

## B. 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

##### 2024 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%

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GENERAL APPROPRIATIONS ACT, FY 2024**Output Indicators**

1. Number of communication materials and events produced and disseminated	96,231	102,232
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%