



CGFOA Strategic Plan 2026-2028

GUIDING PRINCIPLES

VISION: Colorado's government finance is the standard for excellence.

MISSION: CGFOA advances excellence in government finance by providing professional development, supporting a thriving finance community, enhancing careers, promoting service in the field, and advocating for up-to-date, ethical, and high-quality service in Colorado.

VALUES

Connection: We prioritize relationships, so people feel connected, included, and supported. This engenders excellence and retention in the field.

Quality: We maintain the highest standards in all we do, so we can serve our members and drive excellence in government finance.

Equity, Diversity, and Inclusion: We respect each person's inherent dignity, value, and potential, and know we are strongest with a diverse community. We foster a culture that focuses on common ground and each person's unique strengths, including diverse experiences, perspectives, and abilities.

Learning: We believe knowledge, skills, tools, and a learning orientation are necessary for Colorado finance professionals to be the best in class.

Responsiveness: Able to secure meaningful input, respond with humility, and move quickly in response to changing needs and environment.

STRATEGY

STRATEGIC ORIENTATION

CGFOA's orientation for the next three years *is twofold:*

- 1. Invest in the organization's foundations to increase perceived value and engagement. By focusing on quality, connections, communication, technology, and elevating the profession, we can grow and build a solid foundation for significant future growth.*
- 2. Innovate and become more responsive to remain relevant and thrive. Professional membership associations can fall prey to becoming static and failing to meet the ever-changing needs of members and the field. By renovating CGFOA (adjusting and adding services and staying current on members' needs), we can maintain a vibrant and attractive organization.*



STRATEGIC PLAN 2026-2028

Vision for where we are in 3 years:

- CGFOA has a thriving and connected community.
- CGFOA is well known and accessible to professionals in Colorado.
- CGFOA is promoting career progression and advancement.
- CGFOA is cultivating government finance workforce development.

Goals and Objectives

Goal 1: Focus on outreach and engagement to existing members.

Objective 1a: More members participating in education/social/volunteer events and roles than just attending the annual conference.

Goal 2: Increase outreach to potential members and underrepresented communities in the profession.

Objective 2a: Reach more potential members through targeted outreach to rural communities, special districts, school districts, universities, state agencies, and other organizations.

Goal 3: Ensure educational offerings are high quality, accessible, relevant, and timely.

Objective 3a: Keep the existing level of education committee engagement.

Objective 3b: Explore additional in-person training opportunities.

Goal 4: Provide professional development to prepare future leaders in government finance.

Objective 4a: Offer coaching and mentoring opportunities to existing and potential members.

Goal 5: Be responsive and innovative in meeting evolving member needs.

Objective 5a: Consistently survey and listen to member feedback, making changes where appropriate.

Objective 5b: Explore improved technology to give a better member experience.