



MULTISTATE TAX COMMISSION

To: Strategic Planning Steering Committee
From: Gregory S. Matson
Date: April 28, 2015
Subject: Recommended Updates to Measures-Baselines-Targets for Commission Engagement Goal and the Annual Outreach Program

Attached are two updated versions of the “Measures-Baselines-Targets for Commission Engagement Goal” and the Annual Outreach Program.

With exception noted below, the changes are an effort to conform the baselines, measures, and targets to appropriate time periods and recorded data (as elaborated in the footnotes in Performance Measures & Data for Engagement Goal annual reports), an effort to improve readability and functionality, or are designed to reflect current practice based on experience in doing outreach during the last few years.

Measures-Baselines-Targets for Commission Engagement Goal: These updated measures, baselines, and targets adopt changes reflected (and described in detail in footnotes) in the “Performance Measures & Data for Engagement Goal” annual reports.

Annual Outreach Program: This updated version includes newly designated top tax administrators in associate member states to annual Outreach Program (see note on outcome 4 in the attached Measures-Baselines-Targets for Commission Engagement Goal document). It also recognizes the outreach occurs at the FTA’s periodic commissioners’ seminar and the FTA annual meeting.

Measures and Baselines for Commission Engagement Goal
Baselines and Targets as of May 2015

OUTCOME 1. MORE COMPACT AND SOVEREIGNTY STATE PARTICIPATION IN COMMISSION ACTIVITIES.

Measures

- 1a. Increase in number of compact and sovereignty states that personally attend Annual Meetings.
- 1b. Increase in number of compact and sovereignty states that personally attend Executive Committee meetings.
- 1c. Increase in number of states that participate in Uniformity and Litigation committee meetings.
- 1d. Increase in number of program states participating in Audit and Nexus committee meetings.

Baselines

- 1a. Average in-person attendance by compact and sovereignty member states at Annual Meetings – FY2010-FY2012: **16**
- 1b. Average in-person attendance by compact and sovereignty member states at Executive Committee meetings – FY2010-FY2012: **12**
- 1c-1. Average participation by all states in Uniformity Committee meetings – FY2010-FY2012: **16**
- 1c-2. Average in-person attendance by all states in Litigation Committee meetings – FY2010-FY2012: **11**
- 1d-1. Average in-person attendance by program states in Audit Committee meetings – FY2010-FY2012: **12**
- 1d-2. Average in-person attendance by program states in Nexus Committee meetings – FY2010-FY2012: **12**

Targets

- 1a. Increase in-person attendance by compact and sovereignty member states at the Annual Meeting by 10% each year, to reach 90% of the compact and sovereignty member states represented in person at the 2016 Annual Meeting
- 1b. Increase average in-person attendance by compact and sovereignty member states at Executive Committee meetings by 1 state each year over the next 3 years to 15 states on average during FY2016.
- 1c. Deferred.
- 1d. Deferred.

OUTCOME 2. MORE TOP TAX ADMINISTRATORS (OR REGULAR ALTERNATES) PARTICIPATING IN COMMISSION ACTIVITIES.

Measures

- 2a. Increase in number of compact and sovereignty state top tax administrators (or regular alternates) who personally attend Annual Meetings.
- 2b. Increase in number of compact and sovereignty state top tax administrators (or regular alternates) who personally attend Executive Committee Meetings.

Baselines

- 2a. Average personal attendance by top tax administrators (or regular alternates) of compact and sovereignty member states at Annual Meetings - FY2010-FY2012: **12**
- 2b. Average personal attendance by top tax administrators (or regular alternates) of compact and sovereignty member states at Executive Committee Meetings - FY2010-FY2012: **10**

Targets

- 2a. Increase the number of tax administrators (or regular alternates) of compact and sovereignty member states at the Annual Meeting by 10% each year over the next 3 Annual Meetings to **15** by the 2016 Annual Meeting.
- 2b. Increase the average number of tax administrators (or regular alternates) of compact and sovereignty member states attending Executive Committee meetings each year by 1 state each year over the next 3 years to **15** on average during FY2016.

OUTCOME 3. MORE ASSOCIATE MEMBER STATES PARTICIPATING IN MTC PROGRAMS.

Measures

- 3a. Increase in number of Associate Member states participating in Audit Program.
- 3b. Increase in number of Associate Member states participating in Nexus Program.

Baselines

- 3a. Average number of Associate Member states participating in Audit Program – FY2010-FY2012: **4**
- 3b. Average number of Associate Member states participating in Nexus Program – FY2010-FY2012: **12**

Targets

- 3a. Increase the number of Associate Member states participating in the Joint Audit Program by 1 state each year over the next 3 years. **FY2016 target is 7.**
- 3b. Increase the number of Associate Member states participating in the National Nexus Program by 1 state each year over the next 3 years. **FY2016 target is 16.**

OUTCOME 4. INCREASE AWARENESS AMONG THE STATES OF THE MTC AND THE VALUE OF ITS PROGRAMS.

Measures

4. Timely contact by assigned Executive Committee liaison/MTC Executive Director with newly designated or inactive top tax administrators in compact and sovereignty member states, including sharing of state-specific information with newly designated or inactive top tax administrators.

[Note: original measure 4a also included reference to top tax administrators in associate member states, but the annual Outreach Program, as approved, did not include them; the Steering Committee may want to consider adding newly designated top tax administrators in associate member states to annual Outreach Program.]

Baseline

No historic baseline data available.

Targets: Deferred.

4. Time target (number of days after designation) for contact with new tax administrators, including sharing of state-specific data about participation in MTC by the new tax administrator's state, by Executive Committee liaison or MTC Executive Director.

OUTCOME 5. INCREASE PARTICIPATION BY AUDIT PROGRAM STATES IN MULTISTATE AUDITS.

Measures

5. Level of participation by states in audits conducted by MTC each year.

Baselines

5a-1. Average number of audit program states participating in sales tax audits – FY2010-FY2012: **12**

5a-2. Average number of audit program states participating in income tax audits – FY2010-FY2012: **16**

5b-1. Average annual number of sales tax audits participated in each program state – FY2010-FY2012.

5b-2. Average annual number of income tax audits participated in each program state – FY2010-FY2012.

Targets

5. Increase over baselines of (raw number or a percent) by (date).



OUTREACH PROGRAM ANNUAL PROCESS TIMELINE
May 1, 2015

Commission Annual Meetings & Conference – Last week of July

PHASE 1		
Contact Occurs	Who	Conversation Points
By Sept. 30 th	Compact & sovereignty state tax administrators not on the Executive Committee and who were not present and not represented by a routine, designated alternate at the Commission’s annual meeting	<ul style="list-style-type: none"> • Introduce yourself • Missed them (or their state) at Commission meeting • Any questions about what happened? • Any other MTC questions or concerns? • Invite to December Executive Committee meeting • Provide contact info

Fall Committee Meetings – Early December but avoiding the week after Thanksgiving

PHASE 2A		
Contact Occurs	Who	Conversation Points
By Feb. 15 th	<p>Compact & sovereignty state tax administrators not on the Executive Committee and who were not present and not represented by a routine, designated alternate at the Commission’s annual meeting AND who (or whose routine designated alternate) did not participate in the December Executive Committee meeting</p> <p>NOTE: In years when FTA holds a Jan. commissioner’s seminar, this can be accomplished at that event.</p>	<ul style="list-style-type: none"> • Introduce yourself • Missed them (or their state) at Executive Committee meeting • Any questions about what happened? • Any other MTC questions or concerns? • Ask if they have someone attending March standing committee meetings (Uniformity, Litigation, Nexus, Audit)

PHASE 2B		
Contact Occurs	Who	Conversation Points
By Feb. 15 th	<p>New compact, sovereignty, and associate state tax administrators</p> <p>[Note: New compact & sovereignty state tax administrators receive a letter from the MTC executive director describing the MTC and specific information about their state’s participation.]</p>	<ul style="list-style-type: none"> • Introduce yourself • Welcome them • Introduce MTC • Should have received letter & info from MTC • Any MTC questions or concerns? • Provide contact info

Winter Committee Meetings – First or second full week of March

PHASE 3A

Contact Occurs	Who	Conversation
By April 15 th	Compact & sovereignty state tax administrators not on Executive Committee	<ul style="list-style-type: none"> • Introduce yourself • Explain that as a member of MTC leadership, just checking in with them • Any MTC questions or concerns? • Invite to participate in Legislative Day and May Executive Committee meeting in Washington, D.C., and Commission’s annual meeting at end of July

PHASE 3B

By April 15 th	<p>New compact, sovereignty, and associate state tax administrators since Phase IIB</p> <p>[Note: New compact & sovereignty state tax administrators receive a letter from the MTC executive director describing the MTC and specific information about their state’s participation.]</p>	<ul style="list-style-type: none"> • Introduce yourself • Welcome them • Introduce MTC • Should have received letter & info from MTC • Any MTC questions or concerns? • Provide contact info
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Legislative day on Capitol Hill combined with an Executive Committee meeting in D.C. – Early May

PHASE 4

Contact Occurs	Who	Conversation
By June 15 th	<p>Compact & sovereignty state tax administrators not on the Executive Committee who (or whose routine, designated alternate) did not participate in the May Executive Committee meeting</p> <p>NOTE: This can be accomplished at the FTA annual meeting.</p>	<ul style="list-style-type: none"> • Introduce yourself • Missed them (or their state) at Executive Committee meeting • Any questions about what happened? • Any MTC questions or concerns? • Encourage to attend Commission’s annual meeting at the end of July

END OF FISCAL YEAR