

STRATEGIC OBJECTIVES

SECTOR OUTCOME

Knowledge, skills, attitudes and values of Filipinos to lead productive lives enhanced

ORGANIZATIONAL OUTCOME

1. Management and preservation of national shrines and artifacts strengthened
2. Awareness, appreciation and access of historical and cultural heritage increased

PERFORMANCE INFORMATION

KEY STRATEGIES

1. Upgrade museums structural and curatorial components in keeping with the modernization plan.
2. Continue to upgrade staff competencies to ensure optimum work performance.

ORGANIZATIONAL OUTCOMES (Oos) / PERFORMANCE INDICATORS (PIs)BASELINE2017 TARGETS

Management and preservation of national shrines and artifacts strengthened

Percentage of declared historic sites and structures restored 237

Restoration and curatorial development of 24 historic sites and structures

Percentage of historical artifacts / objects (movable and immovable) are conserved and restored	900	increased by 5%
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Awareness, appreciation and access of historical and cultural heritage increased

Increase in the number of participants in national events	4 national events	Ten percent (10%) increase
Percentage increase in the number of media articles published with favorable coverage	20 articles with 50% positive response	Number of articles published with 50% positive ratings / comments

MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)

2017 Targets

MFO 1: MANAGEMENT AND PRESERVATION OF HISTORICAL OBJECTS

No. of historical objects (monuments, shrines, sites, landmarks, relics and documents under management	1047
% of protected and preserved sites open for public viewing	90%
% of visitors who rate the quality of preservation as good or better	90%
Average % of the year for which protected and conserved historical sites are open to the public during business hours	90%

MFO 2: PRODUCTION AND DISSEMINATION OF HISTORICAL INFORMATION

No. of historical records maintained in the database	861
% of online requests for information met within 5 minutes	90%
% of desk requests for information met within 30 minutes	90%
% of web page users who rate the quality of the web page as good or better	90%
No. of days as a % of the total number of days of the year on which 1 or more downtime events occurred	12
% of downtime events that lasted longer than 5 minutes	10%
No. of promotion/special events held (commemorative events, markers, seminars, exhibits, contests, book launching, press conference, transfer of remains)	122
Estimated target audience reach of promotional events/ special events	10,000
Average % of participants/audience who rate the events as good or better	90%
Average % of target audience surveyed that is aware of the promoted message	90%
% of events that commenced within 1 hour of original scheduled start time	90%