



LEAD!26

What's in a Name?

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Evolution of AGA's Name

- **1950:** Founded as the Federal Government Accountants Association (FGAA) by Robert W. King – to unite federal financial professionals
- **1975:** Renamed to the Association of Government Accountants (AGA) after *expanding our membership to include state and local government professionals*
- **2022:** Rebranded as **AGA** to reflect *a broadened scope of roles, including auditing, compliance, performance, risk, data analytics, and technology enablers... (i.e., systems) ---not all members are accountants*

What's in a name and why did we change?

- AGA has strong brand recognition
- “Association of Government Accountants” didn’t reflect our current membership
- We wanted to signal to the community that AGA
 - represents members with a broader set of focused areas (e.g., financial mgmt., financial systems, accounting, auditing, grants management, program/project performance, risk management, etc.)
 - can appeal to a broader set of government and private sector professionals

Taglines vs Names

- Nike is the name and “Just do it” is the tagline – a tagline reinforces the brand...but is not “the name”
- AICPA -- Driving Trust. Opportunity, Prosperity
- Project Management Institute -- Powering the Project Economy
- GFOA -- Advancing Excellence in Government Finance
- Taglines help to explain what the organization can do..

AGA

Advance, Grow, Accelerate

This is what you can do with the help of AGA’s certification, training events, chapter engagement, etc. you can expand your professional network, gain new experiences.....

- Taglines can change over time -- It is more common to change the tagline than the association’s name

Is it time for an AGA tagline ‘refresh’?

- New directions in government may influence our decision to refresh our tagline. Technology impact in government is expanding and accelerating.
- Taglines can reflect what we do....and the value **we** bring to the government entities where we work
- Some ideas may include:
 - *Advancing Government Excellence*
 - *Connecting Finance, Technology and Government*
 - *Leading the Future of Government Financial Management*
 - *Advancing Trust, Accountability, and Innovation in Government*