



## News Release

**CONTACT** Ryan Brown  
**PHONE** 651-556-6750  
**E-MAIL** ryan.brown@state.mn.us

### **FOR IMMEDIATE RELEASE**

December 11, 2014

Contact: Ryan Brown

[Ryan.brown@state.mn.us](mailto:ryan.brown@state.mn.us)

### **Department of Revenue wins 2014 Governor's Continuous Improvement Award**

**ST. PAUL, Minn.** – The Minnesota Department of Revenue was recognized by Governor Mark Dayton for a customer-centric approach to communication by using plain language concepts in communications with taxpayers. The award, the 2014 Governor's Continuous Improvement Award, was presented to the agency this week.

“The department has made great strides in providing plain language, understandable materials to our customers,” said Revenue Commissioner Myron Frans. “To receive this award underlines the great work the department is doing across all areas and shows Minnesotans that we are striving to make state government work better and more efficiently.”

The department-wide initiative of “Saying it Simply” ushered in a new approach that put the emphasis on customers and making sure they can:

- Find what they need
- Understand what they find
- Use what they find to meet their needs, and ours

To achieve the goal of providing more understandable information to customers, the department trained nearly one-third of Revenue employees in plain language concepts, sought advice from taxpayers on making communications simpler by conducting usability tests, and created an editing process leading to fewer and simpler letters as well as reduced call times and quicker understanding from customers.

Previous Governor's Continuous Improvement Awards for the department were for projects that include: [Streamlining printing and mailing](#) (2013), [e-Services system for business taxpayers](#) (2012), and electronic check processing (2011).

Follow the latest news and updates from the Minnesota Department of Revenue on [Twitter](#), [Facebook](#) and sign-up for our [email subscription list](#).

###