoing	President	x	x					x
b	Continue scholarship offerings; evaluate changes that might be appropriate	Ongoing	Membership & Awards	x	x			x		x
c	Continue newsletter articles that focus on individuals	Ongoing	Communications		x					
d	Evaluate methods to advocate government finance professional at college and university level	2012	President	x				x		x
e	Develop a method whereby Past Presidents may assist with furtherance of the government finance professional	Ongoing	Past President	x	x					x
f	Continue inviting our student scholarship recipients to attend our conferences - consider fall as well as spring conferences	Ongoing	Membership & Awards	x				x		x
g	Implement permanent program of flagging first time conference attendees so Board members can invite their further participation	2013	Conferences	x	x	x				x

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5	Promote more brand recognition for VGFOA								
a	Develop a formal outreach program for communities with no current VGFOA involvement - consider offering one free conference or course attendance for one member of each locality not currently involved in VGFOA	2013	Membership & Awards	x	x	x	x		x
c	Continue preparing VGFOA responses to GASB exposure drafts	Ongoing	Standard Setting						
d	Continue the practice of announcing Board members at the start of our annual conferences	Ongoing	President						x
f	Promote Virginia representation on GFOA committees and Executive Board as well as attendance at annual conference	Ongoing	Board						x
6	Expand social media								
a	Evaluate daily or weekly posting of topics and events on Facebook to encourage participation	2012	Communications	x		x			
b	Continue to evaluate and expand social and professional media while ensuring we will maintain what we establish	2013	Communications	x	x				
c	Bring recommendations to Board concerning next steps with social media	2013	Communications	x		x			x
d	Consider creating a presence on LinkedIn	2013	Communications	x	x				
7	Maintain VGFOA long-term sustainability								
a	Develop a policy pertaining to maintenance of, use of and replenishment of VGFOA fund balance	2012	Treasurer/Board						x
b	Continue current practice of very carefully undertaking annual budget process with long term planning in mind	Ongoing	Board						x
c	Evaluate current committee composition and recommend changes that may be appropriate	2012	Board						x
e	Continue expanding pool of vendors available for sponsorship and exhibition at conferences	Ongoing	Associate Member Relations	x					x
f	Solicit input from associate members to ensure our policies and practices are working well for them so as to ensure continued strong relationships	Ongoing	Associate Member Relations	x		x			x
h	Periodically evaluate membership fees with goals of upholding value to membership and avoiding large single year increases	Ongoing	Membership and Awards/Board			x			
i	Consider implementation of a "buddy system" to match first time attendees with Board members	2013	Membership and Awards	x		x			x
8	Continue collaborative efforts with other professional organizations								
a	Participate with VML and VACO when possible	Ongoing	Officers	x	x			x	x
b	Continue relationship with GFOA through inviting GFOA Board members to speak at our conferences	Ongoing	Officers	x	x		x		x
e	Collaborate and communicate with other professional organizations to include: VSCPA, TAV, VML, VACO, VFC, VASBO, VLGMA, VLGAA, Internal Audit group,	Ongoing	Board	x	x			x	x
f	Evaluate methods of storing list serve discussion topics for future reference	2013	Communications	x			x	x	x