IT Strategic Framework: 2017-2020

MISSION: Promote Confidence in the Political Process

Empower the public to "follow the money" in politics	Help regulated community achieve and maintain compliance	Continue to build a better, more agile, and more responsive organization	Encourage the public to be part of the process.
• Real-time access to reports, data, and compliance information. • Link entities for both analytics and information discovery. • Summary insights and visualizations. • Every data point available electronically.	• Customized, updated requirements and status. • Real-time interactive feedback. • Intelligent applications that spot common errors. • Quick-file on-the-fly. • Immediate, relevant and electronic communications.	• Status at a glance. • Intuitive tools for filer assistance. • Analysis tools for investigations. • Consistent and readily available metrics. • Data-driven decision making. • Automated processing.	• Subscribe to anything using the channel of your choice. • Cultivate a community through online tools that make participation easier. • Transparent processes and progress. • Connect people and the political process.

VISION: The PDC will lead the nation in fostering full disclosure of money in politics

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- Provide real-time access to **all reports**, data, and compliance information across all PDC programs and systems with navigation based on context rather than requiring specific knowledge of how the PDC operates. For example, a candidate public dashboard should link to any enforcement actions, past elections, opponents, supporters and reporting history.

- Provide summary insights and visualizations for all entities. When looking at a particular race, how does the race compare to prior years or other similar races in the same year. Candidate information should provide a high-level overview where the public can see the trends in the data and comparisons or even how the contributor base is changing over time.

- Link entities for both analytics and information discovery by providing concrete identifiers across all our systems where possible and implementing advanced analytics to provide entity matching so that the public can see the connections where "ACME widgets" is seen as a single connection whether they were entered as ACME, ACME Inc., Acme Widgets Incorporated.

- Every value reported is available as a discrete data element that can be connected back to the source and is available for analysis and research through the PDC Open Data portal. 100% electronic filing.

- Access to the most common analytics and a process for the public to suggest new facets on the data.

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- Filer dashboard where you sign-on to your account and get a calendar of dates that apply to your reporting periods, notifications about when a report is due, quick help about topics relevant to your campaign, connect to a real person who will see your information on their screen too. For treasurers handling multiple accounts, this could even list all their campaigns like the lobbyist system does now.

- Integration of all PDC systems filers can manage all their interactions through a single entry point and have quick "at-a-glance" insight. Perhaps even seeing a list of things we've sent via email also go into a message history.

- Electronic filing systems that are context aware. For example, if you enter your jurisdiction, the application should only ask for a position number when the jurisdiction has positions and then require a valid selection. The same for selecting an election year. When you are running for governor, we know the possible election years. Spot and provide a review for possible errors.

- Quick-file on-the-fly from any device so filers can easily enter a single expense, contact, contribution from any device and then review transactions at a later date when they are ready to file.

- Communication with filers is entirely electronic where filers can update their contact info through a single entry point, possibly choosing alternate channels such as text messages. Communications are tailored to the recipient and their filing status. For example, if there getting a communication because they are a candidate, we should be telling them it's because of their office, filing status, election participation and reporting status.

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- Customer service and filer assistance staff have access to a customer's status at-a-glance so when a filer contacts us for help, just clicking a link or entering and ID gives them access to the most recent information such as links to their reports, report due status, recent communications such as the reminders we sent them.

- Intuitive tools to assist customers by being able to quickly drill down into their lobbyists, campaigns, history of past contacts, notes from compliance regarding actions needed to come into compliance.

- Easily configurable and fully automated electronic communications using templates so everyone gets a consistent message that is tailored to them. This can be reminders as well as guidance and solutions to common problems.

- Rich metadata to allow staff to continuously improve both internal processes and instructions, rule, law, etc. For example, analyzing complaint tags to determine where we might need to improve an electronic filing system to help the regulated community get it right or reveal where a rule may not be clear.

- Metrics are both consistent and readily available to support data-driven decision making and identify emerging trends. Systems support rich ad-hoc queries and fast development of new standard reports so process improvement isn't stalled by technology.

- Fully automated processing wherever possible. For example, accepting and posting a dissolution notice where most everything is just a prompt to staff to review and a simple confirmation triggers all the mechanics.

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- Connect people to the political process by making the PDC website the best place to go for the information about the issues and campaigns that matter to you. For example, making it easy for every city, county and special district to provide links to the PDC that connect their citizens directly to the races that matter to them. Expanding on "My campaigns."

- Cultivate the stakeholder community through tools that allow both broader and more targeted communications so we can reach the right audience and integration with filer systems so we reach the people directly impacted. Provide online tools that make participation by stakeholders easier.

- Allow the public to Subscribe to anything using the channel of their choice. For example, for any candidate, ballot issue, lobbyist or public agency the public could subscribe to get a notification any time they submit a report, change their filing status or subscribe to an enforcement matter. They should be able to control how they get the message, email, text message, twitter, etc.

- Use transparent processes and keep progress information current and readily available so even stakeholders that can't always be deeply involved will still know they are in-the-loop and able to have their voice heard or just know where we are going at each step along the way. We should be able to demonstrate the culture and commitment to continuous improvement in an open way.

- Open all our technology where possible and seek broader collaboration.

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