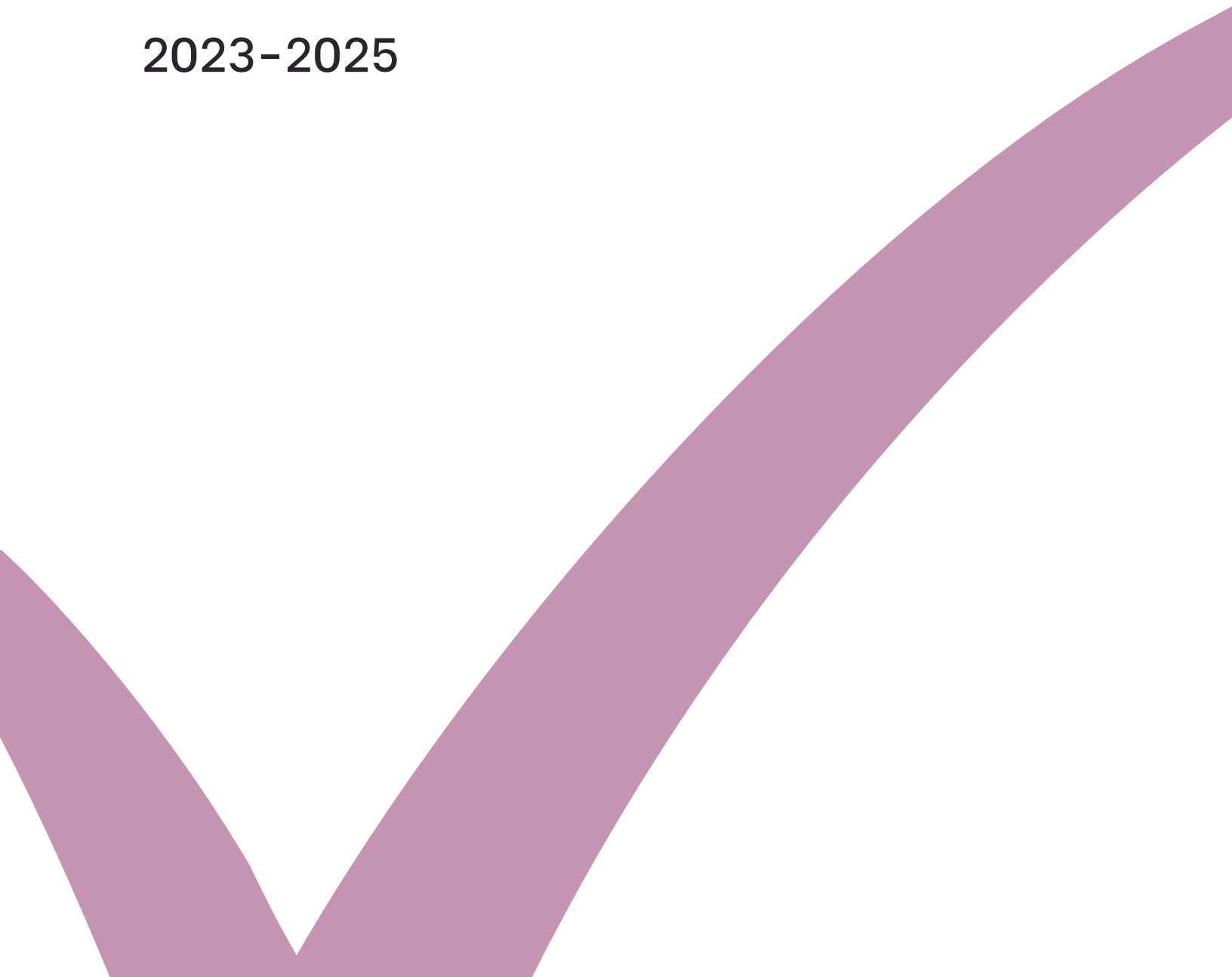




# Strategic Plan

2023-2025



# Message from the Board President

On behalf of the GFOA Alberta Board, we are thrilled to be sharing the 2023-2025 Strategic Plan. The Board and Task Force Chairs worked together to develop a plan that not only speaks to who we are as an organization but to where we want to go.

As we move forward from the effects of the COVID-19 Pandemic, we believe the timing for the Strategic Plan update could not have been any better for establishing the strategic direction of the organization. As a Board, we want to focus our efforts on being relevant and proactive in providing existing and new members with a unified, engaged, and clearly defined organizational plan.

A big part of this effort includes focused and intentional engagement with members through communication, professional development, and networking opportunities. We genuinely want to hear from our members and have embedded this into the strategic plan from both a goal and measurement perspective. The Board will share our progress and work with the membership to gain feedback and provide opportunities for you to vocalize your points of view as we continue this journey.

The new vision statement, “The First Choice for Alberta’s Public Sector Professionals” speaks to GFOA Alberta wanting to continue to be your trusted partner in responding to emerging issues, delivering the most valuable and relevant training and development, and remaining focused on the unique challenges and opportunities that are specific to Alberta.

GFOA Alberta is here to serve its members and looks forward to working together in a mutually beneficial and successful manner.

Jennifer Place | GFOA Alberta President



# Vision Statement



***the first choice for Alberta's  
public sector professionals***



We are the place where public sector professionals turn to when any uncertainty arises in our sector. We embrace this responsibility and strive to continually support members with duty and care.

# Our Values...



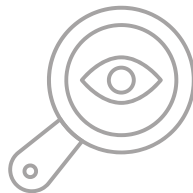
## **Integrity**

effective and efficient use of dollars, trust, be credible, held in high regard, do what is right, ethical, fair



## **Accountability**

stand behind our decisions that are good for GFOA Alberta as a whole, follow through and ownership of decisions, deliver on promises, we are internally accountable to each other



## **Openness**

easy for members to see origins of decisions being made in their best interests, involve members on task forces, regular communication with members, conflict of interest declared, financial transparency of members

# ...Our Values



## **Collaboration**

building on opportunities to benefit members,  
facilitate opportunities for people to collaborate and  
feed off each other, actively looking for opportunities,  
maximize involvement in other boards/subject matter  
experts for win-win relationships



## **Adaptability**

shifting to needs being agile, moving forward  
recognizing environmental impacts, recognizing  
varying needs of members of a variety of size,  
being aware of Government changes

# Our Story

When the Government Finance Officers Association of Alberta was formed over 40 years ago, the Association was essentially a single mandate committee that existed mainly to co-ordinate an annual conference for the benefit of the province's municipal finance employees. However, a much greater role for the GFOA has been realized for the last few decades, and more recently, beginning in 2016. At that time, the Board made the decision to operate as a governance body and hired an Executive Director to work with the Executive Administrator. Effective leadership and new initiatives resulted in unprecedented membership growth. New ideas and strategic thinking have continued to move the organization forward and we have witnessed great strides for our organization. We are especially proud of our annual conference and the training opportunities, which offer our members a wealth of networking and professional development events.

Today, our organization boasts over 1100 members and serves a pivotal role in ensuring the financial well-being of local government in our province. The growth and vitality that we have realized, especially in recent years, bears witness to the ever-increasing value of our products and services. As the Board of Directors, we continue to focus our efforts in maintaining the momentum we have achieved thus far. This strategic plan is our guiding document intended to communicate the organization's priorities to our stakeholders and inspire discussion among our members in a direction that will lead to future sustainability and expansion. The Board identified three strategic goals for development over the next few years. Although many of these priorities will be ongoing, they serve as a guide to assist the Board in setting the direction of where we want to be. Our membership, professional development, sustainability, and growth are just a few of the main focus areas of the Board. Workplans to meet these goals as set out within each priority will be developed and implemented by the Board, Executive and/or Task Forces as required.

We look forward to the future of the organization and execution of the priorities and goals over the next few years.



# Our Strategic Goals



We are the primary source of financial leadership and education for Alberta's public sector professionals.



We have the capacity to continue delivering financial leadership to our membership.



We seize every opportunity to be relevant to our member partners.

# Identity/Reputation



*We are the primary source of financial leadership and education for Alberta's public sector professionals.*

We pride ourselves on being the go-to resource for timely and accurate information for our members – most especially when there is an unanticipated shift in our sector.

As well, we have and will continue to be the most trusted source of relevant education for public sector professionals. We are able to rely on decades of experience to ensure the value possible.

## **Results expected to measure success:**

- Number of and breadth of education opportunities
- Analysis of similar associations
- Members are confident in our awareness of our industry
- Members are confident we address emerging issues
- Partnering with other organizations



# Stability/Capacity



*We have the capacity to continue delivering financial leadership to our membership.*

We take seriously the position we have been entrusted. We understand and embrace the responsibility of ensuring the long term sustainability of GFOA Alberta.

**Results expected to measure success:**

- Members are satisfied with education opportunities provided
- Information is provided to members on emerging issues
- Long term fiscal sustainability
- Long term administrative health
- Strong partnerships

# Relevance/Engagement



*We seize every opportunity to be relevant to our member partners.*

Our sector, perhaps more than many others, is inundated with rapid change as well as a myriad of choices. We will be a powerful ally in making certain members have the most relevant information to provide the best possible financial advice. We will do this by being present wherever necessary and having unparalleled lines of communication with members.

## **Results expected to measure success:**

- Members feel they have the ability to communicate with us
- Professional development aligns with relevant issues
- Surveys are completed that inform future decisions
- Increased partnerships with members and outside stakeholders



# Revisions

