

## PUBLIC RELATIONS MISSION

### Mission Statement

The mission of the Carson County Appraisal District office is to serve the citizens and taxing units within the District's jurisdiction, to value property and administer exemptions, fairly and equitable in accordance with the Texas Property Tax Code and other appraisal practices and standards, using the staff and resources available to carry out the duties in a professional, friendly, courteous and ethical manner.

### IAAO Standard

The public relations plan and policies are practices specified by the "IAAO's Standard on Public Relations".

The International Association of Assessing Officers (IAAO) is the internationally recognized leader and preeminent source for innovation, education, and research in property appraisal, assessment administration, and property tax policy. Their website is <http://www.iaao.org>.

The Chief Appraiser is the spokesperson for the office and is responsible for dealing with the media, both in verbal and written format. In the absence of the Chief Appraiser, the Deputy Appraiser may provide information as requested.

If a crisis should occur, the Chief Appraiser should take the following steps:

1. Identify the problem.
2. Seek input from staff.
3. Develop a strategy to respond.
4. Respond promptly and completely with supporting data.
5. Follow-up to answer any additional questions.

Staff shall be reminded periodically about providing good customer service and the benefits of being successful in that task. They are encouraged to have customers complete a customer's survey form so we can monitor comments and seek to provide better service. Staff shall also consult the Carson CAD Customer Service Policy.

### Media Contact List:

Panhandle Herald  
Groom News  
Panhandle Progressive News