

## PERFORMANCE INDICATOR DOCUMENTATION

**Program:** Administration  
**Activity:** Administration  
**State Goal:** Transparent, Accountable and Effective Government  
**Objective:** 1- To achieve 100% of the stated objectives of each program within the Department of Culture, Recreation and Tourism annually through 2022.  
**Indicator Name:** Percentage of departmental objectives achieved  
**LaPAS PI Code:** 22913

1. **Type and Level:**  
Input – Key
2. **Rationale:**  
As an input indicator, this provides the base for calculating how many of the program objectives throughout the Department of Culture, Recreation and Tourism and the Office of the Lieutenant Governor are achieved.
3. **Use:**  
This information will be used for management and program budgeting purposes. It is baseline information needed to determine how successful the department is in achieving established program objectives.
4. **Clarity:**  
An objective is considered achieved if its key indicator meets or exceeds the target or falls within the 5% allowable variance.
5. **Validity, Reliability and Accuracy:**  
This is an actual count and is therefore valid, reliable and accurate.
6. **Data Source, Collection and Reporting:**  
This data is taken from the annual Operational Plan for each agency within the Department of Culture, Recreation and Tourism and Office of the Lieutenant Governor.
7. **Calculation Methodology:**  
Simple count.
8. **Scope:**  
This is a total of all objectives in the Department of Culture, Recreation and Tourism.
9. **Caveats:**  
None.
10. **Responsible Person:**  
Undersecretary: Natalie Stiltner, CPA CIA; (225) 342-8201; [nstiltner@crt.la.gov](mailto:nstiltner@crt.la.gov)

## PERFORMANCE INDICATOR DOCUMENTATION

**Program:** Management and Finance  
**Activity:** Management and Finance  
**State Goal:** Transparent, Accountable and Effective Government  
**Objective:** 1 – Through 2022, maximize human resource capital, enhance information technology and ensure fiscal reliability to the Department and the Office of the Lieutenant Governor.  
**Indicator Name:** Number of repeat reportable audit findings  
**LaPAS PI Code:** 6431

1. **Type and Level:**  
Outcome – Key
2. **Rationale:**  
This indicator was chosen because it is a valid indication of the success of the efforts of the Office of Management and Finance toward ensuring fiscal reliability of the Department of Culture, Recreation and Tourism and the Office of the Lieutenant Governor.
3. **Use:**  
This measurement will indicate to the Office of Management and Finance whether or not it is providing accountable, accurate and readily accessible data and services to its customers in accordance with established policy and procedures, and will provide management with the opportunity to take corrective action where necessary.
4. **Clarity:**  
None
5. **Validity, Reliability and Accuracy:**  
This is an actual count, verifiable through the Office of the Legislative Auditor.
6. **Data Source, Collection and Reporting:**  
This is a count of repeat audit findings contained in the audit report on the department issued by the Office of the Legislative Auditor.
7. **Calculation Methodology:**  
The number of repeat reportable audit findings will be counted.
8. **Scope:**  
The figure is an absolute value.
9. **Caveats:**  
An audit review on the department as a whole may not be conducted every year.
10. **Responsible Person:**  
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## LOUISIANA SEAFOOD PROMOTION & MARKETING BOARD

### PERFORMANCE INDICATOR DOCUMENTATION

**Program:** Louisiana Seafood Promotion and Marketing Board  
**Activity:** Louisiana Seafood Promotion and Marketing  
**Objective:** 1 – Promote image and consumption of Louisiana seafood  
**Indicator Name:** Number of Visitors to the web site  
**Indicator LaPAS PI Code:** 15163

**1. Type and Level:**

Outcome – Key

**2. Rationale, Relevance, Reliability:** Visitors to our web site learn about Louisiana seafood, why it is a preferred product and how to prepare it. They also have an opportunity to sign up to go into our data base. Impressions from visitors also indicates the success of our marketing campaigns that are designed to bring them to us.

**3. Use:** Areas of the site that visitors go to are analyzed and allow us to identify what interests them the most. That helps shape future campaigns and outreach. For examples recipes get much more attention than ecology.

**4. Clarity:**

**5. Data Source, Collection and Reporting:** Number of visitors is constantly being analyzed by Trumpet Advertising. They keep the stats that are reported to us quarterly or more frequently if requested.

**6. Calculation Methodology:** It is a straight count of visitors

**7. Scope:** It is an aggregated number

**8. Caveats:**

**9. Accuracy, Maintenance, Support:** Trumpet Advertising -

**10. Responsible Person:**

Trumpet Advertising

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## LOUISIANA SEAFOOD PROMOTION & MARKETING BOARD

### PERFORMANCE INDICATOR DOCUMENTATION

**Program:** Louisiana Seafood Promotion and Marketing Board  
**Activity:** Louisiana Seafood Promotion and Marketing  
**Objective:** 2 – To enhance the public image of Louisiana commercial fishery products  
**Indicator Name:** Number of product promotions, special events, and trade shows conducted or attended.  
**Indicator LaPAS PI Code:** 15162

**1. Type and Level:**

Outcome – Key

**2. Rationale, Relevance, Reliability:** Promoting and marketing Louisiana seafood relies upon LSPMB getting in front of consumers to educate and offer sampling opportunities.

**3. Use:** Number of events indicates that LSPMB is not relying just upon media to reach consumers. This demonstrates that staff is using their time for a variety of outreach opportunities.

**4. Clarity:** Events, promotions and trade shows include national seafood shows, trade missions, product demonstrations, and other food centric shows/festivals/events

**5. Data Source, Collection and Reporting:** Kept internally by staff as events are completed.

**6. Calculation Methodology:** Straight count

**7. Scope:** Aggregated total

**8. Caveats:**

**9. Accuracy, Maintenance, Support:**

**10. Responsible Person:**

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## LOUISIANA SEAFOOD PROMOTION & MARKETING BOARD

### PERFORMANCE INDICATOR DOCUMENTATION

**Program:** Louisiana Seafood Promotion and Marketing Board  
**Activity:** Louisiana Seafood Promotion and Marketing  
**Objective:** 3 – Assist all levels of the industry in market development so as to better utilize existing markets and to aid in the establishment of new marketing channels  
**Indicator Name:** Point of sale (POS) items distributed  
**Indicator LaPAS PI Code:** 15164

#### 1. Type and Level:

Outcome – Key

**2. Rationale, Relevance, Reliability:** Assisting retailers and restaurants in marketing of Louisiana seafood is key to our strategy. These entities are given the opportunity to order materials to use in their establishments that will help to entice customers and increase sales.

**3. Use:** Stores and restaurants repeating their orders is an indication that the materials are assisting in their sales efforts.

**4. Clarity:** Point of sale items are materials used in the store to advertise Louisiana Seafood. It includes recipe cards and holders, signage for cases, racks to hold bags of seafood, ice picks to identify and price the seafood, banners, and more.

**5. Data Source, Collection and Reporting:** A fulfillment house is used to take the orders and fill them. They provide a count upon request.

**6. Calculation Methodology:** Standard count

**7. Scope:** Total is aggregated and can be broken down by particular items ordered.

**8. Caveats:**

**9. Accuracy, Maintenance, Support:**

#### 10. Responsible Person:

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