



Long-Range Strategic Plan

June 28, 2003

AGA - Advancing Government Accountability

Advancing Government Accountability AGA's Strategic Plan Framework

Vision

AGA is the premier association in advancing government accountability.

Mission

AGA serves government accountability professionals by providing quality education, fostering professional development and certification, and supporting standards and research to advance government accountability.

Strategic Themes

Accountability

Certification

Education and Research

Service

Goals & Objectives

AGA's goals and objectives are derived to meet our members' and customers' needs.

ACCOUNTABILITY – Promote and advance accountability in government

- Promote the government accountability profession.
- Promote public awareness and confidence in the integrity, competence and professionalism of government accountability professionals.
- Be a leading source of information and knowledge on accountability in government.
- Alert government accountability professionals to emerging issues.
- Help shape legislation and regulatory proposals to affect accountability in government.
- Build relationships with other professional associations and private-sector organizations to expand AGA's influence in the government accountability profession.

CERTIFICATION – Make the Certified Government Financial Manager (CGFM) the preferred professional designation in the government accountability community

- Advance the awareness, knowledge and value of the CGFM designation in the government accountability community.
- Promote public awareness and confidence in the integrity, competence and professionalism of CGFMs.
- Maintain certification competency through mandatory continuing professional education and strict adherence to AGA's Code of Ethics.

EDUCATION AND RESEARCH – Provide comprehensive education and research to meet the changing needs of the government accountability profession

- Develop the professional, management and technical skills of government accountability professionals.
- Facilitate and disseminate research of the government accountability profession.

SERVICE – Provide members and customers with quality programs, products and services.

- Attract and retain a diverse and growing membership.
- Provide leadership opportunities.
- Provide opportunities for networking.
- Use innovative technological approaches and methods to provide programs, products and services.

Core Values

Service

Accountability

Integrity

Leadership

GOAL 1: ACCOUNTABILITY

Objective: Promote and advance accountability in government.

Strategies:

1.1 Promote the government accountability profession.

1.1.1 Promote the value and importance of the government accountability profession and the AGA as the professional association for advancing government accountability.

1.1.2 Establish partnerships at all levels of government to promote the government accountability profession as a career.

1.2 Promote public awareness and confidence in the integrity, competence and professionalism of government accountability professionals.

1.2.1 Develop a methodology to promote ethical conduct and integrity.

1.2.2 Expand participation by federal agencies in the “Certificate of Excellence in Accountability Reporting” Program.

1.2.3 Implement a “Certificate of Excellence in Service Efforts and Accomplishments Reporting” Program.

1.3 Be a leading source of information and knowledge on accountability in government.

1.3.1 Use AGA’s multiple communication vehicles to inform members and customers about issues and best practices on accountability in government.

1.4 Alert government accountability professionals to emerging issues.

1.4.1 Identify and communicate emerging issues in government accountability to AGA members and customers.

1.5 Help shape legislation and regulatory proposals to affect accountability in government.

1.5.1 Be responsive to standards-setting organizations and executive and legislative bodies that promulgate rules, regulations, standards and legislation which affect accountability in government.

1.6 Build relationships with other professional associations and private-sector organizations to expand AGA’s influence in the government accountability profession.

GOAL 2: CERTIFICATION

Objective: Make the Certified Government Financial Manager (CGFM) the preferred professional designation in the government accountability community.

Strategies:

2.1 Advance the awareness, knowledge and value of the CGFM designation in the government accountability community.

2.1.1 Encourage government agencies, academia, public accounting firms, consulting firms and private sector organizations to recognize the CGFM certification when hiring and promoting government accountability professionals.

2.1.2 Encourage and assist government agencies, academia, public accounting firms, consulting firms, and private sector organizations to promote the value of the CGFM certification and provide incentives for CGFMs.

2.1.3 Publicly recognize those individuals who achieve excellence by attaining the CGFM certification.

2.1.4. Promote the CGFM service mark.

2.2 Promote public awareness and confidence in the integrity, competence and professionalism of CGFMs.

2.3 Maintain certification competency through mandatory continuing professional education and strict adherence to AGA's Code of Ethics.

GOAL 3: EDUCATION AND RESEARCH

Objective: Provide comprehensive education and research to meet the changing needs of the government accountability profession.

Strategies:

3.1 Develop the professional, management and technical skills of government accountability professionals.

3.1.1 Provide leadership training.

3.1.2 Develop, market and deliver conferences, courses, seminars and workshops to provide continuing professional education for government accountability professionals.

3.1.3 Develop and establish partnerships with educational resource providers and other professional organizations to provide courses that support the educational needs of government accountability professionals.

3.1.4 Explore new avenues for delivering continuing professional education using innovative technology.

3.2 Facilitate and disseminate research of the government accountability profession.

3.2.1 Seek funding for government accountability research.

3.2.2 Encourage academics and members of the government accountability community to undertake relevant and timely research projects on subjects related to government accountability.

3.2.3 Use The Journal of Government Financial Management and other AGA publications as vehicles for reporting on topics of interest to the government accountability community.

GOAL 4: SERVICE

Objective: Provide members and customers with quality programs, products and services.

Strategies:

4.1 Attract and retain a diverse and growing membership.

4.1.1 Conduct research to ascertain the future membership base and composition of the government accountability community.

4.1.2 Research recruitment and retention best practices.

4.1.3 Encourage government agencies, academia, public accounting firms, consulting firms and private sector organizations to become active members in the Association.

4.2 Provide leadership opportunities.

4.2.1 Promote leadership roles at the National and Chapter organizational level.

4.2.2 Encourage employers to support their members in seeking and filling AGA National and Chapter leadership roles.

4.2.3 Structure National and Chapter leadership roles to ensure that members have the time and the AGA support to successfully those roles.

4.2.4 Provide training and information to chapter members to encourage and support in seeking and filling AGA leadership roles in elected and appointed positions.

4.2.5 Develop specific expectations for current leaders to identify and encourage potential leaders.

4.3 Provide opportunities for networking.

4.3.1 Use national, regional and chapter events to provide opportunities for AGA members and customers to network.

4.3.2 Use the Corporate Partner Program to provide opportunities for government and private sector leaders to address pertinent government accountability issues.

4.4 Use innovative technological approaches and methods to provide programs, products and services.