

## CERTIFIED GOVERNMENT FINANCIAL MANAGER (CGFM) COMMITTEE STRATEGIC PLAN

Goal : Promote the CGFM designation by marketing the service mark, by assisting potential candidates in attaining certification and by supporting current CGFMs.

### Strategies:

- Aggressively market the value of the CGFM to governmental employers and the public.
- Encourage employers to use the CGFM among qualifications for employment and promotion.
- Encourage internal recognition by our Chapter membership of the value of the CGFM through the use of the mark on nametags and in our newsletter.
- Provide continuing professional education.
- Encourage CGFM certification renewals.
- Actively support attainment of the CGFM through review classes and directed study groups.
- Provide incentives to potential CGFM candidates (e.g., exam subsidies) and successful CGFM candidates (e.g., a business meeting luncheon certificate).
- Recognize new CGFMs through Chapter recognition in the newsletter, at monthly business meetings, and in press releases.

### Indicators:

- Submit annual plan by August 30.
- Receive CGFM recognition from the Legislative and Executive Branches of State Government and other governmental entities.
- Increase the number of Chapter members and nonmembers attending CGFM training and taking the CGFM exam over the prior year.
- Submit articles, exam-taking tips, and notices to the newsletter and listserv.
- Retain at least 90% of Chapter CGFMs.