



Association of **G**overnment **A**ccountants

Membership Plan
Chapter Year 2016 – 2017

Robin Burkhart, President
Vacant, Membership Director



Membership Plan

Objective: Make AGA the preferred professional organization in the Mid-Missouri government financial management community.

Strategy 1: Expand membership within the Chapter.

- ④ Expand potential membership base to all financial accountability professionals.
- ④ Send letters to state and local government financial managers detailing the benefits to the State of Missouri and local government entities through AGA members.
- ④ Emphasize CGFM to attract members.
- ④ Invite prospective members to chapter events.
- ④ Educate managers about the benefits of AGA and the CGFM can offer to departments, agencies, and employees.

Strategy 2: Retaining Present Members.

- ④ Work to meet chapter member needs.
- ④ Contact all current year suspended members to remind them of the benefits of membership.
- ④ Emphasize CGFM to retain members.
- ④ Contact members to remind them to renew their membership and CGFM.

Strategy 3: Enhance member services

- ④ Communicate effectively through:
 - ④ Publications
 - ④ Continue to provide timely information about the Chapter and the Association's programs, activities, and news of the profession via the website.
- ④ Develop a Chapter membership satisfaction survey and share the results with the RVP, SVPRS and National Office.
- ④ Seek innovative ways to use technology to meet members' needs.

- ④ Publish a list of awards and descriptions, past presidents and award winners on the website and in the newsletter.
- ④ Publish the yearly report on the website.
- ❖ Monthly welcome letters/emails or calls to new members - inform them of dates and times of chapter events, welcome aboard, etc.
- ❖ Recognize milestone membership anniversaries of existing members (when applicable, anniversary date will be based on the re-join date) and acknowledging new members in the newsletter.
- ❖ Increase member involvement in the following committees: certification, membership, community service, communications, networking and scholarship.

Strategy 4: Nominate individuals for national awards given by the AGA.

- ❖ Request chapter members provide nominations for National Awards.