



## **CAGFO Strategic Plan 2019-2025**

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## VISION

CAGFO brings together and inspires the “best in finance” across governments in Canada.

## MANDATE

To enable our members to enhance the quality of life for citizens through financial management and ethical leadership.

## GUIDING PRINCIPLES

- Respond to the needs of our members across Canada;
- Strengthen the CAGFO brand across the country;
- Have a national focus on public sector financial issues;
- Ensure that the association sustains itself as a healthy and vibrant organization;
- Strengthen the brand of our partners across the country; and
- Strengthen the relationships of our partners;
- Ensure Strategic Plan & resulting activities align with CAGFO [by-laws](#) .

# GOALS AND OBJECTIVES

## Goal 1: Our Membership is Engaged and Growing Nationally

The underlying objectives are:

- 1.1 We provide relevant services and information for our members.
- 1.2 Our membership extends to public sector finance professionals across the country.
- 1.3 We are recognized influencers in our field.

## Goal 2: Our programs are nationally relevant, informative and directly align with current and future needs of our members

The underlying objectives are:

- 2.1 Our conferences grow each year with relevant content.
- 2.2 We monitor municipal trends and member needs.
- 2.3 Our Conference Technology is modern.

## Goal 3: Increase opportunities for member participation in the Association

The underlying objectives are:

- 3.1 The Board is active, involved and promotes our Vision.
- 3.2 We have a national presence, reflected in our board and volunteers.
- 3.3 We have active volunteers and a demand for positions within the organization.

## Goal 4: We are Strong and Financially Sustainable

The underlying objectives are:

- 4.1 We have multiple sustainable revenue sources.
- 4.2 We ensure financial risks are assessed, managed and mitigated.

# KEY PERFORMANCE INDICATORS

## Goal 1: Our Membership is Engaged and Growing Nationally

The underlying objectives are:

- 1.1 We provide relevant services and information for our members.
  - Member satisfaction survey
  - Percentage of Member Participation in services provided
- 1.2 Our membership extends to public sector finance professionals across the country.
  - Number of members by province
  - Number of active Public Sector Liaisons (City, Municipal, District, Police, Libraries, Indigenous, Provincial, Federal)
- 1.3 We are recognized influencers in our field.
  - Numbers of associations with whom we have a connection
  - Number of website hits
  - Number of followers on LinkedIn
  - Number of Invitations to other conferences

## KEY PERFORMANCE INDICATORS

Goal 2: Our programs are nationally relevant, informative and directly align with current and future needs of our members

The underlying objectives are:

2.1 Our educational programs grow each year with relevant content.

- Delegates attending our conference/symposium/on-line offerings
- Analysis of program evaluation surveys

2.2 We monitor municipal trends and member needs.

- Regular surveys

## KEY PERFORMANCE INDICATORS

### Goal 3: Increase opportunities for member participation in the Association

The underlying objectives are:

- 3.1 The Board is active, involved and promotes our Vision.
  - Number of Board members involved in Committees
- 3.2 We have a national presence, reflected in our board and volunteers.
  - Provinces represented
- 3.3 We have active volunteers and a demand for positions within the organization.
  - Number of active volunteers
  - Number of applications for board positions
  - Number of applications for committee positions
  - Average tenure of Board members

# KEY PERFORMANCE INDICATORS

## Goal 4: We are Strong and Financially Sustainable

The underlying objectives are:

4.1 We have multiple sustainable revenue sources.

- Job posting statistics
- Training revenue statistics
- Sponsor revenue by year

4.2 We actively look for new revenue sources.

- Number of new revenue sources statistics