

# Values

## **Professional -**

We are committed to maintaining a reputation of fairness, courtesy, and reliability in an atmosphere of mutual respect.

## **Dependable -**

We will focus on identifying and satisfying external and internal customer needs quickly.

## **Accountable -**

We will maintain the highest standard of honesty and consistency while always being accountable to our stakeholders.

## **Public Service -**

We are firmly committed to delivering prompt, courteous, respectful service to every customer, every time. We all choose public service as a profession.

## **Communication -**

We value and expect open and honest sharing of ideas and concerns at all levels of our organization and with the citizens of South Dakota.

## **Innovation -**

We are committed to utilizing the latest technology to ease the compliance burdens of our customers, ensuring we can serve the general public promptly, accurately, and efficiently.

# Our Promise

The South Dakota Department of Revenue will consistently provide a positive experience by partnering with customers to understand their needs while guiding them to useful solutions with expertise, easy-to-use online tools and a human touch.



# Revenue 2020 Year 2

## Mission

To partner with our stakeholders to provide customer-oriented, fair reliable revenue administration.

## Vision

To create an open and collaborative environment that provides professional customer service, contributes to a favorable economic climate and is accountable to the citizens of South Dakota.

## Strategic Directions



**Engaging and Developing our Team**



**Managing Resources to Maximize Return on Investment**



**Leveraging Information through Data Analytics to Support Decision Making**



**Developing and Strengthening the Department's Relationships**



### Engaging and Developing our Team

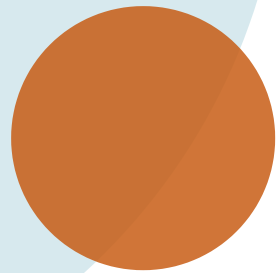
Promote Team Building

Establish a Defined Training & Development Program

- Utilizing a Learning Management System

Broaden Communication Efforts Across the Department

Develop a Workforce Management Plan



### Managing Resources to Maximize Return on Investment

Increase Voluntary Compliance in Filing & Payments

Review the Department's Operational Activities for Return on Investment

Expand Internal Control & Audit Efforts

Increase Usage of Electronic Transaction Options

Review & Improve Office Security



### Leveraging Information through Data Analytics to Support Decision Making

Establish Standards for Inventory & Use of Department Data

Increase Lottery Instant Ticket Sales by 10%



### Developing and Strengthening the Department's Relationships

Improve Customer Satisfaction by Using Market Research Data to Implement Customer-Centric Technology Solutions

- Website Redesign & Launch

Provide Customized Education Opportunities



### Other Current Key Projects

Implementation of Supreme Court Ruling *South Dakota vs. Wayfair*

Major Technology Updates in Motor Vehicles and SD Lottery Systems

# We Are:

Visible \* Approachable \* Responsive \* Progressive \*  
Your Trusted Guide