

Revised Strategic Goals 3-6-12

CA BOE offered the following suggestion concerning our goals:

Strategic Goals should also begin with strong action words. Enhance, expand, implement, improve, reduce, provide. For example:

Our goal is to

- Improve our image and reputation nationally.
- Increase the level of institutional knowledge with the states about MTC.
- Develop strategies to address new compliance challenges.

Then, quantify the goals by establishing baselines.

At our next meeting, we will start to talk about how to establish baselines for our two top priority goals.

STRATEGIC GOAL AREAS- Areas in which MTC must focus in order to achieve its vision

Vitality and reputation of the commission – **Our goal is to improve our image and reputation nationally.**

Increased vitality and reputation of the MTC will be reflected by:

- A higher level of institutional knowledge within the states about the MTC.
- A more stable model for funding the activities and services of the MTC.
- A more positive image and reputation nationally.
- A higher level of awareness and use of the MTC's services by state and local tax authorities.
- More effective and efficient decision-making processes and communication.

Engagement of states and other stakeholders – **Our goal is to Increase the level of institutional knowledge within the states about MTC.**

Greater engagement of the states and other stakeholders in the MTC will be reflected by:

- A high level of participation by states and local jurisdictions in the activities of the MTC.
- A significant number of top tax administrators will be directly involved in leadership of the MTC.
- Significant public participation in commission activities
- Significant public use of MTC services such as voluntary disclosure and alternative dispute resolution.
- Strong relationships and strategic partnerships that help the MTC achieve its mission and vision.

Uniformity – **Our goal is to increase uniformity in tax policy and administrative practices among the states.**

Achievement of the MTC's uniformity goal will be reflected by:

- Greater adoption of uniformity recommendations by state and local tax jurisdictions.
- Uniformity projects will have the greatest value to the states and stakeholders.
- More multistate tax issues will be referred first to the MTC for recommendation or resolution by the states, taxpayers and the federal government.

Compliance programs – **Our goal is to develop strategies to address new compliance challenges.**

Achievement of the MTC's compliance goals will be reflected by:

- Greater voluntary compliance by taxpayers with state and local tax laws.
- Earlier identification of compliance challenges by the states and MTC staff.
- Prompt development of strategies to address new compliance challenges by the states and MTC staff.