

Regional Goals and Objectives

The Southeastern Region's goals and objectives are based on the national goals and objectives and are outlined as follows:

Goal: Focus on member value

Objectives:

- Ensure clear and open communication with all stakeholders
 - Conference calls
 - Emails
 - Newsletters
 - Websites
- Invest in members
 - Provide education and training
 - Provide networking opportunities
 - Encourage mentoring
 - Offer advancement through committee leadership roles
 - Provide research and publication opportunities
 - Share best practices among members and chapters
- Align members, leadership and staff roles and responsibilities
 - Fully staff and rotate members on the Chapter Executive Committee
 - Provide committee leadership opportunities
 - Encourage committee involvement
 - Encourage members to take leadership roles

Goal: Empowerment

Objectives:

- Promote professionalism
 - Provide specialized education
 - Encourage committee involvement
 - Provide committee leadership opportunities
 - Provide networking opportunities
- Promote government accountability as a profession and career
 - Encourage members to produce a Citizen Centric Report
 - Increase awareness of the Certificate of Achievement in Service Efforts and Accomplishments (SEA)
 - Increase awareness of the Certificate of Excellence in Accountability Reporting (CEAR)
 - Provide and promote ethics training
 - Promote government accounting in colleges and universities

Goal: Certification

Objectives:

- Advance public awareness and confidence in the integrity, competence and professionalism of CGFMs
 - Recognize CGFM Month
 - Obtain CGFM proclamations
 - Include a preference for the CGFM certification in job description
 - Promote professionalism
- Advance the relevance and value of the CGFM designation in the government accountability community
 - Emphasize the significance as the only certification designed for financial management professionals in government
 - Recognize CGFM Month through proclamations, press releases, newsletters, etc.
 - Offer pay raises for obtaining CGFM
 - Preference for CGFM when hiring
 - Recognize CGFMs in meetings, newsletters, publications