

FY 2008 PERFORMANCE AND ACCOUNTABILITY REPORT

OUTCOMES, OBJECTIVES AND MEASURES THAT HAVE BEEN EITHER DISCONTINUED OR CHANGED SINCE THE FY 2007 PAR

STRATEGIC GOAL 1

Maximize U.S. competitiveness and enable economic growth for American industries, workers, and consumers

STRATEGIC OBJECTIVE 1.1

Foster domestic economic development as well as export opportunities

Strategic Objective	Foster domestic economic development as well as export opportunities
Change	In FY 2007 PAR, objective was worded as "Enhance economic growth of all Americans by developing partnerships with private sector and nongovernmental organizations."
Justification	Wording reflects the FY 2007-2012 Department of Commerce Strategic Plan inclusive of ITA activities.

Performance Outcome	Enhance U.S. competitiveness in domestic and international markets (ITA)
Change	Outcome wording changed to "Strengthen U.S. competitiveness in the global marketplace."
Justification	Wording is less vague and better reflects the work of ITA.

Performance Outcome	Strengthen U.S. competitiveness in the global marketplace
Corresponding measure	Percent of industry specific trade barriers addressed that were removed or prevented
Change	New measure
Justification	This new measure focuses on concrete outcomes of ITA's work - that being the removal of trade barriers.
Corresponding measure	Percent reduction in per unit cost of data distribution
Change	Measure deleted
Justification	This measure is considered an efficiency measure. Efficiency measures are not reported to the public via the PART process and not via the PAR. This allows bureaus to focus on a more limited number of measures for the PAR

Performance Outcome	Increase exports to commercially significant markets including FTA countries, China and India. e
Change	Outcome added
Justification	This outcome focuses on ITA's work involving work to specific countries. It provides an even stronger (than in previous years) indicator of ITA's performance.
Corresponding measures	<ul style="list-style-type: none"> • Percent of imports by China that are exported from the United States • Percent of imports by India that are exported from the United States
Change	Measures added
Justification	These measures reflect the work that ITA is doing in terms of increasing U.S. exports, specifically those to the two most populous nations in the world.

Performance Outcome	Broaden and Deepen the U.S. exporter base (ITA)
Corresponding measure	Commercial diplomacy success
Change	Measure added
Justification	This measure reflects the outcome of ITA's work in this area.
Corresponding measure	Number of advocacy successes for the fiscal year
Change	Measure deleted
Justification	In further refining its performance measures, ITA determined that this measure, new for FY 2007, was often dependent on variables outside of ITA's control. Therefore, ITA has chosen to delete this measure and replace it with the "Commercial diplomacy success" measure.

STRATEGIC OBJECTIVE 1.2

Advance responsible economic growth and trade while protecting American security

Performance Outcome	Identify and resolve unfair trade practices (ITA)
Corresponding Measure	Percentage reduction in trade-distorting foreign subsidy programs
Change	New measure
Justification	This measure reflects ITA's work in the area of monitoring and addressing unfair trade practices through: negotiation, U.S. law, or remedies provided under World Trade Organization agreements.
Corresponding measure	<ul style="list-style-type: none"> Percent of ministerial errors in IA's dumping and subsidy calculations
Change	New measure
Justification	This new measure provides more insight into the work of ITA.
Corresponding measure	Percent of AD/CVD proceedings completed within statutory deadlines
Change	Measure re-worded as "Percent of AD/CVD determinations issued within statutory and/or regulatory deadlines."
Justification	The measure as re-worded is more precise in terms of ITA's work and focuses more on the outcome of the work.
Corresponding measure	Value of market access and compliance cases resolved successfully
Change	Measure added
Justification	This measure adds to the current measure, "Percent of market access and compliance cases concluded successfully," in that it focuses even more on the outcome of ITA's work, that being the additional amount of funding and benefits to the American public generated.
Corresponding measures	<ul style="list-style-type: none"> Number of market access and trade compliance cases initiated Number of market access and trade compliance cases resolved Percentage of market access and compliance cases that have an action plan within ten days of initiation Percentage of market access and compliance cases initiated on behalf of small and medium-sized businesses
Change	Measures deleted
Justification	As a general rule, these measures reflected outputs of ITA's work rather than outcomes. ITA replaced these measures with ones shown earlier that better reflect outcomes.

Performance Outcome	Maintain and strengthen an adaptable and effective U.S. export control and treaty compliance system (BIS)
Corresponding measures	<ul style="list-style-type: none"> Percent of shipped transactions in compliance with the licensing requirements of the Export Administration Regulations (EAR) Percentage of post-shipment verifications completed and categorized above the "Unfavorable" classification
Change	Measures added
Justification	BIS added these measures because they reflect the impact of BIS's work, particularly in regard to the extent that BIS communicates regulations to exporters and the effectiveness of BIS's export control system.

STRATEGIC OBJECTIVE 1.3

Advance key economic and demographic data to support effective decision-making of policymakers, businesses, and the American public

Performance Outcome	Meet the needs of policymakers, businesses, non-profit organizations, and the public for current and benchmark measures of the U.S. population, economy and governments (ESA / CENSUS)
Change	<p>Outcome was split into the following two separate outcomes so that one focused on benchmark activities and the other on current activities:</p> <ul style="list-style-type: none"> • Provide benchmark measures of the U.S. population, economy, and governments. • Provide current measures of the U.S. population, economy, and governments. <p>Measures were moved into whichever outcome they applied to.</p>
Justification	Split allowed Census to focus measures of the two primary groups of activities within the Bureau.
Corresponding Measure	Meet or exceed the overall federal score of customer satisfaction on the American Customer Satisfaction Index (ACSI)
Change	Wording changed to “Meet or exceed the overall federal score of customer satisfaction on the E-Government American Customer Satisfaction Index (ACSI)
Justification	Focus is more on the E-government aspect of the index. This measure applies to both outcomes
Performance Outcome	Promote a better understanding of the U.S. economy by providing the most timely, relevant and accurate economic data in an objective and cost-effective manner (ESA/BEA)
Change	Outcome wording changed to “Provide timely, relevant and accurate economic statistics
Justification	New wording is more precise in terms of the work that ESA/BEA does.
Corresponding measure	Budget Related: Preparation of Innovation Accounts
Change	Measure added
Justification	In coming years, the R&D measures will be incorporated into BEA’s regularly produced economic accounts. The initiative will continue with an expanded focus on measures of intangible assets such as knowledge and experience.
Corresponding measure	Budget related: Accelerating economic estimates
Change	Measure deleted
Justification	This measure reflected a multi-year initiative to accelerate the release of several economic statistics. As most of the related targets have been completed, the measure is no longer of significant use.
Corresponding measure	Budget related: Improving GDP and the economic accounts
Change	Deleted the phrase, “Budget Related.”
Justification	This measure is no longer attached to additional and specifically designated funding, but is maintained as a useful performance measure.
Corresponding measure	Budget related: Meeting International Obligations
Change	Deleted the phrase, “Budget Related.”
Justification	This measure is no longer attached to additional and specifically designated funding, but is maintained as a useful performance measure.

STRATEGIC GOAL 2

Promote U.S. innovation and industrial competitiveness

STRATEGIC OBJECTIVE 2.1

Advanced measurement science and standards that drive technological change

Performance Outcome	Raise the productivity and competitiveness of small manufacturers (NIST)
Changes	<ul style="list-style-type: none"> • Outcome has been re-worded as "Position small manufacturers to compete in a global economy" • Outcome has been elevated to the status of an objective and moved to Strategic Goal 1, becoming objective 1.4.
Justification	Since the focus of the activities involving this outcome are on small manufacturers, NIST and the Department determined that this outcome would be better structured under Strategic Goal 1 rather than Strategic Goal 2.

Performance Outcome	Accelerate private investment in and development of high-risk, broad-impact technologies (NIST)
Changes	<p>Outcome and the following corresponding measures have been discontinued.</p> <ul style="list-style-type: none"> • Cumulative number of publications • Cumulative number of patents • Cumulative number of projects with technologies under commercialization
Justification	The administration chose to eliminate the Advanced Technology Program (ATP), the focus of this outcome and these measures by the end of FY 2007. Therefore, this outcome and these measures do not appear in FY 2008 except for historical funding purposes.

STRATEGIC OBJECTIVE 2.2

Protect intellectual property and improve the patent and trademark system

Performance Outcome	Optimize patent quality and timeliness (USPTO)
Corresponding measure	Patent efficiency (cost per patent production unit)
Change	Measure deleted
Justification	This measure is considered an efficiency measure. Efficiency measures are reported to the public via the PART process and not via the PAR. This allows bureaus to focus on a more limited number of measures for the PAR
Corresponding measure	Patent applications managed electronically
Change	Measure deleted
Justification	When USPTO began automating its process, USPTO used this measure to track its progress in becoming fully automated in the management of patents. USPTO has achieved its goal of having 99% of its patents managed electronically so this measure is no longer needed or useful

Performance Outcome	Optimize trademark quality and timeliness (USPTO)
Corresponding measures	<ul style="list-style-type: none"> • Trademark efficiency (cost per trademark production unit) • Trademark average pendency excluding suspended and inter partes cases (months) • Trademark applications managed electronically
Change	Measures deleted
Justification	The first is measure is an efficiency measure and reported to the public via the PART process and not via the PAR. This allows bureaus to focus on a more limited number of measures for the PAR USPTO deleted the second measure because it USPTO chose to focus on the first and final action trademark pendencies and not on a subset of them which this measure is. When USPTO began automating its process, USPTO used the third measure to track its progress in becoming fully automated in the management of trademarks. USPTO has achieved its goal of having 99% of its trademarks managed electronically so this measure is no longer needed or useful

STRATEGIC GOAL 3

Promote environmental stewardship

STRATEGIC OBJECTIVES 3.1 and 3.2

The two strategic objectives as they appear in this Strategic Goal have been eliminated. The four outcomes that appeared under these objectives have been re-worded and elevated to the level of strategic objective with the mission support objective remaining as is. This change in structure better reflects the structure of NOAA while allowing the outcomes (now objectives) to be separate entities. The change in structure is shown below:

FY 2007		FY 2008
Objective	Outcome	Objective
Advance understanding and predict changes in the Earth's environment to meet America's economic, social, and environmental needs	Serve society's needs for weather and water information (NOAA)	Protect, restore, and manage the use of coastal and ocean resources
	Understand climate variability and change to enhance society's ability to plan and respond (NOAA)	Advance understanding of climate variability and change
Enhance the conservation and management of coastal and marine resources to meet America's economic, social and environmental needs	Protect, restore and manage the use of coastal and ocean resources through an ecosystem approach to management (NOAA)	Provide accurate and timely weather and water information
	Support the Nation's commerce with information for safe, efficient, and environmentally sound transportation (NOAA)	Support safe, efficient, and environmentally sound commercial navigation
Mission support	[No corresponding outcome]	Mission support

Strategic Objective 3.3

Provide accurate and timely weather and water information

Performance Objective	Provide accurate and timely weather and water information [Note the change in wording shown in the previous chart]
Corresponding measures	<ul style="list-style-type: none"> Severe weather warnings for tornadoes (county-based) - Lead time (minutes) Severe weather warnings for tornadoes (county-based) - Accuracy (%) Severe weather warnings for tornadoes (county-based) - False alarm rate (%)
Change	Measures changed from being county-based to storm-based
Justification	NOAA shifted from a county-based to a storm-based method of tracking tornadoes. This method is more efficient in terms of tracking tornadoes.

MANAGEMENT INTEGRATION GOAL

Performance Objective	Identify and effectively manage human and material resources critical to the success of the Department's strategic goals (DM)
Change	Outcome split into the following three outcomes: <ul style="list-style-type: none"> • Ensure effective resource stewardship in support of the Department's programs • Ensure retention of highly qualified staff in mission-critical positions • Acquire and manage technology resources to support program goals
Justification	These three outcomes reflect three different aspects of DM work. Thus DM has chosen to split the original outcome into three separate ones so as to better track performance in each of them.
Corresponding measure	Effectively use competitive sourcing
Change	Re-worded as "Effectively use Commercial Services Management
Justification	Wording better reflects what DM does.
Corresponding measure	Obligate contracts to small businesses
Change	Measure deleted
Justification	DM has determined that this measure is not a good reflection of the work of DM so it has been terminated. DM has noted that other agencies do not report on contracts to small businesses in their PARS.