

AD. PRESIDENTIAL COMMUNICATIONS DEVELOPMENT AND STRATEGIC PLANNING OFFICE

STRATEGIC OBJECTIVES

MANDATE

The Presidential Communications Development and Strategic Planning Office (PCDSPO), 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

Production of government information materials explaining issues of national importance (i.e. speeches, press releases, briefers, collaterals, etc.) in both Filipino and English that are suitable for all types of media (TV, radio, print and internet)

New Appropriations, by Program/Project

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	<u>Current Operating Expenditures</u>			
	<u>Personnel Services</u>	<u>Maintenance and Other Operating Expenses</u>	<u>Capital Outlays</u>	<u>Total</u>
PROGRAMS				
100000000 General Administration and Support	P 8,817,000	P 26,527,000		P 35,344,000
300000000 Operations	12,388,000	21,918,000		34,306,000
NFO 1: Strategic Communications Development Services	12,388,000	21,918,000		34,306,000
Total, Programs	21,205,000	48,445,000		69,650,000
TOTAL NEW APPROPRIATIONS	P 21,205,000	P 48,445,000		P 69,650,000

New Appropriations, by Central/Regional Allocation

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	<u>Current Operating Expenditures</u>			
	<u>Personnel Services</u>	<u>Maintenance and Other Operating Expenses</u>	<u>Capital Outlays</u>	<u>Total</u>
REGION				
Regional Allocation	P 21,205,000	P 48,445,000		P 69,650,000
National Capital Region (NCR)	21,205,000	48,445,000		69,650,000
TOTAL NEW APPROPRIATIONS	P 21,205,000	P 48,445,000		P 69,650,000

Special Provision(s)

1. Appropriations for Programs and Specific Activities. The amounts appropriated herein for the programs of the agency shall be used specifically for the activities in the amounts indicated under the Details of the FY 2014 Budget attached as Annex A (Volume 1) of this Act.

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.

MAJOR FINAL OUTPUTS (MFO) / PERFORMANCE INDICATORS

Targets

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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	22,248
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%