



WPFN Strategic Plan, Years 2024–2029

Executive Summary

The Women's Public Finance Network (WPFN) comprises women leaders, elected officials, and finance professionals, within the Government Finance Officers Association of the United States and Canada (GFOA). WPFN aims to actively engage and empower women in the organization, fostering their involvement in policy-making and program development.

In December 2023, members of WPFN's Communications, Education and Programming, and Mentorship Committees convened to chart the course for the next five years, revisiting and refining the strategic initiatives outlined in the 2019–2024 plan. Through collaborative dialogue among committee members, WPFN officers, and committee co-chairs, this updated strategic roadmap has been created, prioritizing initiatives to establish a strong foundation for WPFN's future endeavors.

Year 1
Update WPFN Newsletter sections
Host quarterly webinars with CPE credit
Hold Mentorship kick-off event
Year 2
Boost conversations in WPFN Member Community
Coordinate monthly networking events
Increase communication between mentors and mentees
Years 3-5
Send email to WPFN members highlighting WPFN members and encouraging colleagues to join
Develop podcast with WPFN Officers and Committee Co-Chairs
Create video of WPFN membership benefits
Roll out a new programming activity
Increase outreach of Mentorship Program

WPFN commits to ongoing monitoring of its progress and alignment with set objectives. Adjustments and enhancements will be made as necessary to support emerging opportunities and address evolving challenges.

Furthermore, WPFN will undertake a comprehensive strategic planning endeavor every five years to ensure continued relevance and effectiveness. A copy of the updated strategic plan will be made available to all stakeholders on WPFN's webpage.

Year 1

These initiatives focus on strengthening foundational elements of WPFN. The Communications Committee will refine WPFN's Newsletter, ensuring clear and engaging information. By hosting regular webinars with Continuing Professional Education (CPE) credit, the Programming and Education Committee continues to emphasize the importance of ongoing learning and professional development for WPFN members. The Mentorship Committee will host a kick-off event to demonstrate its commitment and support to the development and growth of program participants.

	Communications	Programming	Mentoring
Update WPFN Newsletter sections	✓		
Host quarterly webinars with CPE credit	✓	✓	
Hold Mentorship kick-off event	✓	✓	✓

Year 2

Year 2 initiatives focus on increasing engagement, fostering networking opportunities, and building relationships among WPFN members. The Committees will create opportunities for members to connect, collaborate, share ideas, and exchange insights and experiences.

	Communications	Programming	Mentoring
Boost conversations in WPFN Member Community	✓	✓	✓
Coordinate monthly networking events		✓	
Increase communication between mentors and mentees	✓		✓

Years 3-5

Years 3-5 initiatives collectively work towards expanding WPFN's reach by attracting new members, utilizing various channels, diversifying programming, and broadening participation in the Mentorship Program.

	Communications	Programming	Mentoring
Send email to WPFN members highlighting WPFN members and encouraging colleagues to join	✓	✓	✓
Develop podcast with WPFN Officers and Committee Co-Chairs	✓	✓	✓
Create video of WPFN membership benefits	✓	✓	✓
Roll out a new programming activity	✓	✓	✓
Increase outreach of Mentorship Program	✓	✓	✓

2023-2024 WPFN Acknowledgements

Officers

President, Ember Strange, Finance Director, City of North Little Rock, AR

President Elect, Jean Lane, Business Service Manager, Grand Rapids Public Utilities, MN

Vice President, Molly Talkington, Finance Director, City of Rolling Meadows, IL

Ex-Officios

Sue Iverson, Finance and Accounting Manager, City of Red Wing, MN

Kendel Taylor, Director of Finance, Alexandria, VA

Communications Committee

Co-Chair Carla Alston, Accountant/Fiscal Analyst, City of Sumter, SC

Co-Chair Ciara Hanlon, Senior Budget Analyst, City of Springfield, MA

Sarah Buccigross, Assistant Director of Finance & Budget, Summit County, OH

Shereen Gendy, Accounting Director, Austin Transit Partnership, TX

Sheila Minor, Director of Finance, County of Henrico, VA

Glenys Salas, Finance Director, Town of Newtown, CT

Hoa Vu, Senior Financial Analyst, Multnomah County, OR

Natalie Laudadio, Senior Manager, Member Programs, GFOA

Education and Programming Committee

Co-Chair Fatima Yousofi, Senior Officer, Infrastructure & Pensions, State Fiscal Policy Project, The Pew Charitable Trusts

Co-Chair Antoinette Stella, Budget Manager, College of DuPage, Glen Ellyn, IL

Andrea Barksdale, Chief Fiscal Officer, Arkansas Bureau of Legislative Research

Erika Coombs, Senior Vice President, Government, Piper Sandler

Judy Dang, Funds Custody Manager, State of Hawaii Treasury

Amy Dexter, Finance Director, Flathead County, MT

Marlene Galvan, Deputy Finance Officer, City of Fontana, CA

Holly Matthews, Accounting Manager, North Texas Municipal Water District, TX

Kimberly Williams, Deputy CFO/Controller, Office of the Chief Financial Officer, Office of Financial Operations & Systems, Washington, DC

Galen McDonald, Policy Associate, GFOA

Mentorship Committee

Co-Chair Dawn Donovan, Town Comptroller, Town of Eastchester, NY

Co-Chair Terri Willoughby, Finance Professional, Minden, NV

Jennifer Brown, Director of Special Projects, City of Sugar Land, TX

Wendy Feth, Accountant 4, State of Oregon

Tabatha Hansen, Budget and Finance Manager, Hennepin County, WI

Nicole Hegge, Accounting Manager, Anoka County, Minneapolis, MN

Sue Iverson, Finance and Accounting Manager, City of Red Wing, MN

Debbie Rosales, Financial Analyst II, Las Virgenes Water District, CA

Faith Smith, Finance Director, Town of Eaton, Weld County, CO

LaKisha McCrary, Senior Manager, Consulting, GFOA