

## 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

#### 2024 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

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%