

TAP Communication Strategy

Goal: Enhance communications to increase TAP's effectiveness				
External Communication Objective:				
1. Clear and timely flow of communication from general public regarding needs to improve the IRS.				
Strategy	Actions	Responsible Party	Target Date	Completion Date
a) Outreach tool kit b) Private Partnering c) Press releases (general & targeted) d) TAP Posters e) TAP on the web (improve & TAPSpeak) f) TAP button on TAS Electronic Press kit g) Town Hall meetings h) TAP Annual Report i) Incentive Program (It ought to be easier/Working with the IRS ought to be easier) j) Tax Forums/Other public conferences				
Measure(s) <ul style="list-style-type: none"> • Increased public input as indicated by the Contact database. • Increased outreach activity as measured by the Outreach database. • Media coverage. • Taxpayer feedback about how they heard about TAP. • Hits on TAP web site 				

Internal Communication Objectives				
1. TAP will increase coordination with IRS initiatives.				
Strategy	Actions	Responsible Party	Target Date	Completion Date
a) Semi-annual meetings between the TAP Chair and the IRS Commissioner. b) TAP will advise appropriate persons within the IRS of its interest in coordinating its work with IRS initiatives, and request early notice of such initiatives. c) Partner with IRS orgs (LTA, LITCs, SPEC etc) d) Communicate with other IRS Advisory Committees				
Measure(s)				
<ul style="list-style-type: none"> Increase the number of IRS initiatives TAP identifies as opportunities to provide input 				
2. TAP provides clear and timely input to the IRS.				
Strategy	Actions	Responsible Party	Target Date	Completion Date
a) Discuss a timeline for providing input with the IRS representative. b) Create a process and assign responsibility for preparing and approving input				
Measure(s)				
<ul style="list-style-type: none"> TAP will provide input on or before date indicated. 				

3. TAP will monitor clarity and timeliness of IRS responses to TAP recommendations.				
Strategy	Actions	Responsible Party	Target Date	Completion Date
<ul style="list-style-type: none"> a) TAP will produce and review Issue Status Report on a regular basis b) TAP will advise appropriate persons within the IRS of the value to TAP of clear and timely responses to its recommendations. c) Periodically review and update the TAP/Operating Division Agreement. 				
Measure(s)				
<ul style="list-style-type: none"> • IRS responds on or before the agreed upon target dates as specified in the TAP/Operating Division Agreement 				

4. Members will have access to TAP information.				
Strategy	Action	Responsible Party	Target Date	Completion Date
<p>a) Provide a collaborative workspace (TAPSpeak or equivalent)</p> <p>Policies & Procedures:</p> <ul style="list-style-type: none"> • TAP Handbook • Indexing the Handbook • Create guidelines for naming TAP documents • Review & update e-mail subject line protocols • Ad Hoc communication (pre-read, agendas etc) <p>TAP Activities:</p> <ul style="list-style-type: none"> • TAP Chairperson reports to membership • Chairperson monthly report to JC • Area Chairperson's report to member about Joint Committee activities • Distribute Issue Status Report • Distribute X report 				
b) Annual Meeting & Workshops				
c) Committee Meetings				
<p>Measure(s)</p> <ul style="list-style-type: none"> • Assess whether TAP staff and members follow guidelines and protocols. • Responses to surveys indicate a level of satisfaction with access to TAP. • Feedback on specific activities. 				