The purpose of the Government Finance Officers Association is to promote excellence in state and local government financial management.

STAKEHOLDERS

Governments
GFOA serves state/provincial and local governments to help improve their policies, procedures, practices, and results for the public.

Public Finance
GFOA serves the public finance field by developing policy, procedure and practice guidance, helping recruit and develop new practitioners, and providing leadership on key public finance issues.

Members
GFOA serves individual members by providing training and networking opportunities, and ongoing communications about GFOA resources, current events, and relevant topics.
Since 1906, GFOA has been the association that public finance practitioners and their organization have turned to for trusted information and guidance on challenging issues. GFOA will continue to play important roles as it helps governments, members, and the public finance field face challenges of today and the future.

GFOA’s focus for this 10-year strategic plan is to become universally known throughout each of its stakeholder groups for the key roles it plays.

**KEY ROLES**

- **RESOURCE**
  - Best practice guidance
  - High-quality technical resources
  - Research on current issues

- **EDUCATOR**
  - Ongoing professional development
  - Transparency and overall understanding of public finance concepts

- **FACILITATOR**
  - Member networking and member communications
  - Recognition for innovations and leading governments

- **ADVOCATE**
  - State and Local government issues at the federal government level
  - Development of accounting and financial reporting standards
  - Recruitment and development of public finance leaders
BEST PRACTICES GUIDANCE
Through the development, publication, and dissemination of best practices, advisories, public policy statements, and information briefs, GFOA provides important tools to its members in a variety of public finance areas and demonstrates its leadership to the public finance community. GFOA will develop a clear, comprehensive set of best practices and advisories that GFOA members, finance practitioners, and other public-sector officials, along with state/provincial and local governments in general, can trust and rely on for guidance. Best practices will provide recommendations on specific policies, procedures, and practices for governments to implement for improved financial management.

HIGH-QUALITY TECHNICAL RESOURCES
GFOA will provide high quality technical guidance for finance practitioners on a multitude of topics related to public finance. This information will include generally available information, information and services restricted to members, and products, resources, or advisory services available for additional fees.

RESEARCH ON CURRENT ISSUES
GFOA will remain active in conducting research and providing information to members about current issues and pressing concerns for state/provincial and local governments.

STRATEGIC GOALS:

1) Develop and implement a subscription program for the GAAFR
2) Re-design GFOA website and resource centers
3) Position best practices to have primary focus for website resources, training, and printed materials
4) Re-design of GFR and the GFOA Newsletter
ONGOING PROFESSIONAL DEVELOPMENT
GFOA will continue to provide high-quality and affordable training to members on relevant finance topics. GFOA will provide training in a variety of formats including onsite, remote, and self-paced, improving access for GFOA members.

TRANSPARENCY AND OVERALL UNDERSTANDING OF PUBLIC FINANCE CONCEPTS
GFOA will assist governments in promoting financial transparency among jurisdictions and helping make financial information accessible to elected officials, citizens, the media, and other general audiences.

STRATEGIC GOALS:
5) Develop and implement elected officials training series
6) Evaluate training programs and publish training catalog
7) Gain certification as CPE provider for self-study
8) Complete research project to develop standards and recommendations for public transparency
MEMBER NETWORKING AND MEMBER COMMUNICATIONS

GFOA’s membership and the governments and people they represent and serve are diverse. GFOA will enhance the size and strength of its member network by attracting new members, promoting diversity, equity, and inclusion, and improving members’ capabilities to connect, network, share ideas, and support each other and the communities they serve.

RECOGNITION FOR INNOVATIONS AND LEADING PRACTICES

GFOA will identify and provide recognition for leading practices in public finance and recognize both governments and members for their achievements. GFOA will provide a voice for state/provincial and local governments to communicate effective strategies and proven solutions with their peers.

STRATEGIC GOALS:

9) Continue to grow membership to 20,000 by 2020
10) Create separate membership category for school districts and grow school members
11) GFOA conference in Los Angeles in 2019 is the largest ever by all metrics
12) Identify and develop strategy for improvement for the budget award program
**STATE AND LOCAL GOVERNMENT ISSUES AT THE FEDERAL GOVERNMENT LEVEL**

GFOA will remain an advocate at the federal level for state and local governments on critical government finance issues. Working with other professional organizations, GFOA will help organize support and communicate key issues to help influence federal policies and regulations.

**ACCOUNTING AND FINANCIAL REPORTING STANDARDS**

One of the primary reasons for establishing GFOA in 1906 was to promote high-quality accounting and financial reporting by governments. GFOA continues to actively support this cause by administering the Certificate of Achievement for Excellence in Financial Reporting Program and actively participating in the GASB’s standard-setting process. GFOA will continue to represent the interests of state and local governments and finance officers in providing leadership for development and refinement of appropriate reporting standards.

**RECRUITMENT AND DEVELOPMENT OF PUBLIC FINANCE LEADERS**

GFOA will work to promote careers in public finance by recruiting new professionals to the field, including both entry-level professionals and mid-career practitioners working in the private sector. GFOA will also encourage finance officers to take a leadership role within their organizations while supporting them in this endeavor. GFOA will provide training, tools, and other resources to help the finance officer lead positive change, implement best practices, and create a focus on long-term financial stability.

**STRATEGIC GOALS:**

13) Strengthen Public Finance Network (PFN) and develop PFN website
14) Create task force to provide liaison to GASB
15) Implement and grow GFOA Leadership Academy
16) Develop CPFO Program
17) Expand GFOA Scholarship Program