

C. BUREAU OF COMMUNICATIONS SERVICES

STRATEGIC OBJECTIVES

MANDATE

The Bureau of Communications Services (BCS) develops and provides communications services relating to policy formulation, communications planning, project development, research and evaluation, and coordination of information planning within the framework of the overall thrust and priorities of the national development plan.

VISION

A vital government information arm dedicated to accurate, relevant and responsible communications services in support of the Presidency.

MISSION

To continuously provide government organizations and select groups' informations on the President's thrusts, priorities and accomplishments through publications, networking, special events and other communication support services.

KEY RESULT AREAS

Anti-corruption/transparent, accountable and participatory governance

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)

BASELINE

2015 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)

2015 Targets

MFO 1: COMMUNICATION DEVELOPMENT AND PRODUCTION SERVICES

Communications Programs, Projects and Activities Conceptualized and Implemented

Number of communication programs, projects and activities conceptualized and implemented	66,700
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%