

OFFICE: PROVINCIAL INFORMATION AND COMMUNITY AFFAIRS DEPARTMENT

PERFORMANCE SERVICE/AREA: LOCAL AND FISCAL ADMINISTRATION				
MISSION: "A strong and Productive Provincial Government of Cavite (PGC) PERFORMANCE SERVICE/AREA: LOCAL AND FISCAL ADMINISTRATION				
- Ensure effective and efficient public service, resource generation, fund utilization, monitoring and evaluation in order to achieve National and Standards in local and fiscal administration.				
GOAL: To effectively promote the province of Cavite and the programs of the Provincial Government through various information-dissemination programs, innovative promotion approaches and communication channels				
Strategic Objectives	Executive Programs/ Projects/ Activities	Legislative Measure	Capacity Development (CapDev) Needs	Implementation Schedule
Strengthen coordination with PGC offices for research and data gathering	CapDev for division and personnel in charge  Documentation support		Seminar on research and data gathering  Additional computer units	2017
	Research and data gathering on programs, services and beneficiaries			
Ensure current event awareness for information that needs to be communicated to the public	News monitoring on Television, internet, broadsheet, tabloids and radio  Daily scanning of newspapers and clipping of news about Cavite		Television set Portable radio  News dailies (broadsheet and tabloid) Filing solution (large filing cabinet) for clippings, photo, video CDs/DVDs	2017
Improve information dissemination thru the use of various print and broadcast media	Regular posting of press and photo releases on the official PICAD Facebook page and PGC website (as content contributor)  E-publication – Magazine-type weekly compilation of news articles uploaded to the web  Newsletter publication		Skills enhancement seminar for news writing/editing, photography, videography  Laptops  Additional high-capacity computer units	2017
Strategic Objectives	Executive Programs/ Projects/ Activities	Legislative Measure	Capacity Development	Implementation Schedule

			(CapDev) Needs	
	CapDev for division and personnel in charge		High-end video camera High-end DSLR camera Improved internet connectivity	
			Training on newsletter design applications/programs	
Effectively promote the province of Cavite as well as the PGC programs through the production of effective promotional collaterals	Production of promotional brochures  Production of promotional AVPs  Governor's weekly accomplishment AVP	Creation/ Reclassification of position for graphic designer/artist	Skills enhancement seminar for graphic design, AVP production and video editing Video editing software installation and training on its operation	2017
	CapDev for personnel in charge			
Establish liaison with cities/municipalities for effective exchange of information	Organizing and active involvement in City/Municipal Information Officers group  Regular meeting with C/MIOs		Public relations training  Service vehicle  Information Officers seminar	2017
Adopt province-wide information channels and campaigns to be able to reach out to more Caviteños	Radio program and other innovative information programs		Benchmarking activity to provinces with operational LGU-managed radio stations/programs	2017-2018
		Creation of applicable positions for the job	Benchmarking to LGUs with innovative information programs Training of personnel for radio program management	
<b>Strategic Objectives</b>	<b>Executive Programs/ Projects/ Activities</b>	<b>Legislative Measure</b>	<b>Capacity Development (CapDev) Needs</b>	<b>Implementation Schedule</b>

	LED van – digital advertising/ promotional solution		Training of personnel High-end computer unit	
	<i>Usapang Bayan with Kuya Gov</i> – people’s consultative dialogue with the Governor		Customized van with mounted LED monitors Events Management seminar Public relations training Service vehicle High-end Projector and screen	2018
Ensuring quality service delivery through the provision of Human Resource intervention for all employees	Professional Development Program		Team-building activity GAD seminar Skills development seminars and trainings relevant to the job	2017 – 2019