

C. BUREAU OF COMMUNICATIONS SERVICES

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)

BASELINE

2021 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%

Output Indicators

1. Number of communication materials and events produced and disseminated

72,658

96,231

2. Percentage of the feedback survey respondents from the target audience who rated the communication materials and events as good or better

90%

90%

3. Percentage of materials and events produced as scheduled

90%

90%