



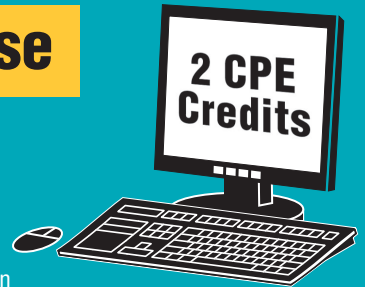
Developing Policies and Programs to Meet Goals

Group Internet-Based Course

September 15, 2010

2:00 p.m. – 4:00 p.m. ET

Course Level: Intermediate • No Prerequisite • No Advanced Preparation



Who Will Benefit

This seminar is designed especially for budget and finance staff involved in preparing strategic plans, budget documents, business plans, and other documents that establish goals and align programs and services to those goals. This session will provide essential advice from public-sector practitioners who have been able to focus service and achieve better results.

Program Overview

Identifying programs is often difficult in governments that have traditionally thought about services in departments and line items. However, by creating goals that are well defined, relevant, measurable, time sensitive, and easily understood, and by classifying activities and expenditures into programs, organizations are able to create organizational alignment. This also allows the programs to be positioned to focus on and meet the organization's stated goals and objectives. This session will provide tools and strategies to assist governments identify programs and provide lessons learned from governments that have done so successfully.

Seminar Objectives

- Learn how to incorporate high quality goal statements into strategic plans, budget documents, and departmental business plans.
- Understand the importance of creating alignment between goals at different levels of the organization.
- Gain knowledge on how to change the organization to be goal-focused and strive for success.
- Learn how to use logic models to identify program outputs, outcomes, and performance measures.
- Identify programs and services that do not provide essential services that are valued by the public.
- Communicate program goals and objectives so that policymakers, managers, and staff understand the purpose of each program and how it contributes to organizational priorities.

It's Easy to Participate

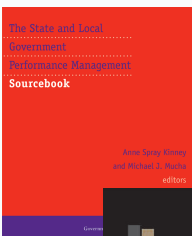
- The GFOA's Internet training is delivered to attendees via a secure Web site and audio conferencing service.

Equipment Needed

- A computer with a Web browser to view the presentation.
- A phone to hear the presentation. (Speaker phone recommended, but not required.)

How It Works

- Participants will receive e-mailed instructions within two weeks of the program date.
- View materials on secure Internet site.
- Ask questions at any time during the course.
- Test your mastery of the material with interactive exercises.
- Comprehensive PowerPoint presentation supplied for ready reference.



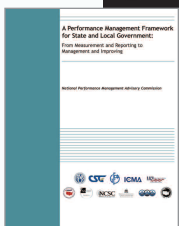
The State and Local Government Performance Management Sourcebook

GFOA's latest publication on performance management presents findings from over two years of research into identifying trends and leading practices among public-sector practitioners across the United States and Canada. The book explains essential components of a performance management system including budgeting, public participation, evaluation, management, and technology and provides strategies to help governments use performance management as a tool to be more accountable, make better decisions, and ultimately improve services. Also included in the book is a listing of public-sector performance management efforts.



Financing the Future: Long-Term Financial Planning for Local Government

Faced with downward pressures on tax revenues, increasing expenditures, shifting demographics, as well as a host of other complex challenges, local governments need a new approach to planning. Readers of *Financing the Future* will discover key features of a successful long-term financial plan; phases pivotal to plan implementation; and how to involve elected officials, staff, and citizens to create a plan that gets results that are valuable to their community. With this publication, you will learn how to achieve and maintain long-term financial sustainability.



A Performance Management Framework for State and Local Governments

(Purchase a hard copy of the report at www.gfoa.org or download a free copy at www.pmcmission.org.)

Recommended Reading

To learn more or register for this event, visit www.gfoa.org.



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Please Print or Type

Indicate if you are faxing this form. Fax accepted only with credit card payment or purchase orders. Do Not Mail the Original.

Name: _____

Title: _____

Employer: _____

Address: _____

City: _____

State/Province: _____ Zip/Postal Code: _____

Telephone: _____

Fax: _____

E-mail: (Required) _____

Check box to indicate if you are substituting for an active member.

Active Member #: _____

Active Member Name: _____

Please photocopy this form for additional registrants.

Due to the number of registrations received, the GFOA cannot fax/e-mail confirmations. Confirmations will be sent via U.S. mail.

Registration fee is per person, not per group. Early and/or student registration discounts do not apply to Internet training.

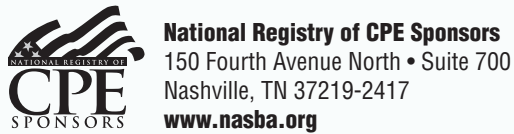
Register and pay for 3-9 participants and receive 10 percent off the total cost of the registrations. Register and pay for 10 or more participants and receive 15 percent off the total cost of the registrations. To qualify for the group discount, registrations must be submitted together. Individual registrations submitted separately or after the original group is submitted will not qualify for the group discounts.

Cancellation requests must be made in writing to the GFOA. All cancellations received five business days before the event date will incur a \$20 administrative fee. No refunds will be issued after that date.

Substitutions (government entities only): A one-for-one substitution of a nonmember for an active member is allowed. If your organization has a current GFOA member on staff who is not participating in these training seminars, a nonmember may attend in his/her place at the member rate. You must provide the member number and/or name of the GFOA member on the registration form.

Inquiries: For information regarding administrative policies such as complaints and refunds, please contact the GFOA at training@gfoa.org or at 312-977-9700.

The GFOA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE sponsors. State boards of accountancy have final authority of the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the:



Registration Fees (Please Check One)

\$85 Active/Associate Member \$160 Nonmember

Registration Fee \$ _____

Group Discount \$ _____

New Member Fee (Call 312-977-9700 for amount) \$ _____

Discount for Paid New Member (\$ -25.00) _____

REGISTRATION TOTAL \$ _____

Publications

Quantity

The State and Local Government Performance Management Sourcebook (Members \$40/Nonmembers \$60) \$ _____

Financing the Future: Long-Term Financial Planning for Local Government (Members \$40/Nonmembers \$60) \$ _____

A Performance Management Framework for State and Local Governments (Members \$15/Nonmembers \$15) \$ _____

Purchasers from Illinois add 9.75%, Washington, D.C. add 6% sales tax (unless exempt) \$ _____

Add handling charge (for all billed orders) \$ 8.00

Add shipping charge, if applicable \$ _____

PUBLICATION TOTAL \$ _____

Full-time students and bookstores receive a 25 percent discount on all products, unless otherwise noted.

Shipping

Unless otherwise specified, all merchandise will be shipped via 1st-class mail at no additional charge to the purchaser. Please allow 1-2 weeks for delivery. The following alternative shipping methods are available on request and will be billed to the purchaser.

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Payment Information (Please Check One)

Fees must be paid in U.S. dollars by check, credit card, or purchase order.

Payment by Check: Payable to "Government Finance Officers Association" Send to: GFOA • 3076 Eagle Way • Chicago, IL 60678-1030

Payment by Credit Card, Purchase Order, Mail, Fax: 312-977-4806, or Scan (e-mail to training@gfoa.org): GFOA • 203 North LaSalle Street • Suite 2700 • Chicago, IL 60601-1210

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Exp. Date: ____ / ____ (Mandatory)

Signature: _____

Please Bill Me. You must include a purchase order number. Payment must be received for all registrations prior to the event date.

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Register at www.gfoa.org, by mail, fax, or scan the completed registration form and e-mail it to training@gfoa.org.