

State Board of Equalization Annual Communication Plan Executive Summary

The Board of Equalization (BOE) is committed to helping all California businesses and individuals comply with the state's complex and changing tax laws. However, limited public awareness of BOE, and the complexity of the tax and fee laws creates challenges for the agency to communicate effectively with permit holders and stakeholders and to educate customers that are not permit holders.

BOE is ready to meet these challenges head-on by developing innovative tools that work together with new communication methods outlined in the Annual Communications Plan (Plan). BOE's employees have a vital role to help build trust with the public, provide the highest quality public service to our customers, and contribute to the success of California's businesses.

The Plan was developed by the External Affairs Department (EAD) to guide the BOE's communication activities through the end of 2013 and further BOE's 2010-2015 Strategic Plan Goal 1 - Improve the Taxpayer Experience and Goal 2 - Maximize Voluntary Compliance.

The Plan's initiatives and priorities will ensure the agency continues to build relationships with its partners; provides clear and accurate information to tax and fee payers; maintains a consistent message; and increases awareness of the BOE and how it benefits California. In addition, the initiatives and priorities will help equip BOE employees reach out to BOE customers, treat them with respect and courtesy, help them understand complex tax laws, and enhance their experience in achieving voluntary compliance.

The objectives of the plan are to improve the taxpayer experience, maximize voluntary compliance, and promote BOE programs, resources and services effectively to its various customers and stakeholders.

California's business climate is constantly changing and BOE must respond to evolving needs. The Plan is a "living" document, to be reviewed and updated by the EAD on an annual basis, enabling BOE to adapt to new circumstances while conveying consistent and memorable messages.

The next update is planned for January 2014. Periodic progress reports on the successes of this plan will be provided by the Deputy Director of EAD to the Executive Director and Board Member offices.