

Memorandum

To : Ms. Cynthia Bridges
Executive Director

Date : August 30, 2012

From : Jaime Garza, Deputy Director
External Affairs Department

Cristina Herrera for Jaime Garza

Subject : ***The Board Meeting of September 12-14, 2012
Customer Service and Administrative Efficiency Committee
Annual Communications Plan***

Please place the following item under Customer Service and Administrative Efficiency Committee for the Board's September 12-14, 2012, calendar.

1. Annual Communications Plan

JG:le

cc: Ms. Kari Hammond (MIC:19)

Approved:

Cynthia Bridges

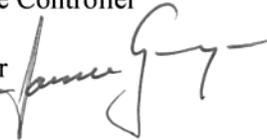
Cynthia Bridges
Executive Director

Memorandum

To: Honorable Jerome E. Horton, Chairman
Honorable Michelle Steel, Vice Chair
Honorable Betty T. Yee, First District
Senator George Runner (Ret), Second District
Honorable John Chiang, State Controller

Date: August 31, 2012

From: Jaime Garza, Deputy Director
External Affairs Department



Subject: **Board of Equalization 2012-2013 Communications Plan**

The External Affairs Department has developed a communications plan (Plan) to set the annual communications priorities for the Board of Equalization, through 2013, to meet its Strategic Plan Goals to improve the taxpayer experience and maximize voluntary compliance.

The agency initiatives and communication priorities outlined in the Plan meet the objectives of the BOE Strategic Plan and 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.

Please contact the External Affairs Department with any questions at 916-327-8988.

cc: Ms. Regina Evans-Jarrett
Mr. Joel Angeles
Mr. Alan LoFaso
Mr. Sean Wallentine
Ms. Marcy Jo Mandel
Ms. Joann Richmond (MIC:80)
Ms. Kari Hammond (MIC:19)

Approved:



Cynthia Bridges
Executive Director

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