

# Strategic Plan Overview

California Secretary of State



## Mission Statement

Adhering to the highest standards of integrity and transparency, the California Secretary of State supports businesses, strengthens democracy, protects individual rights and preserves our state's history by delivering quality services, accessible resources, and trusted information.

## Vision Statement

We improve the lives of Californians and businesses by going above and beyond to foster trust in democracy, share our state's rich history, promote economic growth, and invest in our future.

## Core Values

1. Integrity
2. Innovation
3. Trust
4. Superior Service
5. Empowerment
6. Teamwork

## Summary

The Secretary of State's Office strives to promote inclusivity and accessibility in all of our provided services. We are focused on strengthening California's voting environment, optimizing California's business foundation and providing full exposure to the State's Archive collections. The Secretary of State's office aims to provide superior service and promote innovation while fostering a sustainable organization. We strive to continuously improve our employee- focused work culture and stimulate civic engagement. Here at the Secretary of State's office, we prioritize innovative and proactive solution based thinking in order to preserve operational efficiency and provide the most effective customer service for our California constituents.

