

## **Commissioner Outreach, Recruitment & Education – Project Adopted April 2012**

### **Baselines and Targets as of March 2013**

**Project Purpose** – 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.

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.

Goal 3 – Increase active participation by compact and sovereignty member states, and their commissioners during the 3 years beginning August 1, 2012.

Goal 4 – Reach out to associate member states during the three years beginning August 1, 2012.

Goal 5 – Progressively increase participation and attendance at 2013, 2014 and 2015 annual meetings.

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.

### **Measures and Baselines for MTC Engagement Goal – As of 3-27-13**

**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 - 2009-2012: **18**
- 1b. Average in-person attendance by compact and sovereignty member states at Executive Committee meetings – 2009-2012: **16**
- 1c. Average in-person attendance by all states in Uniformity and Litigation committee meetings – 2009-2012: **28**
- 1d. Average in-person attendance by program states in Audit and Nexus committee meetings – 2009-2012: **18**

### Targets

1a. Increase average 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. **(2016 target is 22)**

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 19 states on average during FY 2016-17.

1c. Deferred.

1d. Deferred.

**Outcome 2.** More top tax administrators (or regularly designated alternates) participating in commission activities.

### Measures

2a. Increase in number of compact and sovereignty state top tax administrators (or regularly designated alternates) who personally attend Annual Meetings.

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

### Baselines

2a. Average personal attendance by top tax administrators (or regularly designated alternates) of compact and sovereignty member states at Annual Meetings - 2009-2012: **12**

2b. Average personal attendance by top tax administrators (or regularly designated alternates) of compact and sovereignty member states at Executive Committee Meetings - 2009-2012: **12**

### Targets

2a. Increase the average number of tax administrators (or regularly designated 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 regularly designated 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 FY 2016-17.

**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 – 2009-2012: **4**

3b. Average number of Associate Member states participating in Nexus Program – 2009-2012: **14**

### Targets

3a. Increase the average number of Associate Member states participating in the Audit Program by 1 state each year over the next 3 years. **FYE 2016 target is 7.**

3b. Increase the average number of Associate Member states participating in the Nexus Program by 1 state each year over the next 3 years. **FYE 2016 target is 17.**

**Outcome 4.** Increase awareness among the states of the MTC and the value of its programs.

### Measures

4a. Timely contact by assigned Executive Committee liaison/MTC Executive Director with newly designated or inactive top tax administrators in compact, sovereignty and associate member states.

4b. Timely follow up and sharing of state-specific information with newly designated or inactive top tax administrators.

### Baseline

No historic baseline data available. Tracking data to begin August 1, 2012.

### Targets: Deferred.

4a. Time target (number of days after designation) for contact with new tax administrators by Executive Committee liaison or MTC Executive Director.

4b. Time target (number of days after designation) for sharing of state-specific data about past participation in MTC by the new tax administrator's state.

**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. Average number of audit program states participating in sales tax audits and income tax audits – 2009-2012.

5b. Average annual number of sales tax and income tax audits joined by each program state – 2009-2012.

### Targets

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