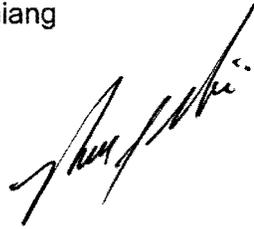


# Memorandum

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 : Ramon J. Hirsig  
Executive Director



Subject : **Development of the Board of Equalization's Strategic Plan 2010 - 2015  
Board Meeting, January 26-27, 2010, Item P1**

At the January 26-27, Sacramento Board Meeting, I will present an overview and timeline for the development of the Board's 2010-2015 Strategic Plan. The current Strategic Plan was adopted by the Board in 2007 and covers the period 2007-2011. Much has changed and much has been learned since the release of that plan and it is appropriate that we now take the time to refresh that plan.

Attached is a high-level work plan. We are excited about the opportunity to update the plan as we address the challenges before us and move into the next decade.

If you have any questions please let me know.

RJH:rar

Attachment

cc: Mr. Alan LoFaso  
Ms. Regina Evans  
Ms. Barbara Alby  
Mr. Louis Barnett  
Ms. Marcy Jo Mandel

**2010-15 Strategic Plan**  
*High Level Planning Details*

Spring 2010  
and Vision

Executive Team Planning Meeting to Review and Update Core Values, Mission

Executive Level Manager Meeting to Discuss the Updated Strategic Plan

Contact External Stakeholders about Online Strategic Planning Survey and  
Evaluate Responses

Host a Strategic Planning Symposium Involving Internal and External  
Stakeholders

Summer 2010

Present *2010-15 Strategic Plan* to the Board Members