



2023-28

Strategic Plan Goals & Objectives

*"Protect the public by ensuring
gambling is legal and honest."*

Goal #1

An Employer of Choice

Attract & Retain

- Recruit staff with effective, efficient practices
- Recognize, celebrate employees
- Staff professional development & growth
- Work-life balance

Institutional Knowledge

- Identify, assess, develop succession planning
- Create a continued learning culture

Culture Embrace of DEI

- Develop, implement DEI strategies
- Agency-wide cultural competencies
- Foster a sense of belong

Goal #2

Regulatory Leadership

Equity, Inclusive Environments

- Industry expertise on emerging trends
- Stakeholder feedback
- Participation in national peer groups

Innovate Efficiency

- Identify redundancies
- Become a change agent
- Embrace application of change

Sustainable Funding Models

- Analyzing similar-funded agencies
- Fees responsive to economic change
- Improve billing, processes

Improve Prosecution

- Engage prosecutors early during investigations
- Explore new prosecution methods
- Data capture of law enforcement efforts

Goal #3

Responsible Gambling

Problem Gambling Resources

- Agency collaboration
- Update licensee signage to post
- Update problem gambling rules signage

Workgroup participation

- Implement, integrate initiatives

Self-Exclusion Statewide

- Enhance program
- Explore rulemaking

Goal #4

Strengthening Partnerships

Engage

- Tribal, federal, state and local agencies
- Expand awareness of agency mission

Communication & Service

- Engage licensees, tribal partners
- Update, modernize licensee training
- Identify, remove information barriers
- Expand Outreach of WSGC