

Memorandum

To: Honorable Betty T. Yee, Chairwoman
Honorable Jerome E. Horton, Vice-Chair
Honorable Bill Leonard
Honorable Michelle Steel
Honorable John Chiang

Date: January 7, 2010



From: Anita Gore, Deputy Director
External Affairs Department

Subject: **Status Report Regarding Online Educational and Learning Products
January 26, 2010 - Customer Service and Administrative Efficiency Committee**

This memo is to provide you with the information you requested regarding the status of the Board of Equalization (BOE) online educational and learning products. All products have been completed as scheduled to date.

Completed Online Educational and Learning Products and Marketing Plan

According to schedule, the following elements of the online educational and learning products and related marketing plan have been completed.

- Small Business Fair online tutorial including PowerPoint presentations and links to other agency information.
- Nonprofit Seminar online tutorial including PowerPoint presentations and links to other agency information.
- The elements of the Marketing Plan have been completed and ongoing projects continue as planned.

The BOE currently has six online seminars with the following number of page views from November 2009. The seminars are also available on DVD and CD.

- Basic Sales and Use Tax – 1,409
- Property Tax for Nonprofit and Exempt Organizations Video – 330
- Sales and Use Tax for Nonprofit and Exempt Organizations – 181
- eFile Video for Registering as an eClient and Filing an Electronic Sales and Use Tax Return – 2,912
- eFile Demonstration – 3,745
- AB 71, Cigarette and Tobacco Licensing Requirements Video – 144

In November 2009, 8,721 people viewed the online tutorials.

If you need additional information or have any questions, please feel free to contact me.

AG:kh

cc: Mr. Alan LoFoso
Ms. Barbara Alby
Mr. Lou Barnett
Ms. Marcy Jo Mandel
Mr. Ramon J. Hirsig
Ms. Diane Olson (MIC: 80)
Ms. Kari Hammond (MIC: 19)