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CENTRAL KENTUCKY CHAPTER

**STRATEGIC  
PLAN  
2011-2014**

**Advancing  
Government  
Accountability**

## **MISSION**

To serve our chapter members by offering:

- Professional certification
- Professional development
- Leadership and networking opportunities
- Opportunities to strengthen the community and profession

## **VISION**

To create leaders, distinguished by professionalism and commitment to service, who promote accountability, efficiency, effectiveness, and transparency in government

## **VALUES**

Service

Accountability

Integrity

Leadership

## **MEMBERSHIP AND AWARDS**

**Goal:** To increase chapter size by recruiting new members and retaining present members.

### **Strategies:**

- Recognizing new members in the newsletter
- Price structure for conferences and monthly meetings encourages membership
- Establish a points system to quantify member activity
- Award a prize at the end of the year to the member and CEC member who accumulate the most points Recognize participation in and contributions to chapter activities at the annual awards banquet

### **Indicators:**

- Chapter membership increases during the year
- Average monthly meeting attendance is higher than previous year
- Annual awards banquet recognizes several different members

## **CERTIFIED GOVERNMENTAL FINANCIAL MANAGER (CGFM)**

**Goal:** Make the CGFM the preferred professional designation in governmental accounting

### **Strategies:**

- Promote public awareness and acknowledgement by employers of the importance of CGFM status
- Support members seeking certification by paying for one exam taken by a Central LKY Chapter Member
- Create a study group and supply study materials for members interested in taking the CGFM

### **Indicators:**

- Governor's proclamation of CGFM month annually
- Members take the at least one of the three CGFM Examinations
- At least two members per year earn certification as CGFM's

## **CHAPTER GOVERNANCE**

**Goal:** To maintain an effective and transparent governance structure

### **Strategies:**

- Develop and implement an bi-annual strategic plan that aligns with the National Chapter Recognition Program
- Monitor financial condition by reviewing chapter's financial records
- Conduct all meetings for the chapter executive committee (CEC) and membership in accordance with the chapter bylaws
- Publish CEC minutes in newsletter
- Obtain CEC approval for actions as required in chapter bylaws
- Support CEC members by informing them about the chapter recognition program, sharing regional and national contact information, and providing leadership opportunities that enhance their career growth and promote the chapter's goals
- Recruit at least one new member to the CEC each year

### **Indicators:**

- Attain gold status in the National Chapter Recognition Program
- Adopt chapter strategic plan
- Support CEC members through committee work and leadership
- One member is new to the CEC

## **MEETINGS/ATTENDANCE**

**Goal:** To raise the level of member attendance and involvement

### **Strategies:**

- Deliver timely notices of monthly meetings via email
- Provide information about our chapter in a timely manner via newsletter and chapter website
- Schedule speakers who provide informative, useful information on issues that affect government accountants/auditors and offer CPE
- Provide an incentive to attend meetings by offering CPE, networking opportunities, and reasonable priced lunch

### **Indicators:**

- Increase in monthly meeting attendance

## **PROGRAMS & EDUCATION**

**Goal:** To provide continuing professional education (CPE) opportunities for members and inform members of relevant activities and resources in government to help maintain professional certification

### **Strategies:**

- Provide CPE at the majority of monthly meetings
- Present an annual two-day fall conference featuring speakers who provide timely information on emerging issues in governmental accounting and auditing
- Present an additional training in the spring of each year
- Offer two hour CPE qualifying trainings instead of one at some of the monthly meetings

### **Indicators:**

- Monthly meeting provides each attendee with one hour of CPE
- Regular programs cover a variety of topics on governmental issues during the year, plus some of general interest
- The spring and fall conferences address current topics in governmental accounting and auditing

## **COMMUNICATIONS**

**Goal:** To inform members and potential members of chapter activities, programs, and benefits, and to record chapter activities

### **Strategies:**

- Publicize meetings, conferences, and other opportunities for members and non-members to earn CPE
- Send monthly e-mail newsletter to members which includes meeting notices, deadlines, and activities
- Maintain email list of members, potential members, and conferences attendees
- Update chapter website regularly
- Transfer chapter conference dates, etc. to national AGA website calendar
- Compile and publicize the annual historian report of the chapter's activities

### **Indicators:**

- Newsletter e-mailed to membership each month
- Website information is current
- The most recent Historian report appears on the website

## **FINANCES**

**Goal:** To accurately and transparently account for chapter funds and to issue regular reports to the membership on chapter finances

**Strategies:**

- Record transactions promptly
- Compile an income statement each month
- Publish income statement in each newsletter
- Arrange an annual review of Treasurer's financial stewardship

**Indicators:**

- Financial records are current
- Bank accounts are reconciled monthly
- Each monthly newsletter includes current income statement
- Financial review is performed annually

## **COMMUNITY SERVICE**

**Goal:** To promote community service by AGA members and to raise awareness of governmental accounting among college and university students

**Strategies:**

- Establish an annual community service plan
- Increase member awareness of community service activities through the monthly newsletters and website
- Encourage members to participate in community service activities or projects
- Support national and local charitable organizations
- Donate \$25 to each speaker's chosen charity

**Indicators:**

- Participation in community service events increases
- Contributions to fundraising activities increase

## **EARLY CAREERS**

**Goal:** To promote early career membership and participation in chapter activities

**Strategies:**

- Target early career members and potential new members in planning programs and educational activities
- Develop outreach activities to promote the government accounting profession and attract new members
- Participate in mentoring, networking, and other opportunities for the advancement of early career members
- Award a \$1,000 scholarship annually to a deserving candidate

**Indicators:**

- Promotional materials provided to colleges and universities
- Job fair participation
- Chapter meeting invitations given to potential new members and students
- Scholarship is awarded to deserving student

## **ACCOUNTABILITY**

**Goal:** To expand issuance of Citizen Centric Reports

**Strategies:**

- Prepare a Citizen Centric Report for the chapter
- Develop outreach activities to increase knowledge of the citizen centric report
- Recruit an Accountability Chair

**Indicators:**

- Chapter issues a Citizen Centric Report
- Position of Accountability Chair has been filled
- At least two additional organizations issue Citizen Centric Reports

**Officers:**

<b>President</b>	Linda Hinton
<b>President-Elect/Secretary</b>	Lee Ann Watters
<b>Past President</b>	Amy Small
<b>Secretary</b>	Barbara Beward
<b>Treasurer</b>	Lee Ann Watters

**Directors:**

<b>Attendance</b>	Phil Nally
<b>CGFM Director</b>	Catherine Hunt
<b>Community Service</b>	Linda Hinton
<b>Early Careers</b>	Angi Brown
<b>Education</b>	Sandra Rudic
<b>Historian</b>	Tommy Richie
<b>Membership</b>	Roy Hunter
<b>Newsletter Editor</b>	Sarah Feltus
<b>Website</b>	Amy Small
<b>Program Coordinator</b>	Mary Hudson

**Monthly meetings**

The Central Kentucky Chapter meets 11:30 – 1:00 on the second Thursday of every month (usually, please check the chapter website to confirm) at the Crestwood Baptist Church Fellowship Hall Frankfort, KY. A buffet lunch precedes a program that typically awards one hour CPE.

**Links:**

AGA website (national): <http://www.agacgfm.org>

Chapter website: <http://www.ckyaga.com>