

**DRAFT COMMUNICATION PLAN**

**MTC STRATEGIC PLANNING COMMITTEE**

**PHASE 1 – ENVIRONMENTAL SCAN**

V 1.1 – July 7, 2011

DRAFT

## **KEY MESSAGES FOR PHASE 1:**

### ***What are we doing?***

- Environmental scan – we are asking ourselves what are our strengths and weaknesses; what are the opportunities we see and the challenges we face? (SWOT)
- We are taking stock of where we are, what is going on in our world right now
- We are taking the first steps to create a basis for future planning
- We are looking for opportunities to improve the efficiency and effectiveness of MTC

### ***What is an environmental scan and what does it mean for the MTC?***

- An environmental scan is a process by which we can ask ourselves what are our strengths and weaknesses; what are the opportunities we see and the challenges we face?
- SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis is a tool we use to do an environmental scan. By doing the scan, we can create a body of information on which to base future strategic planning efforts and identify areas where action is needed.
- The environmental scan can be extended to obtain input from many different groups (extended MTC staff; committees; commissioners; business partners; and other stakeholders) So that we get the most complete picture of ourselves and our environment. Different techniques can be used to solicit input (in person; telephone; on-line).

### ***Why are we doing this now? What do we want to accomplish?***

- MTC hasn't done any significant strategic planning for quite a while. The pace of change today makes it more important to know where we want to be going and how we plan to get there.
- The large number of new tax administrators makes this a good time to assess where we are and begin to prepare for the future.
- We want to identify what we can and should do to be effective in this rapidly changing and challenging time.
- We will create a solid base of information on which to make decisions about strategic direction in the future.
- We believe we will find opportunities to make changes in the short term that will help us with efficiency and effectiveness.

### ***Why are we only doing an environmental scan right now?***

- A full strategic planning process will involve a lot of time and resources that we don't have right now
- There are many new tax administrators right now; they need time to get oriented to their own organizations and to the MTC before they can fully participate in a strategic planning process.

### ***Who is managing this process?***

- There is a steering committee to manage the planning process. Steering committee members are: Cory Fong (chair), Steve Cordi, Alana Barragan-Scott, Nancy Prosser, and Joe Huddleston.
- There is also a facilitator-Elizabeth Harchenko. Facilitator will guide the process and assist the steering committee in conducting the environmental scan and preparing recommendations and options for the MTC Executive Committee.

### **PHASE 1 TIME LINE:**

**July 2011 – Annual Meeting:** Kick off environmental scanning process with committees and tax administrators

**August 2011:** Post information about process on MTC Web site; Publicize public opportunity to contribute to the scanning process through on-line tools

**September 2011:** Continue to publicize scanning process through news releases, Web site updates and through MTC updates and telephone meetings

**October 2011:** Share summary results of scan with member states (do you want to share more broadly before Executive committee meeting at the end of November)

**November 2011:** Share process plan with member states – report to Executive Committee; options for next steps

### **Additional information beyond Phase 1:**

If additional planning work continues, share progress on planning process; next steps; milestones as they are reached; who is involved; how people can contribute

**KEY COMMUNICATORS:** MTC Chair; planning committee chair; Strategic Planning Steering Committee members

### **COMMUNICATION OPPORTUNITIES:**

Web sites: MTC; FTA TaxExPRESS; trade associations; taxpayer associations

MTC Annual Meeting; committee meetings; Executive Committee session; Commission session

Regularly scheduled teleconferences – updates for the states; committee teleconferences; electronic communications

Stakeholder meetings; presentations or speeches

**KEY AUDIENCES:** State tax administrators; State staff; MTC staff

Stakeholders – taxpayer groups; taxpayer representatives; other government associations

Business partners – FTA, IRS, other organizations that share operational goals or functions or that collaborate with MTC to achieve operational goals.

State tax press

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