

CITIZENS CLEAN ELECTIONS COMMISSION (CCEC)

STRATEGIC PLAN

CCEC Mission Statement: To fairly, faithfully and fully implement and administer the Arizona Citizens Clean Elections Act.

CCEC Vision: Through the successful implementation of the Arizona Citizens Clean Elections Act, we seek to improve the integrity of Arizona state government and we are seeking to promote public confidence in the Arizona political process.

CCEC Principles/Values:

Candidates and Campaign Committees: Our priority is to provide excellent customer service to the participating candidates and their campaign committees who choose to follow the provisions of the Clean Elections Act. We will provide excellent customer service to the nonparticipating candidates and their campaign committees who must comply with the provisions of the Act.

Service: Provide timely and accurate information to customers, stakeholders and members of the public who make inquiries.

Integrity: We will be committed to the highest standards of ethical behavior.

Quality: Ensure that all work is completed to the highest standards of excellence.

Teamwork: We will work together to accomplish the mission of the Commission.

Continuous Process Improvement: Strive to develop efficient and effective processes that are necessary to accomplish the mission.

Actions: All Staff actions are made in consultation with the Executive Director.

		Staff
I.	Legislation and Rules	Executive Director Deputy Director
II.	Voter Education and Public Relations	Executive Director Deputy Director Voter Education Manager
III.	Training, Management Development, Commission Operations	Executive Director Deputy Director Voter Education Manager Financial Affairs & Compliance Officer
IV.	Enforcement	Executive Director Deputy Director Financial Affairs & Compliance Officer
V.	Financial, Fiscal Operations, Information Systems and Strategic Planning	Executive Director Deputy Director Financial Affairs & Compliance Officer Executive Assistant

I. Legislation/Commission Rules

Concept: Simplify and improve the Citizens Clean Elections Act while maintaining its effectiveness and purpose.
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Goals:

- Work with Legislature to develop and provide technical assistance with drafting legislation that will further the purpose of the Act.
- Promulgate rules to further the purpose of the Act
- Work with other agencies or groups to improve the implementation of the Act.

II. Voter Education and Public Relations

Concept: Inform citizens about public issues related to the Citizens Clean Elections Act

Goals:

- To provide the public with communications, reports and publications that are clear and informative.
- To effectively use all channels of communication, including new technologies, to publicize the Act and its implementation.
- To provide leadership for outreach activities, including debates, public participation, candidate awareness and media relations.
- To provide visibility to the new rules, policies and procedures promulgated by the Commission.
- To evaluate and improve the effectiveness of the educational programs and information that the Commission provides to the public.
- The successfully inform voters about the candidates running for statewide and legislative offices through candidate debates, statement pamphlets, and online publications.
- Continue to promote understanding of Arizona's political system and constructive participation within the system.

III. Training, Management Development, and Commission Operations

Concept: Ensure staff is competent to carry out the objectives and mandates of the Act

Goals:

- Ensure that the staff understands the Commission's mission and the expectations of their jobs.
- Eliminate or combine jobs as necessary to maintain a lean staff
- Utilize contract services or other services of other agencies
- Attend management and leadership classes by staff members.

IV. Enforcement

Concept: To facilitate easier and more universal compliance with the Citizens Clean Elections Act

Goals:

- Provide frequent and effective client education programs and publications.
- Simplify and improve reporting forms and procedures.
- Provide clarity and consistency in actions taken by the Commission.
- Revise candidate training programs to address new issues and to promote compliance.
- Assist the Secretary of State to provide and continually improve a campaign finance management software application and encourage its use by the maximum number of political committees and political funds.

V. Financial, Fiscal Operations, Information Systems and Strategic Planning

Concept: To abide by the statutory expenditure authority. To plan, develop and implement effective and efficient information systems that will help the Commission carry out its mission.

Goals:

- Monitor the amounts expended from the budget to ensure that expenditures do not exceed funds available.
- Ensure that the revenues from other agencies are paid into the fund.

- Use technology more effectively to identify compliance problems and to provide clients with resources to avoid problems.
- Evaluate and improve the Commission's financial activities on an ongoing basis.
- Ensure the Commission's educational obligations are met as efficiently and effectively.
- Determine when the fund contains insufficient monies or the spending cap would be exceeded were all candidates' accounts to be fully funded as early as possible.