



## CGFOA Strategic Plan Closeout 2022-2025

### **STRATEGIC PLAN 2022-2025**

#### **Vision for where we are in 3 years**

- CGFOA is a thriving and connected community
- CGFOA has a strong credibility and reputation in the field
- CGFOA is well-known and accessible
- CGFOA is the first thought when they need help
- CGFOA is driving the conversation about government finance
- CGFOA is promoting professions in government finance
- CGFOA's membership is inclusive of entry-level management professionals
- CGFOA involvement leads to career advancement

#### **Goals and Objectives**

**Goal 1:** Build an accessible, inclusive community representative of diverse perspectives, experiences, and skills.

- ★ Increase in the number of members as well as the number of conference attendees
- ★ Expanding the Colorado Tax Auditor Coalition (CTAC) programming to include quarterly meetings as well as virtual/hybrid opportunities
- ★ Added scholarship and grant opportunities to make education and membership more accessible to everyone
- ★ Diverse representation of professionals on our Board of Directors

**Goal 2:** Ensure educational offerings are higher quality, more accessible, relevant, and timely.

- ★ Growing the education committee and increasing virtual CPE courses by over triple the amount
- ★ Added to the mini conference with additional days of education sessions and preconference sessions
- ★ Offer Immersion Series twice annually online and once in person
- ★ Kept education sessions cost-effective for our members

**Goal 3:** Create new opportunities for real-time member connections and resource-sharing.

- ★ Created and promoted an online member forum
- ★ Created a new mentorship program
- ★ Added social/informational coffee chats to virtual programming
- ★ Changed the annual golf tournament to a popular Topgolf Social event

**Goal 4:** Add innovative new services in keeping with evolving member needs.

- ★ Added staff and staff resources
- ★ New, professional management of the organization's events and education program
- ★ Created a new mentorship program

### **Developmental Priorities**

**Priority 1:** Develop a robust system for gathering member input, making decisions and adjustments in response, and reporting out to members.

- ★ Increased the number of member surveys and lines of communication

**Priority 2:** Increase engagement of members as volunteers by creating a more sophisticated infrastructure and improving the volunteer experience.

- ★ Staff began managing the volunteer program and tracking volunteer benefits
- ★ Added annual volunteer appreciation event
- ★ Improved opportunities for volunteers' pathway to board members and leaders

**Priority 3:** Invest in external marketing and expand internal communications.

- ★ New logo and brand assets
- ★ More outreach at other organizations' events and meetings to promote CGFOA
- ★ Joined the Western Coalition allowing members access to training opportunities across multiple states