

Commissioner Outreach, Recruitment & Education – April 2012

Responsible Party – Engagement Team, led by MTC vice chair

Mission – to formalize and institutionalize commissioner outreach, recruitment, and education, recognizing that turnover is an on-going and routine occurrence within state departments of revenue and that there is a level of disengagement by some current commissioners and member states.

Goal 1 – Establish a formalized outreach, recruitment and education plan and ongoing process by the end of June 2012. **Result – ongoing plan that is integrated into MTC activities.**

Goal 2 – As part of the plan, develop with MTC staff a contact outline, with state-specific information and history (dues history, program history, etc.) for use during outreach, which can be updated in the future. **Result – Communications materials.**

Goal 3 – Increase active participation by compact and sovereignty member states, and their commissioners during the 3 years beginning August 1, 2012. **Result – more states, more top tax officials.**

Goal 4 – Reach out to associate member states during the three years beginning August 1, 2012. **Result – more engagement by these states.**

Goal 5 – Progressively increase participation and attendance at 2013, 2014 and 2015 annual meetings. **Result – more states, more tax administrators, more committee attendees.**

Goal 6 – Increase awareness among the states of the MTC and of the value of its programs during the three years beginning August 1, 2012. **Result – increased participation by states that have not participated at all or very little in the previous several years.**

Tactical Planning – MTC vice Chair, Alana Barragan-Scott, will lead development of a plan to accomplish the goals, to develop measures and to assure that interim project completion targets are met.

Assignments for the Engagement work team –

1. Alana needs the Engagement Team to assist with developing details for the tactical plan, including the activities that will be used to reach out to new tax administrators and their staff members, the communication tools that will be most effective, and the performance targets that will indicate that we are being successful in achieving the goals.
2. We need to identify a few key measures and sources of data for those measures (including how we want to establish benchmarks to measure progress against).