



New Federal Strategic Planning Framework

**Aligning the Department's Strategic Plan,
Balanced Scorecards, and
SES Performance Plans**



2010 Government Performance Results Act (GPRA) Modernization

Legislative Intent:

- **Improved Performance (ROI) through Focus on Priority Measurable Outcomes**
- **Frequent Monitoring of Progress Toward Outcomes**
- **Data-Based Decision Making**
- **Transparency**
 - **Performance Reporting Modernization**



2010 Government Performance Results Act (GPRA) Modernization

First Requirements Implemented:

- **Designation of COO, PIO, and Goal Leaders**
- **Agency Priority Goals and Cross Agency Priority Goals**
- **Indicators (*aka Measures of Performance, Outcome, Output*)**
- **Quarterly Reviews**
- **APG Progress Reports on Performance.gov**



FY 12/13 Agency Priority Goals

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GOAL LEADER(S)

Advance Commercialization of New Technologies by Reducing Patent Application Pendency and Backlog

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Goal Overview

American innovators and businesses rely on the legal rights associated with patents in order to reap the benefits of their innovations. Timely issuance of high-quality patents provides certainty in the market, and allows businesses and innovators to make informed and timely decisions on product and service development. Processing patent applications in a quality and timely manner advances economic prosperity by using intellectual property (IP) as a tool to create a business environment that cultivates and protects new ideas, technologies, services and products. The United States Patent and Trademark Office (USPTO) will continue to identify and implement the efficiencies, tools, and policies necessary to increase the number of applications it is capable of examining, while also improving quality. The USPTO has identified a twofold basis to attack the capacity challenge: increasing examination capacity and improving efficiency. Increasing examination capacity is achieved by increased strategic hiring, coupled with decreased attrition. Improving efficiency is achieved by removing unnecessary barriers to

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GOAL LEADER(S)

Expand Broadband Service to Communities

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Goal Overview

BTOP, funded under the Recovery Act, will expand broadband service to communities in a cost-effective manner that maximizes impacts on economic growth, education, health care, and public safety. Following a rigorous application and review process, the National Telecommunications and Information Administration (NTIA) invested approximately \$4 billion in 233 BTOP projects benefiting every state, territory, and the District of Columbia. A modern communications infrastructure is essential to preserving America's global competitiveness. The bulk of BTOP investments awarded—123 grants totaling more than \$3.48 billion—are funding the construction or upgrade of approximately 75,000 miles of broadband networks employing multiple technologies, including fiber-optics, wireless, and other technologies. Network miles are a direct indicator of the nation's growing broadband infrastructure, and represent both the increasing ability of underserved communities to contribute to America's global competitiveness and the foundation for more affordable broadband services to homes and businesses. BTOP

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GOAL LEADER(S)

Weather Ready Nation: Improve local weather warnings and lead times

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Goal Overview

Major weather events have demonstrated the importance of hazard preparedness and response in the United States. The purpose of this priority goal is to enhance protection of life and property by improving severe weather warnings and lead times, including flash flood warning lead time. Flash flooding has become the deadliest form of severe weather in the United States over the past 70 years.

NWS anticipates that deployment of dual polarization (Dual Pol) upgrades to Next-Generation Radar (NEXRAD) will provide some initial benefit to the flash flood warning lead time in FY 2013. Dual Pol technology enables NEXRAD to provide a more three-dimensional look into weather systems. With this technology, NWS forecasters will be able to better predict the type, intensity and duration of precipitation. With this new information forecasters can more accurately track, assess, and warn the public of high-impact weather. Most Dual Pol benefits will occur in out-years (beyond FY 2013) after all sites are upgraded, training is completed, and after implementation of enhanced NEXRAD algorithms and other science & technology improvements. NEXRAD is the joint Department of Commerce (DOC), Department of Transportation (DOT), and

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GOAL LEADER(S)

Expand Markets for U.S. Exporters

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Goal Overview

Exporting is good for American businesses, workers, and jobs. That is why President Obama announced the National Export Initiative (NEI) and set the goal of doubling U.S. exports in five years. DOC is committed to helping American-made goods and services succeed in the global market. Of U.S. companies that export, nearly two-thirds export to only one country—leaving other markets untapped. One of the strategies of the National Export Initiative is to encourage current exporters to enter additional markets (i.e., to become new-to-market exporters, NTM). If a company is exporting to one country, another one or two markets can often provide additional opportunities to export and generate increased revenue. The International Trade Administration (ITA) and its U.S. and Foreign Commercial Service (CS) are taking key actions to accomplish this priority goal. ITA is investing in a next generation web platform, which is part of the BusinessUSA family. BusinessUSA provides one-stop access to federal information supporting U.S. businesses; Export.gov 2.0 will allow a greater number of companies to access ITA's exporting knowledge, through a customer-driven experience that will be tailored to the individual exporter's needs.



2010 Government Performance Results Act (GPRA) Modernization

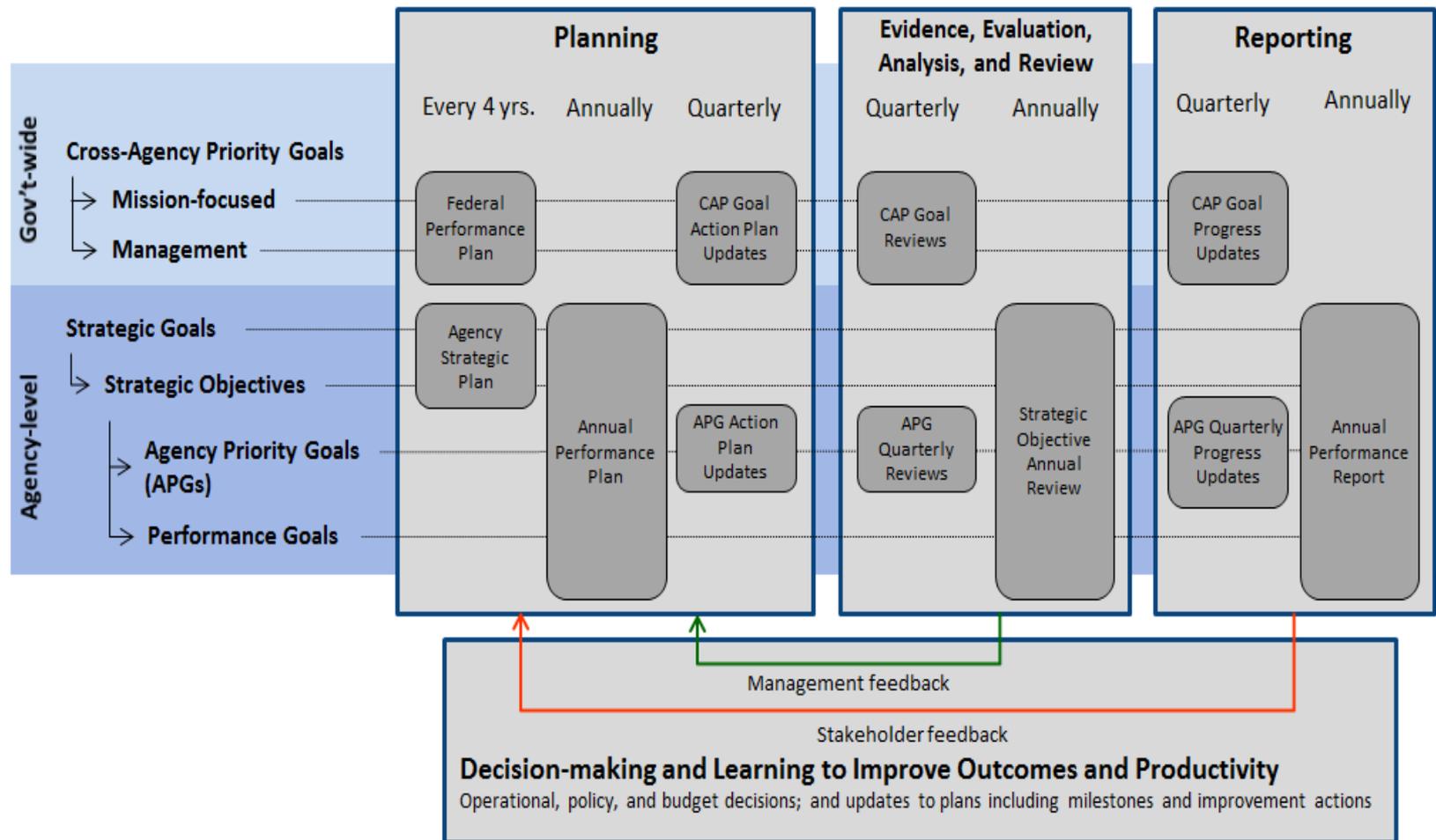
Requirements Currently Being Implemented:

- **A Federal Program Inventory (FPI)**
- **A revised Strategic Plan**
Published one year after a presidential term begins;
Revised Strategic Objectives and Agency Priority Goals
- **Strategic Plans published on Performance.gov**
- **Annual Strategic Review of Strategic Objective progress**

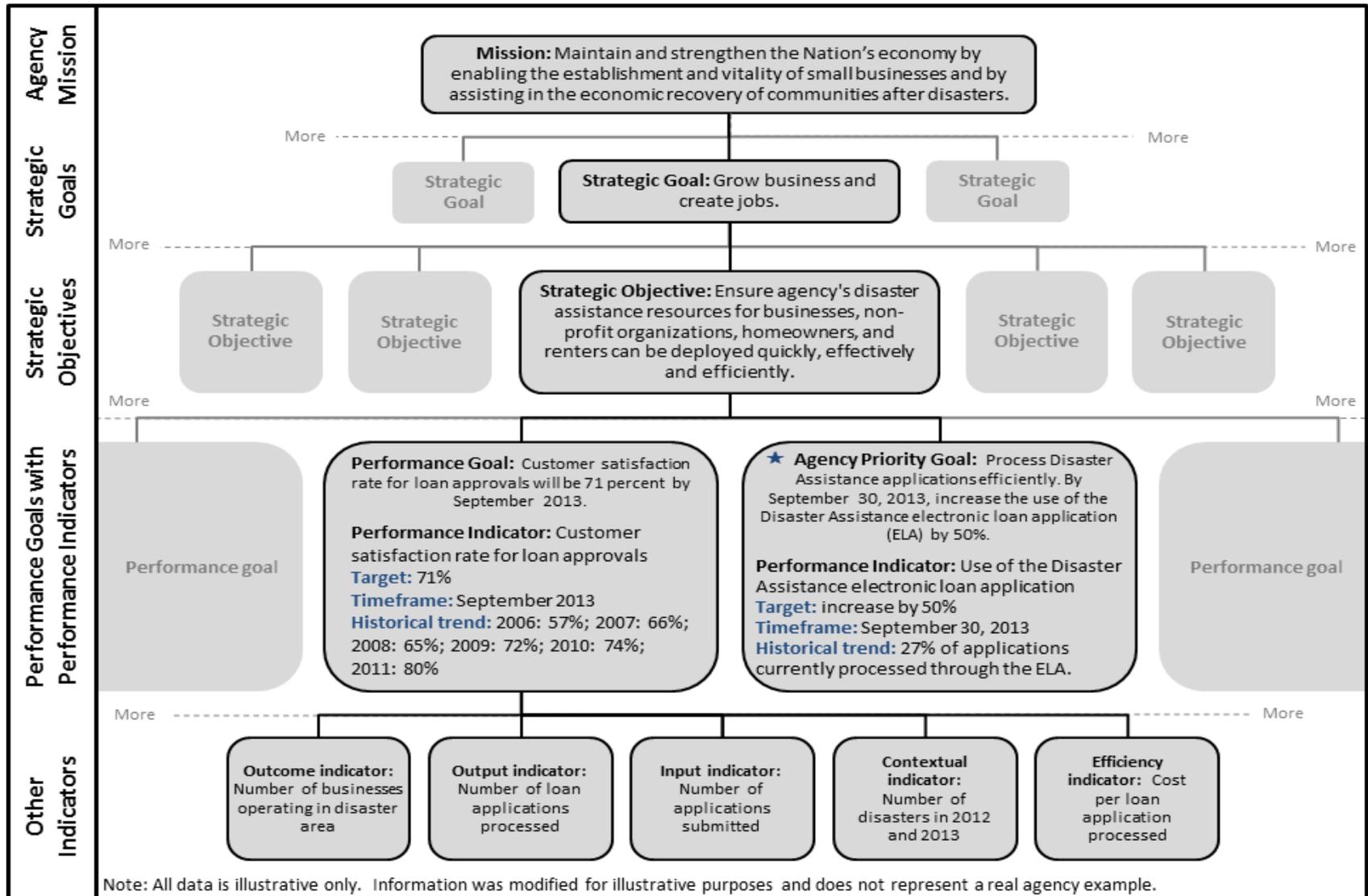


2010 Government Performance Results Act (GPRA) Modernization

How it will all fit together:



How Strategic Goal, Strategic Objectives and APGs Align





OMB's Guidance On Strategic Plans

MANAGEMENT PROCEDURES MEMORANDUM NO. 2013-01

For each Strategic Objective (SO):

- Context
- External Factors
- **Strategies**
- Indicators
- Contributing Programs
- **Evidence**



DOC Balanced Scorecards

Reviewed Quarterly by the Department's COO (Deputy Secretary) and Goals Leaders (Bureau Principals); includes:

- **Agency Priority Goals**
- **Mission Progress Indications
(Strategic Objective Indicators and Leading Indicators)**
- **Customer Service Indicators**
- **Process Performance Indicators**
- **Workforce Excellence Indicators**



For DOC Balanced Scorecard

Strategic Objective Indicators from the Strategic Plan and their “leading” indicators

For each Strategic Objective necessary to provide:

- **Human Capital Results**
- **Acquisition Quality**
- **Information Technology**
- **Process Performance**



For “Results” in SES Performance Plans

Measures from Bureau BSCs

- Measures linked to/aligned to BSC measures
- Performance in a region, for one stakeholder group, one process, one part of a process, one service
- Development of **Evidence** referenced in the Strategic Plan



So We All “Get” the Plan....

Use Plain Language

- **Do:** EDA supports U.S. manufacturing by providing local governments utilities grants to operate plants.
- **Don't:** EDA's budget reflects support for national efforts to increase domestic manufacturing by providing assistance to communities for the infrastructure (roads and sewage) needed for community development and economic growth from the location and expansion of manufacturing facilities.

www.plainlanguage.gov



So We All “Get” the Plan....

Keep it short

- **Agency Priority Goals supporting information**
- **Strategic Objectives supporting information**
 - **Briefly discuss **significant:** strategies, contributions, evidence**
 - **Cite “evidence” and references, don’t rehash them**
 - **Matrices not narrative**



Questions/Comments?