

STRATEGIC OBJECTIVES

SECTOR OUTCOME : People-centered, innovative, clean, efficient, effective, and inclusive delivery of public goods and services

ORGANIZATIONAL OUTCOME : Public access, engagement and understanding of Presidential policies and government programs achieved

PERFORMANCE INFORMATION

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)	2017 GAA Targets	2017 Actual
Public access, engagement and understanding of Presidential policies and government programs achieved		
Percentage of target audience who gained awareness of presidential policies and government programs after exposure to printed/ digital information material and special events	90% of target audience gained awareness after exposure to printed/ digital information material and special events	100%

MFO / Performance Indicators	2017 GAA Targets	2017 Actual
MFO 1: COMMUNICATION DEVELOPMENT AND PRODUCTION SERVICES		
Communications Programs, Projects and Activities Conceptualized and Implemented		
Number of communication programs, projects and activities conceptualized and implemented	72,658	124,831
Communication programs, projects and activities conceptualized and implemented rated good or better	90%	99.38%
Communication programs, projects and activities implemented three working days prior to prescribed schedule	90%	92.70%

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)	2018 GAA Targets	Baseline	2019 Targets
Public access, engagement and understanding of Presidential policies and government programs achieved			
GOVERNMENT COMMUNICATIONS PROGRAM			
Outcome Indicator			
1. Percentage of the feedback survey respondents from the target audience who gained awareness of presidential policies and government programs after exposure to print and digital information materials and events	90%	90%	90%
Output Indicators			
1. Number of communication materials and events produced and disseminated	72,658	72,658	72,658
2. Percentage of the feedback survey respondents from the target audience who rated the communication materials and events as good or better	90%	90%	90%
3. Percentage of materials and events produced as scheduled	90%	90%	90%