

## C. BUREAU OF COMMUNICATIONS SERVICES

### STRATEGIC OBJECTIVES

#### SECTOR OUTCOME

Public information dissemination

#### ORGANIZATIONAL OUTCOME

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

#### PERFORMANCE INFORMATION

#### KEY STRATEGIES

1. Use of different formats / media of communication to provide constant and credible government information to the public;
2. Expand distribution of information materials to reach more audiences, especially marginalized groups; and,
3. Establish linkages with other government agencies to create awareness of the Bureau's publication production capabilities.

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

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

MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)2017 Targets

## MFO 1: COMMUNICATION DEVELOPMENT AND PRODUCTION SERVICES

Number of communication programs, projects and activities conceptualized and implemented	72,658
Communication programs, projects and activities conceptualized and implemented rated good or better	90%
Communication programs, projects and activities implemented three working days prior to prescribed schedule	90%