

## U. PHILIPPINE INFORMATION AGENCY

### 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

##### 2023 TARGETS

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

**DEVELOPMENT COMMUNICATION PROGRAM****Outcome Indicators**

1. Access rate audience of IEC materials developed	95%	95%
2. Percentage of government information officers trained who rate the training as satisfactory or better	95%	95%
3. Percentage of public who are aware / informed of government programs	90%	95%

**Output Indicators**

1. Percentage of IEC materials produced / disseminated within the prescribed timeframe	95%	95%
2. Percentage of training accomplished within the prescribed timeframe	95%	95%
3. Percentage of consultations held or stakeholders consulted within the prescribed timeframe	95%	95%

**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%	99%
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**Output Indicators**

1. Number of communication materials and events produced and disseminated	96,231	102,231
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%