

E. 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

2025 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% | 97% |
| 3. Percentage of public who are aware / informed of government programs | 90% | 95% |

Output Indicators

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|---|-----|-----|
| 1. Percentage of IEC materials produced / disseminated within the prescribed timeframe | 95% | 97% |
| 2. Percentage of training accomplished within the prescribed timeframe | 95% | 97% |
| 3. Percentage of consultations held or stakeholders consulted within the prescribed timeframe | 95% | 95% |