



STATE OF CALIFORNIA  
**Franchise Tax Board**



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# FTB Strategic Plan

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July 12, 2016

# Current Plan Is Almost History

- Covered years 2012 – 2016
- 23 pages long
- Online and printable

# Building FTB's New Strategic Plan

- One page / front and back
- Traditional information online only

# Old vs. New Content

Old	New
N/A	Tag Line
Our Organization & Values	Our Values
Mission and Vision	Mission
Foundational Principles	Foundational Principles
Strategic Plan Process	
Our Goals	Our Goals
Outcome Measures	
Factors Affecting Goals	
History	
Stats at a Glance	

# Updated Strategic Focus

- **Taxpayer Centric Service**

Focus on Customer Experience (CX) – the entire customer journey rather than just individual touch points

- **Effective Compliance**

Find new approaches to help taxpayers meet their tax obligations and leverage data and partnerships to customize actions to increase timeliness and effectiveness

# Updated Strategic Focus

- **Strong Organization**

Utilize our Talent Management Program to continue our focus on workforce planning to recruit, hire, retain, and engage a workforce that will carry FTB into the future

- **Operational Excellence**

Continued focus on strategies that will optimize resources used to support our processes, products, and services in all areas of FTB

# Questions?