



## **CAGFO Strategic Plan 2019-2024**

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## **VISION**

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

## **MANDATE**

Serve our members through an annual conference, networking, partnering with organizations on topics related to Canadian Public Sector financial management.

## **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; and,
- Strengthen the brand of our partners across the country.

# GOALS AND OBJECTIVES

## Goal 1: Our Membership is Satisfied and Increasing

The underlying objectives are:

- 1.1 We provide relevant services and information for our members.
- 1.2 Our membership extends to the majority of Finance Officers across the country.
- 1.3 We are recognized influencers in our field.

## Goal 2: Our Conferences are Relevant and Growing

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: Governance is in place and effective

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 are established and thriving.
- 4.2 We have multiple sustainable revenue sources.
- 4.3 We have extensive exposure in relevant publications.

# KEY PERFORMANCE INDICATORS

## Goal 1: Our Membership is Satisfied and Increasing

The underlying objectives are:

1.1 We provide relevant services and information for our members.

- Member satisfaction survey
- List of services provided

1.2 Our membership extends to the majority of Finance Officers across the country.

- Number of members by province
- Number of active City Liaisons

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 Conferences are Relevant and Growing

The underlying objectives are:

2.1 Our conferences grow each year with relevant content.

- Delegates attending our conference
- Analysis of conference evaluation survey

2.2 We monitor municipal trends and member needs.

- Regular surveys

2.3 Our Conference Technology is modern.

- Number of delegates using our APP

# KEY PERFORMANCE INDICATORS

## Goal 3: Governance is in place and effective

The underlying objectives are:

3.1 The Board is active, involved and promotes our Vision.

- Attendance at board meetings
- Number of committee meetings held

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

# KEY PERFORMANCE INDICATORS

## Goal 4: We are Strong and Financially Sustainable

The underlying objectives are:

4.1 We are established and thriving.

- Accumulated surplus by year
- 5-year Budget trends

4.2 We have multiple sustainable revenue sources.

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

4.3 We have extensive exposure in relevant publications.

- Number of articles and mentions in publications