



FTB 2012 Accomplishments

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Communications Services Bureau | Franchise Tax Board

Mission & Vision

Taxpayer Centric Services

Effective Enforcement

Strong Organization

Operational Excellence

Privacy & Security



Fiduciary Responsibility



Transparent



Principles & Values



2012 Accomplishments

Goal 1: Customer Centric

- ✓ Award Winning Website
- ✓ Installment Agreements by Phone
- ✓ Live Chat Expanded

2012 Accomplishments

Goal 2: Effective Enforcement

- ✓ EDR Project
- ✓ Top 500 List
- ✓ Federal Treasury Offset Program (FTOP)

2012 Accomplishments

Goal 3: Strong Organization

Workforce Planning:

- ✓ Everyone's a Leader
 - Growing Future Leaders Program
 - Valuing Diversity
- ✓ Executive Leadership Development

2012 Accomplishments

Goal 4: Operational Excellence

It's Everyone's Business:

- ✓ **Saving Money**
- ✓ **Security – Two-Factor Authentication**

It's Everyone's Success:

- ✓ **Met Revenue Goals &
Successful Filing Season**

2012 Accomplishments

Awards and Recognition:

- ✓ CIO Academy - Exceptional Leadership Award
- ✓ Best of CA Award – My FTB Account
- ✓ State Agency Recognition – Small Business & Disabled Veteran
- ✓ State Information Officer Council (SIOC) Awards:
 - Gold – Diversity Campaign
 - Gold – Best Speech
 - Silver - Website Redesign



Questions?