

Illinois Government Finance Officers Association (IGFOA)
Strategic Plan
FY 2017-2019
Approved May 19, 2016

Our Mission: IGFOA promotes excellence in government finance.

Our Thrusts: Three-Year Priorities

1. Deliver training, networking, communication, and resources to the profession.
2. Increase participation in IGFOA and develop volunteers, and volunteer leaders.
3. Promote the profession and develop future government finance leaders.

Our Goals (Biennial Priorities) and Rocks (Actions taken quarterly to achieve Goals)
*covering FY17 and FY18:

Quarter	Timeframe
1FY17	July - September 2016
2FY17	October - December 2016
3FY17	January - March 2017
4FY17	April - June 2017
1FY18	July - September 2017
2FY18	October - December 2017
3FY18	January - March 2018
4FY18	April - June 2018
ongoing	Continues in all quarters

1. Raise awareness of IGFOA and engage its members. (Thrust 2)

Rock	Ongoing or new initiative
Explore financial incentives to participate in IGFOA	2FY17
Evaluate membership category for special districts: township, library, school district, fire district, and Sanitary District	2FY17
Provide more State level training to Downstate members	2FY17; 2FY18
Promote IGFOA training and networking events in the Weekly News, other electronic and hard copy promotions, the Dispatch, and at other events.	Ongoing
Evaluate the use of Social Media: LinkedIn, Facebook, and Twitter	1FY17
Raise awareness of IGFOA through collaboration with other professional organizations	Ongoing
Recognize volunteers in the Weekly News, the Dispatch, website, at Annual Conference. and other methods of recognition.	Ongoing

2. Improve communications and access to resources (Thrust 1)

Rock	Ongoing or new initiative
Determine the preferred communication method of members (weekly broadcast emails, multiple weekly broadcast emails, hard copy mail)	1FY18
Evaluate the functionality of the Knowledge Exchange	1FY17; 4FY17
Evaluate the viability of the IGFOA Dispatch	3FY17
Publish IGFOA weekly news with educational content, member features, jobs, and training updates	Ongoing
Develop an on-line information resource library for the IGFOA website	4FY18
Evaluate the use of Social Media: LinkedIn, Facebook, and Twitter	3FY17
Review and update IGFOA Board Manual and Policies	3FY18
Prepare an IGFOA Organizational Chart	1FY17
Evaluate current pricing of the Jobline service, consider increasing fee	3FY17
Follow-up with Jobline users on satisfaction with service and outcome of search	Ongoing

3. Develop annual training plan addressing contemporary needs and challenges. (Thrust 1)

Rock	Ongoing or new initiative
Publish annual training plan for the following year	2FY17; 2FY18
Analyze membership demographics to determine in-person training sites	2FY17; 2FY18
Review/Develop training programs that meet the different training levels (beginning, intermediate, advanced)	Ongoing
Evaluate the development of a Public Finance Curriculum	2FY17
Deliver timely training on new/significantly modified mandates, regulations, or professional standards.	Ongoing
Provide training on leadership and soft skills topics	2FY17; 2FY18
Market core training programs at least 60 days prior to each event	Ongoing
Deliver at least 6 CPE compliant webinars each year	Ongoing
Evaluate the Annual Conference program tracks to meet the different training level needs and needs of special district members	3FY17; 3FY18
Evaluate the recording of webinars and make available for purchase	2FY17 & 2FY18
Determine Annual Conference location two years in advance (2019 &2020)	3FY18

4. Evaluate roles and responsibilities of Chapters and Committees. (Thrust 2)

Rock	Ongoing or new initiative
Continue to support Chapters' development of meetings, networking events and provide feedback	Ongoing
Review and update the Chapter Handbook	3FY18
Recruit current members to invite non members to chapter events	Ongoing
Recognize volunteers in newsletters, website, and at Annual Conference	Ongoing
Highlight Committee and Chapter news and accomplishments in newsletters	Ongoing
Evaluate and consider merging the Assistants Network and Young Professionals Network	2FY18

5. Expand and nurture our relationships with other organizations and agencies. (Thrust 3)

Rock	Ongoing or new initiative
Continue partnership with IML to provide IGFOA members with legislative updates	Ongoing
Partner with other professional organizations to encourage networking and provide training	Ongoing
Provide articles and IGFOA training information to other professional organizations' publications	Ongoing
Participate in other professional organizations' conferences as speakers or staffing an IGFOA exhibit booth	Ongoing
Provide opportunity to other professional organizations to speak at IGFOA training events and conference	Ongoing
Consider a track at the IGFOA Annual Conference specific to other professional organizations	3FY17& 3FY18

6. Engage emerging professionals. (Thrust 3)

Rock	Ongoing or new initiative
Develop a mentorship program	2FY18
Promote attendance at Assistants Network, Young Professionals Network, and Chapter events	Ongoing
Participate in Job Fairs at Universities and Colleges to increase student participation	Ongoing
Post Internship Opportunities on Jobline page	Ongoing

7. Continue IGFOA Partner Program and look to expand opportunities for partners and members. (Thrust 1)

Rock	Ongoing or new initiative
Re-evaluate the Partner Program Benefits and fee structure	2FY18
Increase networking opportunities at the State and Chapter level for Partners and Public Sector members	Ongoing
Promote all IGFOA events to Partners to encourage participation	Ongoing
Encourage Chapters to involve Partners in their training and events	Ongoing
Track Partner participation to ensure participation equity (Speakers, Committee Volunteers, Chapter presence)	Ongoing