

## **AGA BATON ROUGE CHAPTER STRATEGIC PLAN FY2020-2025**

### **MISSION STATEMENT**

The Association of Government Accountants (AGA) Baton Rouge Chapter is a professional organization that serves the educational needs of professionals in the government financial management community by providing appropriate, relevant, and timely education, fostering professional development and certification, and supporting emerging standards and research to advance government accountability.

**Core Values:** Professional integrity, networking, mentorship, and fiscal sustainability.

### **Education and Research**

Objective: Provide comprehensive appropriate education and research that reflect current and emerging trends in all areas of accounting and finance commensurate with the needs of the government finance Professional. Initiate training that promotes technical proficiency and financial competency.

- Draft Education plans and submit to the chapter services manager
- Provide Research information to members through publications
- Provide Professional Development training events annually that offer a minimum of 32 continuing professional education (CPE) hours to stakeholders locally
- Encourage members to attend both the Professional Development Training and the LEAD Conference offered by the National Association of Government Accountants
- Communicate and update professional knowledge to other chapters through seminars, conferences and webcasts
- Foster learning by promoting educational webinars offered by the National chapter through newsletter and social media sites
- Provide courses that are critical to career advancement and enhance leadership skills
- Provide stakeholders with access to standards and guidance on best practices

### **Planning and Leadership**

Objective: Articulate an organized and structured plan to become a front leader utilizing the proactive approach to leadership. Set the tone of the organization that fosters learning, networking, ethical integrity, professionalism and collaboration.

- Convey the purpose, mission and vision of the organization in monthly meetings;
- Develop Goals and Objectives
- Discuss barriers to success, methods to overcome obstacles
- Provide orientation/training for new board members that is position specific

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- Set benchmarks
- Monitor progress in achieving goals
- Establish timelines for task completion
- Mentor, motivate and support leadership team
- Promote leadership involvement in AGA
- Communicate best practices with other chapters and national
- Share ideas with other chapters of emerging issues concerning leadership

**Communication**

Objective: Promote the transmission of communication between members and national governance to ensure critical information regarding standards and financial issues are exchanged in a timely manner.

- Communicate regularly with national leader's ideas and suggestions for best practice
- Participation in National Council of Chapters through annual representation
- Encourage Board members (Chapter Executive Committee) to be participate present on monthly conference calls
- Advertise and promote events through newsletters and social media sites

**Membership**

Objective: Formulate a plan to expand current membership to diverse professional groups. Retain and attract early career, student and other diverse government finance professionals.

- Recruit members from different sectors of the Professional society
- Create exposure and promote AGA as the path to success in career advancement
- Draft a membership plan and submit to chapter services manager
- Develop methods to attract students and new early career members
- Implement a plan to retain current members
- Create a membership survey to ascertain satisfaction
- Participate in career fairs, job fairs, college fairs, and college visits
- Celebrate early career members by publishing accomplishments in newsletters
- Collaborate with early career members to solicit ideas for recruiting
- Promote membership through social media sites, newsletters and publications
- Disseminate membership brochures to colleges, and universities.
- Acknowledge members who participate in community service opportunities through an award process

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### **Meetings**

Objective: Organize educational events for an entire program year by September 30th. Secure a venue for meetings. Work with Programs Director and Webmaster/Social Media chair to promote meetings.

- Locate venues for monthly meetings
- Coordinate the date and time to hold meetings
- Work with Social Media chair to advertise monthly meetings
- Draft a meetings plan and submit to chapter services manager, the RVP and the SVRP

### **Programs**

Objective: Collaborate on topics with the meetings Chair to get dynamic and engaging speakers for monthly meetings.

- Obtain dynamic speakers to present educational topics at monthly meetings
- Confirm Speaker's commitment to present topics at monthly meetings
- Work with the Meetings Chair to collaborate on topics
- Draft a programs plan and submit to chapter services manager, the RVP and the SVRP

### **Community Service**

Objective: Lead the local Chapter in Community Service efforts. Formulate a plan to participate in Community Service initiatives.

- Encourage AGA members to participate in community service events
- Sponsor and participate in various charity events
- Draft a Community Service plan and submit to chapter services manager

### **Certification**

Objective: Promote the Certified Government Financial Manager (CGFM) as the preferred Professional designation in the Baton Rouge and surrounding areas' government-financial management community. Maximize the exposure of the certification. Encourage government -finance professionals to sit for the exam and obtain the certification.

- Create a marketing plan to advance awareness, knowledge and the value of the certification
- Draft a CGFM plan and submit to chapter services manager
- Encourage chapter members to take the exam by offering incentives
- Publish profiles of CGFMs in monthly newsletters



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- Provide educational courses that meet CGFM CPE requirements
- Recognize the important accomplishments of CGFMs in local newsletter
- Recognize CGFMs at conferences and Professional Development training events
- Publish requirements to maintain CGFM certification in newsletters and on social media sites
- Solicit endorsements from elected officials and employers
- Obtain Proclamations declaring March is CGFM month
- Communicate the value of the certification to non-government statewide businesses

**Scholarship**

Objective: Support college students in educational endeavors by funding endowments at the following six universities in the Baton Rouge and surrounding area; Louisiana State University; Southeastern Louisiana University; Nicholls State University; University of Louisiana at Lafayette; University of New Orleans. Funding two additional scholarships; the John H. Burris award and the William M. Burch award to students that are majoring in Business or whose parent is an AGA member.

- Promote and disseminate information about awards in the newsletter
- Awarding scholarships to enterprising students majoring in Business related disciplines
- Annually award a student the John H. Burris scholarship in the amount of \$1,000
- Annually award a student the William M. Burch scholarship in the amount \$750

**Technology**

Objective: Postulate state of the art training that stays abreast of emerging training in technology.

- Disseminate appropriate and relevant information to stay current in a volatile technological environment
- Provide training opportunities to the financial professional to advance career growth
- Stay abreast of ongoing technological break-through by reading journals and publications
- Educate the government finance professional on new technologies and other data analysis techniques



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**Internal Structure and Services**

Objective: Improve the infrastructure and governing structure of AGA.

- Recruit in early November for the incoming governing Chapter Executive Committee members
- Encourage incoming officers to attend the LEAD Conference
- Provide mandatory training for new board members before the commencement of the program year
- Cross train new board members to assist in other positions
- Encourage board members to participate in committees and hold positions at the regional and national levels
- Encourage board members to participate in community service initiatives
- Encourage members to service as either board members or co-chairs
- Provide funding for the registration and travel expenses for the Chapter President and President-Elect to attend the Annual Professional Development Training
- Provide funding for two or more board members to attend the LEAD Conference

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