



## TAX's Future Vision Initiative

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# Introduction

- TAX's Mission
  - Effective collection of revenue
  - Increasing voluntary compliance among both individuals & business

# Future Vision Initiative

- VISION was created
  - To look at the changing world and culture both inside & outside the agency
  - To find ways for the agency to adapt more quickly and effectively to the growing needs and demands of its customers and its employees
  - To be a continuous, ongoing, and preemptive force for change within the agency
  - To be an organic process involving a group of people from all over the agency who work together to identify needs and real-life solutions

# VISION Projects

- GetSquareVA Amnesty campaign
- Live Chat
- Website translation tools
- Website redesign
- Connections with cultural groups
- Casual dress policy

# VISION Structure

- 3 Core Goals
  - Maintain a competent workforce
  - Keep practices in line with cultural and environmental changes
  - Build and maintain trust in the customers' view of the agency

# VISION Structure

- Design Team
  - Concepts
  - Concept champion
- Development Team
  - Projects
  - Project Team Champion

# Fusion Team

- **FU**ture **vi**SION
  - Manages the VISION process
  - Regular meetings with Concept & project teams
  - Liaison to agency leadership & management
  - Watches the agency's public "face"

## What VISION *isn't*...

- Standard strategic planning process
  - VISION is ongoing, no end point
  - Agile in its ability to change direction quickly when needed.
- The “future” is *always* ahead of us
  - We don't reach the future, we simply continue to look ahead



# Recent & Current Projects

- GetSquareVA (*media component*)
- VaTaxConnections.com
- Virginia SOL training
- Website redesign & translation features
- Live Chat
- TWO (*Tax Wellness Options*)
- Casual dress policy
- Internships for students

# VISION's Future

