



STRATEGIC PLAN

2024

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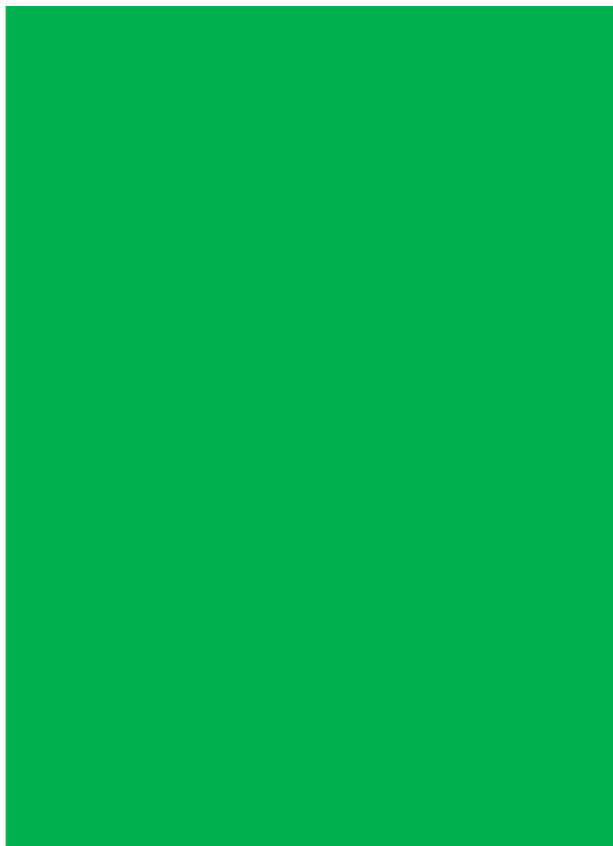
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DEC 2022

**Fostering Excellence in
Governmental Financial
Management in Georgia**



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**GEORGIA
GOVERNMENT
FINANCE OFFICERS
ASSOCIATION**

INTRODUCTION

The Georgia Government Finance Officers Association (GGFOA) was created in 1985. Members came from state, county and city governments; school districts, colleges and universities; authorities and special districts; and private firms. At its founding, the purpose of the association was:

- To promote the use of efficient financial management systems by government organizations within the State of Georgia;
- To improve the knowledge and skills of all individuals concerned with government finance;
- To promote development of mutually understandable accounting, auditing budgeting and record-keeping systems in cooperation with the Government Accounting Standards Board, and all other organizations with similar goals;
- To promote a forum for the discussion and analysis of financial problems arising under the laws of Georgia;
- To promote the enhancement of employment standards, ethics, and conditions for public finance practice within the State of Georgia and;
- To promote the achievement of greater success in efficiency and service of government and the evolution of closer relationships and understanding among those concerned with governmental finance in public jurisdictions of Georgia.

While the purpose of the association remains viable, change has affected the roles and functions of state and local government finance officers. To remain vital, organizations must periodically take stock of where they have been and where they are going. Voluntary associations like GGFOA must look to the future, anticipate changes and set goals that will move the organization in the right direction. Recognizing this need, in 1990, GGFOA created the GGFOA 2000 Task Force. Its goal: “to determine where GGFOA wants to be in the year 2000 and to determine how we get there.”

The strategic plan was adopted by the GGFOA Executive Board in August 1991 and by the GGFOA membership at its annual conference in October 1991. Through the process, this plan emerged from the association’s membership, a product of considerable reflection, discussion and foresight. In taking stock in itself, the association seemed to like where it has been; the mission statement and newly formulated purposes and goals relate directly to, and build upon, the basic purposes articulated at its founding in 1985. Like any meaningful plan, this plan is a living document, allowing the organization latitude to change direction from time to time, reflecting fundamental changes in its environment. The Strategic Planning Committee has since updated the plan on four separate occasions in 2003, 2005, 2013, and 2023. This update is through the year 2033. Clearly, while this document provides specific direction, it reflects recognition that GGFOA is a growing and dynamic organization and an increasingly diverse of association government finance professionals as well. This plan is intended to help these professionals get to “where they want to be in the year 2033.”



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MISSION STATEMENT

To promote and foster excellence in governmental financial management through programs that enhance the abilities, knowledge, and influence of the government finance professional

CORE PROFESSIONAL VALUES

- ~ Education and Enrichment*
- ~ Sharing Information and Resources*
- ~ High Standards of Practice*
- ~ Service to Profession*
- ~ Integrity, Creativity, and Accountability*
- ~ Networking*



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Georgia GFOA in the Year 2033

A Prospective Profile

- Membership- 1,500
- Members from 120 (75%) of Georgia counties, 250 (50%) of its cities and 100% of consolidated and unified cities and counties.
- Membership representation from Georgia authorities, special districts and other government agencies.
- An established statewide legislative network that continually monitors and provides for GGFOA input on both state and federal finance-related legislation.
- Support ACFR, PAFR, and Budget Awards program to recognize outstanding financial reports that meet the GFOA guidelines.
- 50% of Georgia Local Governments preparing ACFR's and receiving GFOA Certificate of Achievement in financial reporting.
- A monthly newsletter, quarterly training programs and quarterly executive board meetings.
- Increased awareness of GGFOA as a premiere organization.
- Stay current with technological advancements in order to provide relevant resources to GGFOA members.
- Increase civic engagement to educate the public and elected officials regarding local government finance regulations and best practices.
- Support attainment of certification in recognized public financial programs.



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The mission of the Georgia Government Finance Officers Association is served by an Executive Board and the seven standing committees, each with a clearly articulated purpose.

Board of Directors:

To provide leadership, organizational structure, and administrative support to the membership that will facilitate the accomplishment of the mission and goals of the association.

Statement
of Purpose

STANDING COMMITTEES:

ANNUAL CONFERENCE

To organize an informative and educational, annual conference in which relevant issues concerning cities, counties and other governmental agencies are addressed.

CAREER DEVELOPMENT

To improve the professional and technical expertise of government finance officials and those working with governments in various capacities through an expanded education program and other opportunities.

COMMUNICATIONS

To provide a source of timely information concerning the organization, members and any other relevant topics which affect the membership. To distribute this current information in the newsletter and special editions when appropriate. Also, to provide for posterity, a written and photographic record including GGFOA membership, officers, meetings and other significant events.

GOVERNMENT RELATIONS/STRATEGIC PLANNING

To provide input into the legislative, executive, and judicial policy processes at the state and federal levels of government, focusing on laws and regulations that impact government finances. To monitor the implementation of the goals of the strategic plan on a five-year interval.

MEMBERSHIP

To increase membership and involvement in the association by broadening the base of participation and increasing awareness of the association's benefits among prospective members.

SCHOLARSHIPS and AWARDS

To encourage participation of governmental entities in the Government Finance Officers Association's Distinguished Budget Presentation Award and Certificate of Achievement for Excellence in Financial Reporting as well as providing a meaningful awards program recognizing contributions and achievements of individual members. To recognize outstanding performance by Georgia residents in undergraduate and /or graduate study in accounting/finance and to encourage careers in the public finance arena.

TECHNICAL RESOURCES

To serve the membership by initiating and developing information resources needed by the government finance professional and by responding to technical inquiries on the website and requests for information and assistance.



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**GGFOA
EXECUTIVE
BOARD**

OFFICERS

*Sheryl Bowman, President
Treasury Accounting Manager
City of Atlanta*

*Cindy West, 1st Vice President
Director of Finance
City of Statesboro*

*Linda Cook, 2nd Vice President
Finance Director
Putnam County*

*Ashlan Webb, Treasurer
Deputy Finance Director
City of Convington*

*Andria "Lisa" Williams, Secretary
Controller
DeKalb County*

*Laurie Puckett, Historian
Deputy Director of Finance
Gwinnett County*

*Angie Sorrow, Past President
Court Financial Administrator
Henry County Government*

DIRECTORS

*Abby Branan, Director
Director of Finance & Purchasing
Lumpkin County*

*Vita Dotson, Director
Budget Supervisor
Gwinnett County*

*Susan Van Nus, Director
Budget Analyst
City of Suwanee*

*Becky Norris, Director
Court Financial Administrator
Henry County Probate Court*

**COMMITTEE
CHAIRS**

COMMITTEE

*Donna McGinnis, Annual Conference Chairperson
Internal Auditor/ Compliance Officer
Columbus Consolidated Government*

*Jennifer Fricks, Scholarship/Awards Chair
Finance Director
City of Social Circle*

*Donna Todd, Communications Chair
Accounting Technician
Putnam County Board of Commissioners*

*Amy Bennett, Membership Chair
Finance and Administration Division Manager
City of Gainesville*



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COMMITTEE

Ramona Bivins, Career Development
Chief Financial Officer
City of Douglas

Carlos Encinas, Government Relations Chair
Senior Associate
Alston & Bird, LLP

Kevin Hutcheson, Technical Resources Chair
Budget and Purchasing Manager
City of Gainesville

Jennifer Chamblee, Technical Resources Co-Chair
Senior Financial Analyst
City of Gainesville



**GEORGIA
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ASSOCIATION**

Committee

GOALS

**STRATEGIC
PLAN**

GEORGIA GOVERNMENT FINANCE OFFICERS ASSOCIATION

GGFOA GOALS

Education and Enrichment

GOAL ONE

Continue to meet the professional development needs of current and prospective members as the association grows and diversifies.

Actions

- Conduct periodic surveys of association members to determine training needs. **(Career Development, Technical Resources)**
- Ensure that all association training programs qualify for Continuing Professional Education (CPE/CEU) credits for the Carl Vinson Institute of Government's Local Finance Officers Certification Program, Public Finance Leadership Academy Program, and the Government Finance Officer Association's Certified Public Finance Officer Program. **(Career Development)**
- Offer remote training opportunities and a library of professional resources for membership. For example, promote webinars such as "Wednesdays News You Can Use" on website and through email blast to members. **(Career Development)**
- Recommend venues for future annual conferences 3 years in advance and secure contracts no less than 2 years in advance. **(Annual Conference)**
- Encourage member participation in the Carl Vinson Institute of Government's Local Finance Officers Certification Program, Public Finance Leadership Academy Program, and the Government Finance Officer Association's Certified Public Finance Officer Program. **(Career Development)**
- Provide employment opportunity listing to the membership by website. **(Executive Board)**
- Promote training and resource opportunities to achieve financial awards and certifications. **(Career Development, Scholarship and Awards)**

GOAL TWO

Continue to develop programs that provide education opportunities that improve the quality of financial management in governmental units

Actions

- Develop a procedure whereby on an annual basis professional organizations such as ACCG and GMA are used as a resource to identify opportunities in government. **(Scholarships and Awards, Technical Resources, Membership)**
- Create a committee involving representatives of undergraduate programs from the state's colleges and universities to develop a proposal for establishing a "Government Finance Internship Program." **(Scholarship and Awards)**

GOAL THREE

Identify ways to encourage joint sponsorship of training activities with related organizations

Actions

- Coordinate training opportunities with GGFOA business partners and the Carl Vinson Institute of Government to leverage partners' subject matter expertise to enhance members' professional education. **(Career Development)**



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GOAL FOUR

Establish mechanisms to continue to ensure timely and effective communication with the membership.

Actions

- Prepare an annual interactive calendar on website of association activities with specific dates for newsletters, bulletins, government training opportunities, legislative updates and other association publications. (**Communications**)
- Publish an annual directory with information about GGFOA's long-term purpose, goals, and plans, as well as information about the association's annual activities. (**Technical Resources**)
- Expand and enhance the GGFOA website to meet the demands of the membership. (**Technical Resources**)
- Develop a listserv on the GGFOA website for the membership to ask questions and/or experts to post information. (**Technical Resources**)

GOAL FIVE

Identify ways to increase opportunities for association members to serve as instructors, speakers, and moderators at the annual conference, career development seminars, and webinars.

Actions

- Provide for posterity a historical record including GGFOA membership, officers, meetings and other significant events. (**Membership, Career Development, Annual Conference, Historian**)
- Provide opportunities to encourage membership participation and involvement in GGFOA. (**Annual Conference**)
- Develop criteria to identify members as a resource to serve as instructors, speakers and moderators at annual conference, career development, and workshops. (**Membership, Annual Conference**)
- Provide more opportunities for Associate Members to interact with regular membership. (**Membership, Annual Conference, Career Development**)
- Provide guidelines to conference and career development presenters and instructors to ensure consistency and continuity in delivery of training and instruction. (**Annual Conference**)

GOAL SIX

Develop a framework to address state and federal issues that impact public sector financial management.

Actions

- Government Relations Committee members and/or lobbyists monitor State and Federal legislation. Also, coordinate with ACCG and GMA to arrange for association input into their annual legislative package. (**Government Relations**)

GGFOA GOALS

Sharing Information and Resources



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GGFOA GOALS

Sharing Information and Resources



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GOAL SIX (CONTINUED)

- Continue to meet with representatives from the Governor's Office to explore options for association input into the formulation of the Governor's legislative package. (**Government Relations**)
- Contact and request an association role in various national organizations that monitor and provide input into federal policy decisions (e.g., Council of State Governments, National Association of State Budget Officers, GFOA). (**Government Relations**)
- Develop and implement a Georgia GFOA focus group. (**Government Relations**)
- Request that the association annually be placed on the agenda of the "Biennial Institute for the Georgia Legislators" held at the University of Georgia. GGFOA members could serve as presenters, panel members, etc. (**Government Relations**)

GOAL SEVEN

Establish strategies for communicating with elected officials and general public to increase their awareness and understanding of the government finance officer's role in managing complex financial issues.

Actions

- Request the opportunity for the association to participate in ACCG and GMA conferences and annual conventions and to display information about the association in their exhibit areas. (**Executive Board**)
- Include Georgia members of congress and key elected and appointed state officials on the mailing lists of the GGFOA newsletter and legislative agendas. (**Government Relations, Communications**)
- Develop and maintain a web page on state and federal legislative committees' assignments to provide a mechanism for issuing "urgent" communications on pending legislation and put a link to this information on the GGFOA website. (**Government Relations, Technical Resources**)

GOAL EIGHT

Establish forums to exchange information between government finance professionals

Actions

- Identify various finance-related topics of current interest and arrange conferences or meetings on those topics. (**Career Development, Annual Conference**)
- Establish a subcommittee consisting of both CPA's and other government finance personnel to prepare written responses to GASB exposure drafts for review and approval by the association's Executive Board. (**Government Relations**)

GOAL EIGHT (CONTINUED)

- Enhance our membership directory online to provide information on each member, including area of expertise and contact information. (**Membership, Technical Resources**)
- Post articles of interest to the GGFOA members on the website. (**Communications, Technical Resources**)
- Establish a resource library on the website for written material, publications, webinars and past convention presentations which would be made available to membership. (**Technical Resources**)
- Maintaining contact with Georgia Department of Audits, Georgia Department of Revenue and the University of Georgia's Carl Vinson Institute of Government. (**Government Relations**)

GOAL NINE

Develop programs to promote a continuing commitment to the association's core professional values.

Actions

- Maintain GGFOA literature to include the core professional values of GGFOA. (**Executive Board**)
- Emphasize core professional values in the association's seminars, annual conference and its publications and programs. (**All Committee**)
- Assess and approve programs (e.g., training programs, annual conferences, scholarship programs, and newsletter) of GGFOA to ensure that they reflect a commitment to the association's core professional values. (**Executive Board**)
- Promote increased awareness of GGFOA as a premiere organization in order to heighten recognition and influence among other organizations and policy-makers. (**Communications, Government Relations**)

GOAL TEN

Develop a plan for conducting needs assessments periodically to ensure that all educational needs of the membership are being addressed.

Actions

- Conduct a membership needs survey at the annual conference. Major results of the survey to be reported to the Executive Board. (**Annual Conference**)
- Conduct periodic surveys of other state GFOA's to explore their career development programs and conference agendas. (**Career Development, Annual Conference**)
- Foster partnerships with other government-related groups in the state through attendance at their meetings or conferences. (**Career Development, Annual Conference**)

GGFOA GOALS

High Standards of Practice



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GGFOA GOALS

Service to Profession



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GOAL ELEVEN

Structure the Executive Board in a fashion that continues the historical cohesiveness that has marked previous boards while ensuring maximum member participation and access.

Actions

- Prepare and maintain an updated profile of the association's membership, including such information as a member's profession, city/county affiliation, and type of membership. **(Membership)**
- Monitor changes in membership to ensure that the Executive Board continues to be representative of the entire membership. **(Membership)**

GOAL TWELVE

Identify meaningful opportunities for members to participate in association activities, including participation on association committees and the Executive Board.

Actions

- ~~###~~ Contact new members via email, welcoming them to the association, and informing of upcoming activities. **(Membership)**
- Form a new member reception at the annual conference to inform membership about GGFOA opportunities and how to become involved. **(Membership, Annual Conference)**
- Provide an electronic email, including a new-member packet and recognition announcements. **(Membership, Annual Conference)**
- Develop a recruitment plan to attract a broad statewide membership base: one that represents large and small governments, state and regional agencies, and other professional organizations. **(Membership, Annual Conference)**

GOAL THIRTEEN

Establish methods to increase participation of association members in national GFOA and its standing committees and Executive Board; to increase participation of association members in other state and regional professional organizations; and to increase the association's interactions with other GFOA state organizations, especially in the Southeast region.

Actions

- Continue to provide articles for publication in the GGFOA newsletter describing the work of GFOA standing committees and inform association members of the procedures for appointment to the standing committee. **(All Committees)**

GOAL THIRTEEN (CONTINUED)

- Invite GFOA and other professional organizations to send representatives to the association's annual conference to inform association members of their organization's activities and invite association members to participate in those activities. (**Annual Conference**)
- Invite neighboring state GFOAs to send a representative to the association's annual conference to discuss their activities for the coming year. (**Annual Conference**)
- Subscribe to other state GFOA newsletters and/or websites within the region and explore with them the feasibility of publishing material that would be of interest to finance officials in different states. (**Communications**)

GOAL FOURTEEN

Identify mechanisms to increase the association's participation in GFOA's Certificate of Achievement, PAFR and Distinguished Budget Award programs.

Actions

- Periodically publicize information from the rating services and national GFOA regarding the significance attached to governmental units having certificates of achievement when considering bond ratings. (**Communications, Technical Resources**)
- Include in the award section of the GGFOA website Georgia local governments who received GFOA and other awards. Also include in this section a description of the award programs available and links to the applications. (**Technical Resources**)

GOAL FIFTEEN

Establish mechanisms to ensure that educational opportunities are provided to the membership at the lowest possible cost.

Actions

- Conduct a statewide inventory of potential training facilities, including facilities owned by employers of association members. (**Annual Conference**)
- Develop a network of qualified speakers/trainers using association members, as well as speakers from other state and out-of-state organizations. (**Career Development**)
- Develop strategies (i.e., offering the same training program in more than one location) that minimize the cost of participation in association-sponsored training programs. (**Career Development**)
- Communicate free webinars/educational opportunities on website and through emails to membership. (**Technical Resources**)

GGFOA GOALS

Service to Profession

Integrity, Creativity, and Accountability



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GGFOA GOALS

GOAL SIXTEEN

Establish formal relationships with other public interest groups, agencies, and institutions whose purposes and interests are similar to GGFOA's.

Actions

- Maintain working relationships with the Georgia Municipal Association (GMA), Association County Commissioners of Georgia (ACCG), Georgia Association of Tax Assessors, and two committees of the Georgia Society of Certified Public Accountants (GSCPA): Governmental Accounting Committee and the Industry, Government and Education Committee, Carl Vinson Institute of Government, Department of Community Affairs (DCA), State Auditor and School Boards Association. (**Executive Board**)
- Establish and maintain links to these groups on the GGFOA's website. (**Technical Resources**)
- Develop joint projects with other organizations. (i.e. training, compliance manual.) (**Executive Board**)
- Request that the association's leadership join similar government-related organizations. (**Executive Board**)

Networking



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Committee

OBJECTIVES

**STRATEGIC
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GGFOA COMMITTEE OBJECTIVES

ANNUAL CONFERENCE

Actions

- Recommend venues for future annual conferences 3 years in advance and secure contracts no less than 2 years in advance. **(Goal One)**
- Provide for posterity a historical record including GGFOA membership, officers, meetings and other significant events. **(Goal Five)**
- Provide opportunities to encourage membership participation and involvement in GGFOA. **(Goal Five)**
- Develop criteria to identify members as a resource to serve as instructors, speakers and moderators at annual conference, career development, and workshops. **(Goal Five)**
- Provide more opportunities for Associate Members to interact with regular membership. **(Goal Five)**
- Provide guidelines to conference and career development presenters and instructors to ensure consistency and continuity in delivery of training and instruction. **(Goal Five)**
- Identify various finance-related topics of current interest and arrange conferences or meetings on those topics. **(Goal Eight)**
- Emphasize core professional values in the association's seminars, annual conference and its publications and programs. **(Goal Nine)**
- Conduct a membership needs survey at the annual conference. Major results of the survey to be reported to the Executive Board. **(Goal Ten)**
- Conduct periodic surveys of other state GFOA's to explore their career development programs and conference agendas. **(Goal Ten)**
- Foster partnerships with other government-related groups in the state through attendance at their meetings or conferences. **(Goal Ten)**
- Form a new member reception at the annual conference to inform membership about GGFOA opportunities and how to become involved. **(Goal Twelve)**
- Provide an electronic email, including a new-member packet and recognition announcements. **(Goal Twelve)**
- Develop a recruitment plan to attract a broad statewide membership base: one that represents large and small governments, state and regional agencies, and other professional organizations. **(Goal Twelve)**
- Continue to provide articles for publication in the GGFOA newsletter describing the work of GFOA standing committees and inform association members of the procedures for appointment to the standing committee. **(Goal Thirteen)**



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ANNUAL CONFERENCE (CONTINUED)

- Invite GFOA and other professional organizations to send representatives to the association's annual conference to inform association members of their organization's activities and invite association members to participate in those activities. **(Goal Thirteen)**
- Invite neighboring state GFOAs to send a representative to the association's annual conference to discuss their activities for the coming year. **(Goal Thirteen)**
- Conduct a statewide inventory of potential training facilities, including facilities owned by employers of association members. **(Goal Fifteen)**

CAREER DEVELOPMENT

Actions

- Conduct periodic surveys of association members to determine training needs. **(Goal One)**
- Ensure that all association training programs qualify for Continuing Professional Education (CPE/CEU) credits for the Carl Vinson Institute of Government's Local Finance Officers Certification Program, the Government Finance Officer Association's Certified Public Finance Officer Program, and Public Finance Leadership Academy (CVIOG). **(Goal One)**
- Offer remote training opportunities and a library of professional resources for membership. For example, promote webinars such as "Wednesdays News You Can Use" on website and through email blast to members. **(Goal One)**
- Encourage member participation in the Carl Vinson Institute of Government's Local Finance Officers Certification Program, the Government Finance Officer Association's Certified Public Finance Officer Program, and the Public Finance Leadership Academy. **(Goal One)**
- Promote training and resource opportunities to achieve financial awards and certifications. **(Goal One)**
- Coordinate training opportunities with GGFOA business partners and the Carl Vinson Institute of Government to leverage partners' subject matter expertise to enhance members' professional education. **(Goal Three)**
- Provide for posterity a historical record including GGFOA membership, officers, meetings and other significant events. **(Goal Five)**
- Provide more opportunities for Associate Members to interact with regular membership. **(Goal Five)**
- Identify various finance-related topics of current interest and arrange conferences or meetings on those topics. **(Goal Eight)**
- Emphasize core professional values in the association's seminars, annual conference and its publications and programs. **(Goal Nine)**



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GGFOA COMMITTEE OBJECTIVES

CAREER DEVELOPMENT (CONTINUED)

- Conduct periodic surveys of other state GFOA's to explore their career development programs and conference agendas. **(Goal Ten)**
- Foster partnerships with other government-related groups in the state through attendance at their meetings or conferences. **(Goal Ten)**
- Continue to provide articles for publication in the GGFOA newsletter describing the work of GFOA standing committees and inform association members of the procedures for appointment to the standing committee. **(Goal Thirteen)**
- Develop a network of qualified speakers/trainers using association members, as well as speakers from other state and out-of-state organizations. **(Goal Fifteen)**
- Develop strategies (i.e., offering the same training program in more than one location) that minimize the cost of participation in association-sponsored training programs. **(Goal Fifteen)**

COMMUNICATIONS

Actions

- Prepare an annual interactive calendar on website of association activities with specific dates for newsletters, bulletins, government training opportunities, legislative updates and other association publications. **(Goal Four)**
- Post articles of interest to the GGFOA members on the website. **(Goal Eight)**
- Emphasize core professional values in the association's seminars, annual conference and its publications and programs. **(Goal Nine)**
- Promote increased awareness of GGFOA as a premiere organization in order to heighten recognition and influence among other organizations and policy-makers. **(Goal Nine)**
- Continue to provide articles for publication in the GGFOA newsletter describing the work of GFOA standing committees and inform association members of the procedures for appointment to the standing committee. **(Goal Thirteen)**
- Subscribe to other state GFOA newsletters and/or websites within the region and explore with them the feasibility of publishing material that would be of interest to finance officials in different states. **(Goal Thirteen)**
- Periodically publicize information from the rating services and national GFOA regarding the significance attached to governmental units having certificates of achievement when considering bond ratings. **(Goal Fourteen)**
- Include Georgia members of congress and key elected and appointed state officials on the mailing lists of the GGFOA newsletter and legislative agendas. **(Goal Seven)**



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EXECUTIVE BOARD

- Request the opportunity for the association to participate in ACCG and GMA conferences and annual conventions and to display information about the association in their exhibit areas. **(Goal Seven)**
- Maintain GGFOA literature to include the core professional values of GGFOA. **(Goal Nine)**
- Emphasize core professional values in the association's seminars, annual conference and its publications and programs. **(Goal Nine)**
- Assess and approve programs (e.g., training programs, annual conferences, scholarship programs, and newsletter) of GGFOA to ensure that they reflect a commitment to the association's core professional values. **(Goal Nine)**
- Continue to provide articles for publication in the GGFOA newsletter describing the work of GFOA standing committees and inform association members of the procedures for appointment to the standing committee. **(Goal Thirteen)**
- Maintain working relationships with the Georgia Municipal Association (GMA), Association County Commissioners of Georgia (ACCG), Georgia Association of Tax Assessors, and two committees of the Georgia Society of Certified Public Accountants (GSCPA): Governmental Accounting Committee and the Industry, Government and Education Committee, Carl Vinson Institute of Government, Department of Community Affairs (DCA), State Auditor and School Boards Association. **(Goal Sixteen)**
- Develop joint projects with other organizations. (i.e. training, compliance manual.) **(Goal Sixteen)**
- Request the association's leadership join similar government-related organizations. **(Goal Sixteen)**
- Provide employment opportunity listing to the membership by website. **(Goal One)**



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GGFOA COMMITTEE OBJECTIVES

GOVERNMENT RELATIONS / STRATEGIC PLANNING

Actions

- Government Relations Committee members and/or lobbyists monitor State and Federal legislation. Also, coordinate with ACCG and GMA to arrange for association input into their annual legislative package. **(Goal Six)**
- Continue to meet with representatives from the Governor's Office to explore options for association input into the formulation of the Governor's legislative package. **(Goal Six)**
- Contact and request an association role in various national organizations that monitor and provide input into federal policy decisions (e.g., Council of State Governments, National Association of State Budget Officers, GFOA). **(Goal Six)**
- Develop and implement a Georgia GFOA focus group. **(Goal Six)**
- Request that the association annually be placed on the agenda of the "Biennial Institute for the Georgia Legislators" held at the University of Georgia. GGFOA members could serve as presenters, panel members, etc. **(Goal Six)**
- Include Georgia members of congress and key elected and appointed state officials on the mailing lists of the GGFOA newsletter and legislative agendas. **(Goal Seven)**
- Develop and maintain a web page on state and federal legislative committees' assignments to provide a mechanism for issuing "urgent" communications on pending legislation and put a link to this information on the GGFOA website. **(Goal Seven)**
- Maintaining contact with Georgia Department of Audits, Georgia Department of Revenue and the University of Georgia's Carl Vinson Institute of Government. **(Goal Eight)**
- Emphasize core professional values in the association's seminars, annual conference and its publications and programs. **(Goal Nine)**
- Promote increased awareness of GGFOA as a premiere organization in order to heighten recognition and influence among other organizations and policy-makers. **(Goal Nine)**
- Continue to provide articles for publication in the GGFOA newsletter describing the work of GFOA standing committees and inform association members of the procedures for appointment to the standing committee. **(Goal Thirteen)**
- Establish a subcommittee consisting of both CPA's and other government finance personnel to prepare written responses to GASB exposure drafts for review and approval by the association's Executive board. **(Goal Eight)**

HISTORIAN

Actions

- Provide for posterity a historical record including GGFOA membership, officers, meetings and other significant events. **(Goal Five)**
- # Emphasize core professional values in the association's seminars, annual conference and its publications and programs. **(Goal Nine)**
- Continue to provide articles for publication in the GGFOA newsletter describing the work of GFOA standing committees and inform association members of the procedures for appointment to the standing committee. **(Goal Thirteen)**



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MEMBERSHIP

Actions

- Provide for posterity a historical record including GGFOA membership, officers, meetings and other significant events. **(Goal Five)**
- Develop criteria to identify members as a resource to serve as instructors, speakers and moderators at annual conference, career development, and workshops. **(Goal Five)**
- Provide more opportunities for Associate Members to interact with regular membership. **(Goal Five)**
- Enhance our membership directory online to provide information on each member including area of expertise and contact information. **(Goal Eight)**
- Emphasize core professional values in the association's seminars, annual conference and its publications and programs. **(Goal Nine)**
- Prepare and maintain an updated profile of the association's membership, including such information as a member's profession, city/county affiliation, and type of membership. **(Goal Eleven)**
- Contact new members via email, welcoming them to the association, and informing them of upcoming activities. **(Goal Twelve)**
- ~~Form~~ Form a new member reception at the annual conference to inform membership about GGFOA opportunities and how to become involved. **(Goal Twelve)**
- Develop a recruitment plan to attract a broad statewide membership base: one that represents large and small governments, state and regional agencies, and other professional organizations. **(Goal Twelve)**
- Monitor changes in membership to ensure that the Executive Board continues to be representative of the entire membership. **(Goal Eleven)**
- Continue to provide articles for publication in the GGFOA newsletter describing the work of GFOA standing committees and inform association members of the procedures for appointment to the standing committee. **(All Committees)**
- Develop a procedure whereby on an annual basis professional organizations such as ACCG and GMA are used as a resource to identify opportunities in government. **(Goal Two)**
- Provide an electronic email, including a new member packet and recognition announcements **(Goal Twelve)**



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SCHOLARSHIPS AND AWARDS

Actions

- Promote training and resource opportunities to achieve financial awards and certifications. (**Goal One**)
- Create a committee involving representatives of undergraduate programs from the state's colleges and universities to develop a proposal for establishing a "Government Finance Internship Program." (**Goal Two**)
- Develop a procedure whereby on an annual basis professional organizations such as ACCG and GMA are used as a resource to identify internship opportunities in government. (**Goal Two**)
- Emphasize core professional values in the association's seminars, annual conference and its publications and programs. (**Goal Nine**)
- Continue to provide articles for publication in the GGFOA newsletter describing the work of GFOA standing committees and inform association members of the procedures for appointment to the standing committee. (**Goal Thirteen**)

TECHNICAL RESOURCES

Actions

- Conduct periodic surveys of association members to determine training needs. (**Goal One**)
- Develop a procedure whereby on an annual basis professional organizations such as ACCG and GMA are used as a resource to identify internship opportunities in government. (**Goal Two**)
- Publish an annual directory with information about GGFOA's long-term purpose, goals, and plans, as well as information about the association's annual activities. (**Goal Four**)
- Expand and enhance the GGFOA web site to meet the demands of the membership. (**Goal Four**)
- Develop a listserv on the GGFOA website for the membership to ask questions and/or experts to post information. (**Goal Four**)
- Develop and maintain a web page on state and federal legislative committees' assignments to provide a mechanism for issuing "urgent" communications on pending legislation and put a link to this information on the GGFOA website. (**Goal Seven**)



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TECHNICAL RESOURCES (CONTINUED)

GGFOA COMMITTEE OBJECTIVES

- Enhance our membership directory online to provide information on each member including area of expertise and contact information. **(Goal Eight)**
- Post articles of interest to the GGFOA members on the website. **(Goal Eight)**
- Establish a resource library on the website for written material, publications, webinars and past convention presentations which would be made available to membership. **(Goal Eight)**
- Emphasize core professional values in the association's seminars, annual conference and its publications and programs. **(Goal Nine)**
- Continue to provide articles for publication in the GGFOA newsletter describing the work of GFOA standing committees and inform association members of the procedures for appointment to the standing committee. **(Goal Thirteen)**
- Periodically publicize information from the rating services and national GFOA regarding the significance attached to governmental units having certificates of achievement when considering bond ratings. **(Goal Fourteen)**
- Include in the award section of the GGFOA website Georgia local governments who received GFOA and other awards. Also include in this section a description of the award programs available and links to the applications. **(Goal Fourteen)**
- Communicate free webinars/educational opportunities on website and through emails to membership. **(Goal Fifteen)**
- Establish and maintain links to these groups on the GGFOA's website. **(Goal Sixteen)**



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