

# **FTB Strategic Plan PowerPoint**

Franchise Tax Board Meeting

Thursday, March 4, 2021

## **Slide 1: FTB Strategic Plan**

Presenter(s) Name(s): Elias Dominguez – Administrative Services Division and Allan Loucks – Finance and Executive Services Division

March 4, 2021

## **Slide 2: Goal 1: Taxpayer Centric Services**

**Enhance our services to help taxpayers fulfill their tax obligations**

- Mobile application
- Self-service options

## **Slide 3: Goal 2: Effective Compliance**

**Fairly administer the law to ensure taxpayers file and pay the correct amount**

- Employee Development Department partnership
- Bring taxpayers into compliance

## **Slide 4: Goal 3: Strong Organization**

**Invest in our employees, challenge and empower them to be experts in their field, and help them achieve their full potential**

- Knowledge transfer
- Analyst Development Program

## **Slide 5: Goal 4: Operational Excellence**

**Optimize processes, products, services, and resources to better serve our customers**

- Electronic liens and releases
- User Behavior Analytics Tool

## **Slide 6: Partnership, Community, and Outreach Efforts**

**Striving to make a difference by aiding others in our community and in government**

- California Earned Income Tax Credit
- Assist the Employment Development Department

## **Slide 7: New 2021-2025 Strategic Plan Marketing plan**

- Inclusive of employees in office and teleworking
- Engage staff in activities
- Available on our website
- Selvi video

*The front cover of the new Strategic Plan 2021-2025 is shown on screen.*

## **Slide 8: Educate Staff**

- Market one goal each quarter
- Posters and flyers
- Quarterly news article
- Measure staff awareness
- Highlight accomplishments

## **Slide 9: Questions?**

## **Slide 10: Public Comment**