Engagement Report — 2026 Update

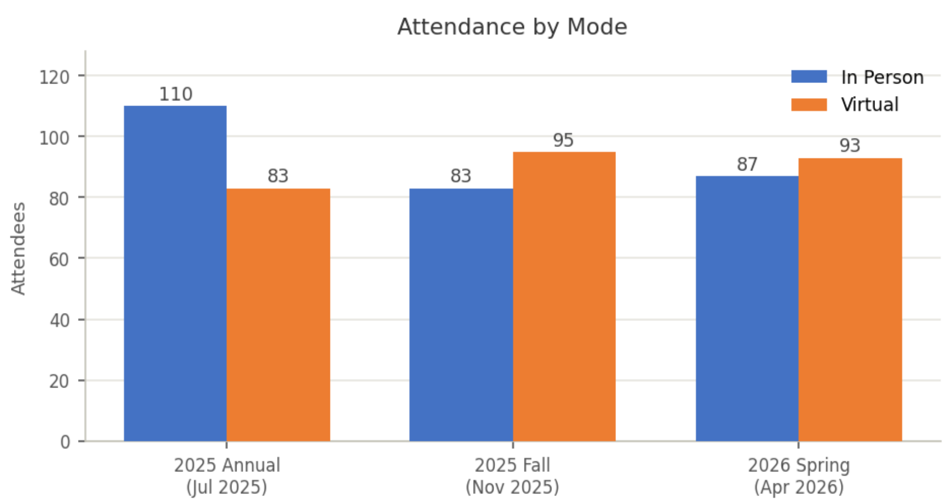
TO: Strategic Planning Committee
FROM: Keith Richardson, Executive Director
DATE: July 28, 2026
SUBJECT: Engagement Measures — First Annual Update to the July 2025 Baseline

This memorandum updates the engagement baseline provided to the Committee in July 2025. It reports a full year of data in each of the four areas established in that report: meeting attendance, state involvement, training engagement, and website engagement. Where the baseline established starting figures, this update reports movement against them.

1. MEETING ATTENDANCE

Since the baseline, the Commission has held three membership meetings: the 2025 Annual Meeting in Salt Lake City (July 2025), the 2025 Fall Committee Meeting in New Orleans (November 2025), and the 2026 Spring Committee Meeting in Knoxville (April 2026).

Total attendance has held up well over the past year. Each of the three meetings brought together between 178 and 193 people, and those totals barely moved from one meeting to the next. What has changed slightly is how members join us. Participation by Zoom has grown steadily, and at both the Fall and Spring meetings more members took part remotely than travelled to the meeting.



This is not surprising: travel budgets in a number of states have tightened over the past year, and fewer agencies have been able to fund a trip to a national meeting. The encouraging part of this picture is that it has not cost us participation. Members who could not travel joined us remotely instead, and the overall size of our meetings held steady. The virtual option is doing what it was meant to do, which is to keep states at the table when the travel budget will not stretch. Over the longer term the Committee may still wish to consider what balance it would like to see, since meeting in person supports the informal contact among administrators that is harder to reproduce on a call.

Attendance by committee

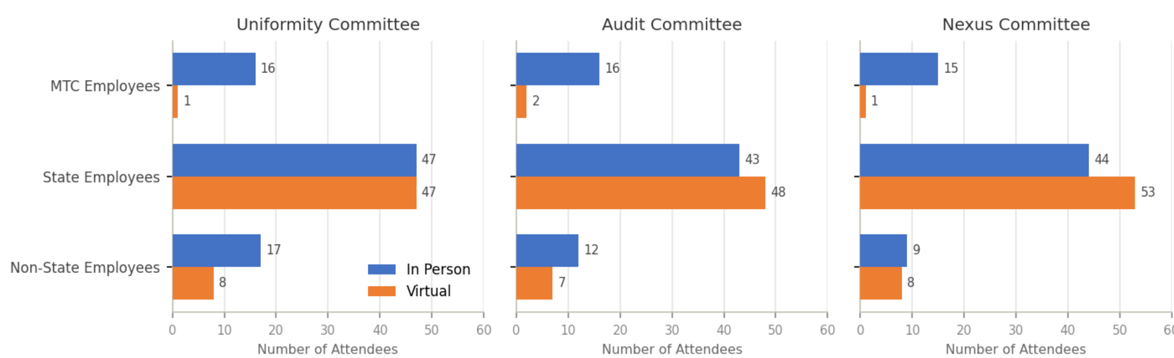
At the committee level, attendance is stable to modestly rising. Uniformity remains the single largest draw. Audit rose at each successive meeting. Attorney training is the exception, and it requires a note on comparability. At the 2025 Annual Meeting the training was delivered as the Annual Meeting Seminar, which served both purposes. That session drew 127 attendees, but because it also functioned as the general annual meeting program it reached a broader audience than a standalone training would: 28 of its attendees were non-state participants, against three at each of the later sessions. It is shown below as a reference point only and is not treated as part of the series. The direction reported reflects the two standalone sessions, which drew 93 attendees in the fall and 86 in the spring.

Committee	2025 Annual	2025 Fall	2026 Spring
Uniformity	150	128	136
Nexus	132	124	130
Audit	120	122	128
Strategic Planning	97	74	81
Executive	—	71	82
Attorney Training	127 *	93	86

*The Annual Meeting agenda differs in structure from the committee meetings; the Executive Committee was not separately registered in July 2025. * The July 2025 attorney training figure is the Annual Meeting Seminar, which served as both the general seminar and the attorney training that cycle. It is provided as a reference point and is excluded from the direction shown, which reflects the two standalone sessions only. Fall attorney training figures exclude 15 duplicate registrations recorded in the report.*

Attendance by category and mode

The baseline reported attendance by attendee category and mode. Those measures are reproduced below for the three standing committees at the most recent meeting. State employees remain the large majority of attendees at each committee, and at all three, virtual attendance among state employees now equals or exceeds in-person attendance.



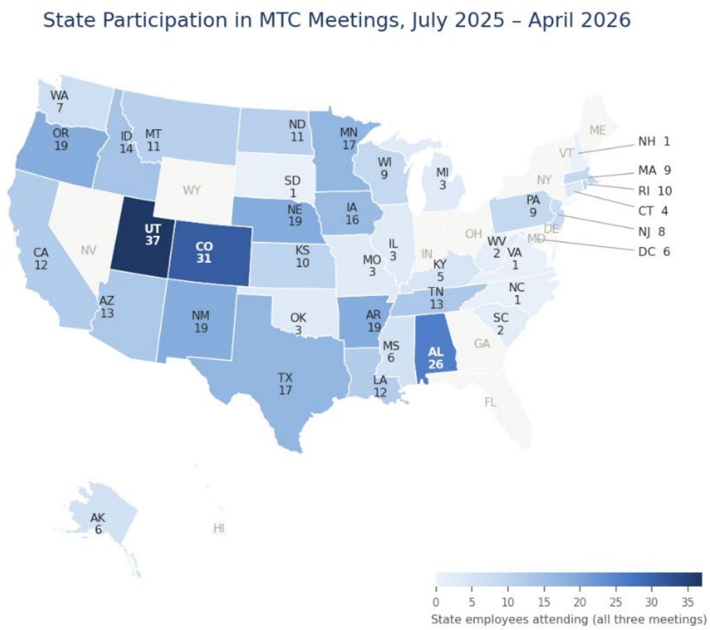
Attendee categories are derived from registrant affiliation and are approximate at the margins. In-person and virtual counts are taken directly from the registration system.

Attendees who return

The baseline asked that staff begin tracking how many people return from one meeting to the next, and that measure is now available. Across the three meetings, 332 individuals attended at least one. Seventy of them came to all three and another 79 came to two, so nearly half of everyone who attended came back for more than a single meeting. The remaining 183 attended once. A committed core that keeps returning, alongside a steady flow of people attending for the first time, is a healthy combination, and a second year of data will show whether the returning share continues to grow.

2. STATE INVOLVEMENT

Participation is distributed across the country, though it is not even: the western states are the most consistent contributors and account for roughly two-fifths of all state attendance, with every western state present at all three meetings, while the South has grown over the year and the Northeast remains the lightest. Among individual states, a few are on a clear upward path independent of location, Colorado and Minnesota most notably, with Colorado now nearly matching Utah without having hosted a meeting.



Combined attendance across the 2025 Annual, 2025 Fall, and 2026 Spring meetings. State agency employees only; MTC staff and private-sector attendees excluded. States in grey had no recorded attendee.

3. TRAINING ENGAGEMENT

David Merrien and Helen Hecht of the MTC provided a partnership training to the New Mexico Taxation and Revenue Department in April 2026. The two-day training was held at the New Mexico agency's offices in Albuquerque with 40 participants including audit, legal, policy, and other administrative staff. The program focused on how the state can structure its tax rules and reporting requirements to best implement income taxes on partnerships and the program used presentations, exercises, and other interactive tools to help participants see both the policy and practical issues that taxing partnerships can raise.

In June, Richard Cram conducted the first in-person training at the MTC’s new Training Center in Washington, DC. The session, which was recorded, took place with a full class of 25 attendees.

Regarding online training, we pulled some updated LMS data, which permits a year-over-year comparison for the first time, (with slightly misleading results).

Measure	Jul 2024 – Jun 2025	Jul 2025 – Jun 2026
Course enrollments	274	68
Learners	171	52
Distinct courses used	8	10

Enrollments in MTC substantive courses. Test and sample courses and administrative accounts are excluded.

The decline reflected in the chart is entirely explained by two events. The first – course enrollments – was artificially high in the beginning as we transferred students from the previous LMS to the new one. In addition, the January 2025 Partnership Training Summit, together with the Federal Partnership Taxation course associated with it, accounted for a large amount of the site's engagement. No comparable event occurred in the current year. Excluding Summit-related enrollment, the two years are far closer, and enrollment in the current year has been consistent from month to month rather than declining. This, however, has inspired us to think about creating an online component for in-person trainings, so that people can access materials, review recordings, and contact each other through a virtual classroom setting, even after the live training is over.

At least one member state has incorporated MTC courses, principally Intro to Corporate Income Tax and Market Based Sourcing, into its onboarding process for new employees. That is the kind of recurring institutional use the LMS was intended to support.

4. WEBSITE ENGAGEMENT

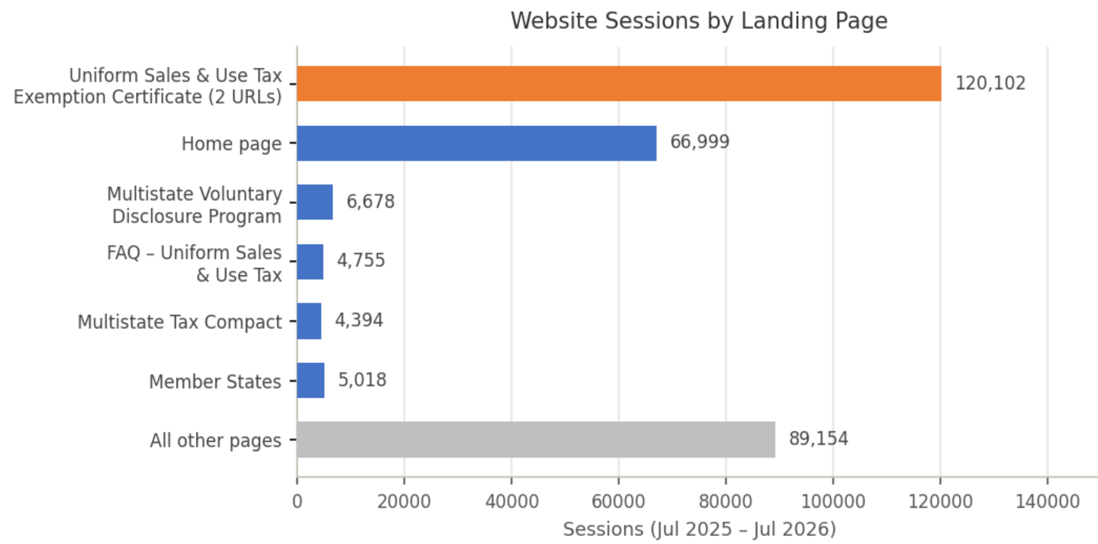
The baseline noted that website measurement was constrained by the analytics package then in use, which reported only a rolling thirty-day window. A full year of Google Analytics data is now available, and this section reflects the period from July 1, 2025 through July 1, 2026.

Traffic volume rose substantially, but engagement per visitor fell.

Measure	Jul 2025 – Jul 2026	vs. prior period
Active users	234,100	+ 39.6%
New users	227,000	+ 38.7%
New user share	97%	– 0.7%
Percent engaged	39%	– 17.6%
Pages per user	1.8	– 18.9%
Avg. engagement time	30 sec.	– 26.5%
File downloads	100,492	—

Google Analytics 4, July 1, 2025 through July 1, 2026, compared with the preceding period.

The explanation lies in what visitors come for. Website traffic is heavily concentrated in a single resource: the Uniform Sales and Use Tax Exemption Certificate, which across its two URLs accounted for roughly 40 percent of all sessions. Including the home page, the three most-visited destinations account for well over half of site traffic. Recorded file downloads exceeded 100,000 for the year.



Sessions by landing page. The exemption certificate is reached through two separate URLs, which are combined here.

The pattern is consistent: a very large number of first-time visitors arrive, most of them through direct navigation or a search engine, retrieve a form, and leave. Ninety-seven percent of users were new, average engagement time was thirty seconds, and the average visitor viewed fewer than two pages. This is genuine public use of an MTC service and should be recognized as such, but it is not, on the present evidence, translating into broader engagement with the Commission's work.

CONCLUSIONS

Meeting attendance is stable in total, between 178 and 193 individuals per meeting, but virtual attendees now outnumber those attending in person, and state representation is holding steady between 26 and 28 states. Both results are consistent with the strategic engagement goal, though the movement toward remote participation is significant enough to warrant a deliberate position rather than passive acceptance.

LMS enrollment declined year over year, but the decline is attributable to the absence of an event comparable to the January 2025 Summit rather than to a loss of interest in the courses themselves. The more useful finding in this area is not the enrollment count but the emergence of institutional use by a member state, which suggests a possible direction for the program.

Website traffic grew substantially while per-visitor engagement fell, and the traffic is concentrated in a single widely used form. The Commission is reaching a large public audience but is not, at present, converting that reach into engagement with its broader work.

The action items identified in the baseline remain in progress: the newsletter has been reinstated, LMS offerings are being publicized more actively, and additional downloadable materials are being prepared in response to learner feedback. The technical problems reported by course participants have been raised with the platform vendor and have been resolved.