

VGFOA
Strategic Goals
October 5, 2018

Provide Financial Sustainability

Strategy: Strengthen Membership

Objective: Create competitive rate structure

Action Step: Review fees annually

Action Step: Explore new revenue opportunities

Objective: Demonstrate value of membership

Action Step: Document benefits/perks of membership

Action Step: Distribute benefits with membership invoices

Action Step: Post membership benefits on website

Action Step: Find/create new benefits

Strategy: Strengthen Associate Members Relationships

Objective: Create competitive rate structure

Action Step: Review fees annually

Action Step: explore new revenue opportunities

Objective: Enhance visibility

Action Step: create exhibiting opportunities

Action Step: Survey for improvements

Objective: Recruit new sponsors

Recruit New Professionals

Strategy: Attract young professionals to VGFOA

Objective: Create millennial/Gen-Z commission

Action Step: Recruit from membership and demographics

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Objective: Create scholarship for young professionals

Action Step: Offer free membership and conference attendance for a year in exchange for committee involvement

Objective: Create conference offerings that appeal to young professionals

Action Step: Offer volunteerism event

Strategy: Increase membership statewide

Objective: Make contact with potential members

Action Step: Identify individuals who currently do not participate in VGFOA (done)

Action Step: Make personal contact to offer free initial annual membership

Action Step: Compare VT/GNAC participants with VGFOA membership

Action Step: Create a goal of "X" new members/locality representation each year

Robust Professional Development

Strategy: Provide consistent and quality education

Objective: Develop professional and interpersonal skills among membership

Action Step: Include in conference agenda

Action Step: Add live event with VT

Strategy: Expand networking opportunities

Objective: Have networking events to build relationships

Action Step: Offer volunteer opportunities at preconference

Action Step: Coordinate statewide networking opportunities defined by Board member/Committee locations.

Action Step: Continue new member lunch at conferences

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Committee Engagement and Participation

Strategy: Recruit and utilize members

Objective: Define committee roles

Action Step: Create annual action plan for each committee

Action Step: Assign tasks to committee members

Strategy: Develop Board member candidates

Objective: Educate and cultivate committee participation in members for leadership roles

Action Step: Rotations among committees