aamva values

integrity: honest, respectful, works within AAMVA’s Ethics Statement, maintains confidentiality, conveys good news and bad; stays in step with all stakeholders vs. out of alignment

customer service: polite, efficient, effective, accurate and available, solves customer problems, conveys a positive image of AAMVA, increases customer satisfaction, asks for feedback and ideas

accountability: meets goals to members, mission and each other, adapts to change, stays focused under pressure

innovation: generates new ideas, challenges the status quo, takes risks, supports change, solves problems creatively, increases expertise

goals for increasing member value

one. guide and lead members to successfully anticipate, prepare and navigate their top DMV-related issues

two. deliver to members prioritized elements of a comprehensive, adaptable solutions package that helps them address their most critical business challenges in driver, vehicle and law enforcement

three. strengthen AAMVA’s financial foundation to increase long-term value to members

four. take organizational operations from good to great

2012 to 2014 strategic plan

american association of motor vehicle administrators
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www.aamva.org
**AAMVA Mission**

To support North American motor vehicle and law enforcement agencies in achieving their mission.

**AAMVA Vision**

AAMVA is the valued and trusted organization representing and serving the motor vehicle and law enforcement community across North America.

**The AAMVA Community**

As the community of motor vehicle and law enforcement agencies in North America, AAMVA represents member interests in a variety of forums. AAMVA is recognized as the leading authority for driver and vehicle licensing, and administration and related enforcement.

AAMVA engages motor vehicle and law enforcement agencies and the private sector to advance driver license, vehicle title, motor carrier, highway safety, security, identification and enforcement practice.

The AAMVA community outlook is a future where motor vehicle and law enforcement agencies advance public safety and security by:
- Lowering highway fatalities and injuries
- Reducing vehicle theft and fraud
- Improving identification security

## 2014 Strategic Goals

### Goal One

Guide and lead members to successfully anticipate, prepare and navigate their top DMV-related issues.

- Be the advocate for today’s issues
- Be the think tank for future issues

**Goal 1.1**

Using a formal policy process, define and advance official, member-driven positions, recommendations and model legislation.

**Goal 1.2**

Identify and prioritize emerging issues and draft potential solutions.

**Goal 1.3**

Share lessons from international legislation, policies, and best practices which create new jurisdictional value.

### Goal Two

Deliver to members prioritized elements of a comprehensive, adaptable solutions package that helps them address their most critical business challenges in driver, vehicle and law enforcement.

- Distribute all of what we have now so it is more fully used
- Develop new solutions to fill priority gaps

**Goal 2.1**

Assure key users in every jurisdiction know and can easily access all existing AAMVA resources.

**Goal 2.2**

Identify, develop and deliver top-prioritized solutions.

### Goal Three

Strengthen AAMVA’s financial foundation to increase long-term value to members.

- Build a strong, diversified financial engine that enables members to better achieve their mission

**Goal 3.1**

Develop and implement a funding allocation methodology that enables financial return to jurisdiction members.

**Goal 3.2**

Mitigate risk of net income shortfalls from contracts expected to end before September 2014.

### Goal Four

Take operations from good to great

- Improve internal operations
- Improve engagement of members

**Goal 4.1**

Increase staff and internal operational effectiveness

**Goal 4.2**

Increase member engagement