



Division of Alcohol and Tobacco Control

Strategic Management Priorities

FY2026 Version 1.0

Making a Safer Missouri

We are going to improve communication inside and out.

- WE WILL UTILIZE THE CUSTOMER INTERACTION SURVEY AND THE WEBSITE EXPERIENCE SURVEY TO GATHER INFORMATION TO IMPROVE CUSTOMER INTERACTIONS WITH STAFF AND/OR THE WEBSITE.
- WE WILL DEVELOP AN INTRANET SITE TO CENTRALIZE INFORMATION SHARING FOR STAFF.
- WE WILL CONTINUE TO SHARE IMPORTANT INFORMATION WITH STAKEHOLDERS ON THE WEBSITE VIA THE NEW/NOTEWORTHY SECTION AND ON FACEBOOK.

We are going to improve our team.

- WE WILL FOCUS ON REDUCING TURNOVER THROUGH RETENTION EFFORTS FOCUSED ON EMPLOYEE ENGAGEMENT, COLLABORATION, AND SEEKING BUDGET APPROVAL FOR PAY INCENTIVES.
- WE WILL PURSUE SIX ADDITIONAL FTE POSITIONS (ONE BRAND REGISTRATION CLERK, ONE EXCISE CLERK, ONE JEFFERSON CITY AGENT, ONE SPRINGFIELD AGENT, AND TWO AUDITORS) TO BALANCE THE WORKLOAD, REDUCE EXCESSIVE BACKLOG WHEN VACANCIES EXIST, AND BE READY TO MEET DEMANDS WHEN OTHER HIGH PRIORITY INITIATIVES REQUIRE REALLOCATION OF DUTIES.
- WE WILL CONTINUE TO LEVERAGE CHANGE CHAMPION MEETINGS, ALL-STAFF TRAINING AND TEAM BUILDING EVENT(S), AND OTHER METHODS TO ENGAGE WITH STAFF AND FOSTER A COLLABORATIVE AND PRODUCTIVE WORK ENVIRONMENT.

We are going to improve how we work with our stakeholders.

- WE WILL GO LIVE WITH ALCMS – ALCOHOL LICENSING & CASE MANAGEMENT SOLUTION, A COMPREHENSIVE ONLINE PUBLIC PORTAL THAT WILL ALLOW CUSTOMERS TO APPLY FOR AND MANAGE LIQUOR LICENSES INCLUDING BRAND REGISTRATION AND EXCISE TAX FILING, SUBMIT ELECTRONIC PAYMENT, FILE COMPLAINTS, AND SUBMIT OPEN RECORD REQUESTS. THE CURRENT ANTICIPATED LAUNCH DATE IS FALL 2025.
- ESTABLISH A METHOD FOR PUBLIC FEEDBACK RELATIVE TO THE ALCMS SYSTEM TO MITIGATE ISSUES AND PRIORITIZE FUTURE SYSTEM ENHANCEMENTS.
- SEEK LEGISLATIVE CHANGE TO CLARIFY AND/OR AMEND EXISTING LAWS THAT CREATE CHALLENGES FOR STAKEHOLDERS.