

C. 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****2022 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

95%

90%

Output Indicators

1. Number of communication materials and events produced and disseminated

141,002

96,231

2. Percentage of the feedback survey respondents from the target audience who rated the communication materials and events as good or better

96%

90%

3. Percentage of materials and events produced as scheduled

83%

90%