Virginia Tax

Strategic Plan Executive Summary

November, 2020
Virginia Tax’s Strategic Plan represents our best thinking about how to focus and prioritize our resources on behalf of Virginia’s taxpayers.

During the planning process, we engaged individual and business taxpayers, tax professionals, local officials, and our employees. Their input shaped the goals and strategies you’ll see in these pages and I am grateful for their input.

Our leadership team will use this plan to guide our decisions and report on our progress. We appreciate the opportunity to share our plans with you.

Sincerely,

Craig M. Burns
Who We Are

Purpose, Values, Mission, Vision, and Goals
OUR PURPOSE
Funding Virginia’s Today and Tomorrow
Who We Are

OUR VALUES

Act with Integrity
Strive for Excellence
Demonstrate Respect
To be the nation’s leading tax administration agency through a customer-first focus and a culture based on accountability, collaboration, and trust.
Serving the public by acting ethically and efficiently in our administration of Virginia’s tax laws
Who We Are

Executive
Mission Vision Goals
Entire organization - establish direction

Values

Middle and Upper Management
Strategies
Executing organizational goals and developing strategies

Front Line Managers
Tactics and Sub Tactics
Controlling/directing activities
Who We Are

OUR GOALS

- Maximize cost effectiveness
- Optimize value of time
- Provide a positive customer experience
- Increase and sustain employee satisfaction
What We’re About

Key Strategies and Assessing our Progress
3 Key Strategies

1. Strengthen our Workforce
2. Improve Stakeholder Experience
3. Optimize and Re-Engineer Technology
Assessing our Progress

1. Cost Effectiveness
2. Value of Time
3. Customer Satisfaction
4. Employee Satisfaction

Our success measures align with our goals