

AE. PRESIDENTIAL COMMUNICATIONS DEVELOPMENT AND STRATEGIC PLANNING OFFICE

STRATEGIC OBJECTIVES

MANDATE

The Presidential Communications Development and Strategic Planning Office (PCDSP0), was established by Executive Order No. 4 series of 2010, with the following functions:1. Coordinate the crafting, formulation, development and enhancement of the messaging system under the Office of the President;2. Design and recommend responses to issues that arise on a daily basis; 3. Ensure consistency in the messages issued by the Executive Department; 4. Assist in the formulation and implementation of new media strategies for the Office of the President; 5. Assist in research and development of new media instruments; 6. Liase with the Malacañang Records Office; 7. Control and supervise the conduct of market research, monitoring public opinion, and gathering, use and analysis of other relevant data as may be necessary; 8. Formulate editorial guidelines and policies for state media; 9. Ensure consistency in the implementation of the corporate identity of the Executive Department;10. Act as custodian of the institutional memory of the Office of the President, which includes the supervision and control of the Presidential Museum and Library, and liaison with the Malacañang Records Office; 11. Perform editorial functions for the Official Gazette; and, 12. Perform such other functions as may be directed by the President.

VISION

To have a government that is fully committed to transparency and accountability, works actively with other sectors and empowers its citizenry in order to achieve a Philippines where everything works.

MISSION

To bring the President closer to the people by being a dynamic and effective hub of dialogue between the government and the citizenry; to take the lead in raising the level of public discourse; to be a fountain of insight that best serves the President's agenda, especially regarding communications strategy and policy.

KEY RESULT AREAS

Transparent, accountable, accessible and participatory governance

SECTOR OUTCOME

To craft messages and visuals that are informative, accessible and easy for ordinary citizens to understand

ORGANIZATIONAL OUTCOME

1. The President's messages are articulated
2. An effective and transparent government
3. Strengthening ownership of cultural heritage

PERFORMANCE INFORMATION

KEY STRATEGIES

Craft, consolidate and institutionalize the administrative communications agenda through the elevation of public discourse, and the continued pursuit of transparency and social inclusiveness in government processes.

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)

BASELINE

2015 TARGETS

The President's messages are articulated

Percentage of speeches and messages used by the President

80% of final drafts are used by the President

Percentage of speeches and messages of the President that are quoted / carried by media

80% carried / quoted by media

Percentage of speeches and messages produced within the set PMS deadline

100% of demand are produced within the deadline

Percentage of strategic communication materials produced (includes speeches, messages, statements, articles, briefers / infographics, etc.)

100% of demand are produced

An effective and transparent government

Number of real-time content entries published on the Official Gazette online

3000 - 4000 real-time content online entries

Number of users / page visits on the Official Gazette online

>8,000,000 page visits / year

Number of legal documents, executive issuances, and President's messages digitized and uploaded into the Official Gazette website

> 22,248 documents digitized and uploaded until 2015

Percentage of legal documents, executive issuances and President's messages digitized and uploaded on time

100% of target delivered on time

Strengthening ownership of cultural heritage

Number of visitors to the Presidential Museum and Library coursed through the Presidential Museum and Library Website

>= 150

Percentage of requests for access to the Museum or Library that are replied to and acknowledged within 1 day

100% of requests are replied to and acknowledged within the day

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

2015 Targets

MFO 1: STRATEGIC COMMUNICATIONS DEVELOPMENT SERVICES

Percentage of strategic communication materials delivered	100%
Percentage of strategic communication materials delivered rated good or better	100%
Percentage of strategic communication materials delivered three (3) working days prior to set deadline	100%
Number of legal documents, executive issuances and President's messages digitized and uploaded into the official website of the government	20,000
Percentage of digitized and uploaded documents rated good or better	100%
Percentage of legal documents, executive issuances and President's messages digitized and uploaded five (5) days prior to set deadline	100%
Number of visitors to the Presidential Museum and Library	150
Percentage of visitors who rate the Museum and Library as good or better	100%
Percentage of requests for access to the Museum or Library that are met within (1) day	100%