

Fiscal Year 2020-2021 through 2024-2025

Agency Vision Statement

We will re-image Louisiana as a leader of the New South. We will create economic growth by showing that Louisiana is not just a great place to visit, but also to live, work and play.

Agency Mission Statement

The mission of the Office of the Secretary is to position Louisiana to lead through action in defining a New South through Culture, Recreation and Tourism. Through the development and implementation of strategic and integrated approaches to the management of the Office of State Parks, the Office of Tourism, the Office of State Museum, the Office of Cultural Development and the Office of State Library.

Agency Philosophy Statement

The Office of the Secretary provides the agencies within the Department of Culture, Recreation and Tourism with the opportunity to develop an understanding of their diverse structures and qualities and to share their concepts, practices and assets with the Louisiana citizens as well as visitors from other states. Some of the key points that are an integral part of the Office of the Secretary's philosophy are as follows:

- Working toward promoting an environment that takes a proactive stance when it comes to implementation of new programs while maintaining current programs;
- Reviewing and implementing best practices related to the types of services that are provided to the public by the agencies to include the Office of the Secretary;
- Consistency and cooperation between agencies;
- Development and use of new and innovative ideas;
- Promoting economic growth and new and enhanced initiatives;
- Provides an authentic workplace environment that encourages management and staff to set goals, develop strategy driven objectives, monitor and measure progress through performance indicators;
- Manage the processes that interface between agencies;
- Manage continuous change within specialized areas by supporting continuing education within the agencies;
- Facilitate communication between agencies and encourage the agencies in their individual pursuits of excellence;
- Encourage management and staff to continuously seek to enhance their skills, through leadership initiatives, which are instrumental and necessary for each agency's success;

- Through team leadership, ensures the agencies are working efficiently and effectively and broadening their activity bases without sacrificing the quality of unique services that are provided to the citizens of Louisiana; and
- Ensure that each agency adheres to each of their applicable standards of professionalism within their areas of expertise and adheres to applicable state and federal guidelines.

The Office of the Secretary supports its philosophy by ensuring that a high level of expertise and experience is maintained within critical divisions, which allows the active support of the financial and programmatic components within each of the agencies.

Agency Goal

The Office of the Secretary will ensure an efficient, accountable, and entrepreneurial operation of all agencies within the department by providing the highest quality of leadership and support services and by administering targeted programs and initiatives conducive to the development of collaborative partnerships, thereby creating avenues of prosperity for all Louisianans by promoting diversity, creativity and unique, unparalleled assets. Further, the Office of the Secretary will measure and monitor the impact of the Department of Culture, Recreation and Tourism on Louisiana's economy and quality of life for Louisiana's citizens to ensure the greatest return on our investments.

Program A: Administration

Program/Activity Mission Statement

The mission of the Office of the Secretary is to position Louisiana to lead through action in defining a New South through Culture, Recreation and Tourism. Through the development and implementation of strategic and integrated approaches to the management of the Office of State Parks, the Office of Tourism, the Office of State Museum, the Office of Cultural Development and the Office of State Library.

Program/Activity Goal

The Administration Program will ensure an efficient, accountable, and entrepreneurial operation of all agencies within the department by providing the highest quality of leadership and support services and by administering targeted programs and initiatives conducive to the development of collaborative partnerships.

Program/Activity Objectives

Objective 1: To achieve 100% of the stated objectives of each program within the Department of Culture, Recreation and Tourism annually through 2025

PROGRAM OBJECTIVES:

Objective 1: To achieve 100% of the stated objectives of each program within the Department of Culture, Recreation and Tourism annually through 2025.

Program/Activity: Administration – Office of the Secretary – DCRT

State Outcome Goal: Transparent, Accountable and Effective Government

Strategies

- 1.1 Meet regularly with the Lieutenant Governor, Undersecretary and Assistant Secretaries
- 1.2 Meet regularly with Cabinet Secretaries to develop intra agency collaboration that lead to cooperative programming
- 1.3 Establish staff accountability measures
- 1.4 Review and revise operational and strategic plans of the department
- 1.5 Evaluate programs to track progress with strategic plan
- 1.6 Recommend, review and monitor legislative initiatives for the department
- 1.7 Assess management structure; evaluate existing programs and activities; research best practices and models for effective change: seek innovative solutions
- 1.8 Conduct economic impact and structural audit
- 1.9 Hire professional, diverse and technically skilled staff
- 1.10 Conduct internal branding campaign

Indicators

- Input** Percentage of departmental objectives achieved
- Outcome** Number of repeat reportable audit findings for OS - Admin

Administration Program Supporting Documentation

A. Description of how the strategic planning process was implemented

Several internal planning documents were used in the development of the Strategic Plan, including various planning documents from the other agencies in the Department.

B. Statement identifying the principal clients and users of each program and program objective and the specific service or benefit derived by such persons

The Administration Program serves an internal audience consisting of the Office of the Lieutenant Governor and the six offices that comprise the Department of Culture, Recreation and Tourism, including the employees. The benefit derived by each is that through effective leadership from the Administration Program, they will be better enabled to achieve their stated goals and objectives.

Externally, the Administration Program serves citizens and visitors of Louisiana by guiding and coordinating the programs that enhance and promote the opportunities for enjoyment of the historical, recreational and cultural resources of the state.

C. Identification of the primary person who will benefit from or be significantly affected by each objective within the plan

The strategic planning process provides the opportunity to evaluate programs and identify areas to enhance and increase service to internal and external customers. The Lieutenant Governor will use the Department's five-year strategic plan to guide department initiatives and track the success of the various programs within the Department.

D. Statutory requirement or authority for each goal.

The authorization for the Administration Program goal is R.S. 25; 36:201-209; 56:1801-1808.

E. Potential external factors

The federal and state economy; increasing Legislative mandates; decreases in the Department's funding; unanticipated events both positive and negative; all the external variables that affect the six offices within the Department.

F. Description of any program evaluations used to develop objectives and strategies

In developing objectives and strategies, the Administration Program referred to its current Strategic Plan and annual Operational Plan, and various planning

documents from the other agencies in the Department.

G. Explanation of how duplication will be avoided

Activities that are directed to similar goals (e.g. preservation, promotion, visitation, economic development) are targeted, but strategies and resources are shared, coordinated and leveraged.

Program B: Office of Management and Finance

Program Activity – Management and Finance

Program/Activity Mission Statement

The mission of the Office of Management and Finance (OMF) is to direct the mandated functions of human resources, fiscal and information services for the six offices within the Department and the Office of the Lieutenant Governor and to support them in the accomplishment of their stated goals and objectives.

Program/Activity Goal

The Office of Management and Finance will provide the highest quality of fiscal, human resources and information services and enhance communications with the six offices within the Department and the Office of the Lieutenant Governor in order to ensure compliance with legislative mandates and increase efficiency and productivity.

Program/Activity Objectives

Objective 1 Through 2025, maximize human resource capital, enhance information technology and ensure fiscal reliability to the Department and the Office of the Lieutenant Governor

PROGRAM OBJECTIVES:

Objective 1: Through 2025, maximize human resource capital, enhance information technology and ensure fiscal reliability to the Department and the Office of the Lieutenant Governor.

Program Activity: Management and Finance

State Outcome Goal: Transparent, Accountable and Effective Government

Strategies

- 1.1** Provide budget control, payroll, accounting, procurement, and contracts and grants management, human resources management and information technology management
- 1.2** Revise policy and procedure manuals
- 1.3** Train department staff relative to fiscal, human resources and information services policies, procedures, functions and new initiatives/mandates
- 1.4** Develop and implement human resources policies that benefit women and children that include:
 - continuing to update and refine the Family Medical Leave Act (FMLA) policy to meet federal regulations providing further benefits for employees’ leave for serious health issues;
 - providing training on FMLA to managers statewide to ensure that all employees are treated fairly and equally;
 - updating the employee handbook;
 - developing and implementing a policy on diversity and diversity training in order to ensure hiring and placement of individuals of varied ethnicities and cultural backgrounds in the department;
 - continuing to develop human resources policies to ensure that management and employees are kept abreast of human resources issues;
 - continuing to work on the updating of all obsolete job descriptions;
 - reviewing job classifications and determining if any need to be reviewed with Civil Service for pay, classification and/or qualification inequities; and
 - implementing a procedure with information services to post vacancies on the human resources’ website

Indicators

Outcome Number of repeat reportable audit findings

Management and Finance Program/Activity Supporting Documentation

A. Statement identifying the principal clients and users of each program and program objective and the specific service or benefit derived by such persons or organizations:

The Office of Management and Finance serves internal audiences including the six offices within the Department of Culture, Recreation and Tourism and the Office of the Lieutenant Governor. The Office of Management and Finance will enhance the operations of internal audiences by providing accountable and efficient human resources, fiscal procedures and information services which ultimately impact each office in reaching individual objectives and strategies. Specifically, the Office of Management and Finance affects its designated audiences by assuring adherence to legislative mandates, providing and enhancing internal and external communications opportunities and providing well-trained human resources as the contacts to Louisiana citizens and visitors.

Externally, vendors and suppliers, a large audience segment for the Office of Management and Finance, are impacted by the accounting, invoicing and disbursement of payment operations provided by the office.

Ultimately, the Office of Management and Finance serves the citizens and visitors of Louisiana and the state legislature by assuring control, accountability and efficiency in utilizing state appropriated funds for the Department.

B. List of external variables:

The external variables that could affect the operations of the Office of Management and Finance are: legislative mandates, decreases in funding, rapid and significant changes in information technology, Civil Service rules, and all the external variables that affect the Office of the Lieutenant Governor and the six offices within the Department.

C. Statement of how duplication will be avoided when the operations of more than one program are directed at achieving a single goal, objective or strategy:

There is no duplication in the Office of Management and Finance.

D. Statement of how the plan will drive management decisions and other agency processes:

This plan will be used in making decisions regarding the development and delivery of services in a more efficient and accountable manner in order to ensure compliance with legislative mandates.

E. Authorizations for each goal:

The authorization for the Office of Management and Finance's goal is R.S. 25; 36:201-209; 56:1801-1808.

F. Program evaluation used to develop objectives and strategies:

In developing objectives and strategies, the Office of Management and Finance referred to its current Strategic Plan and annual Operational Plan, meetings with OMF division heads, and internal assessments of program operations.

**Louisiana Seafood Promotion & Marketing Board
Agency Number 06-261**

Fiscal Year 2020-2021 through 2024-2025

Program Vision Statement

The Louisiana Seafood and Promotion & Marketing Board vision is to strengthen and revitalize the Louisiana Seafood industry.

Program Mission Statement

The purpose of the Seafood Promotion and Marketing Board is to give assistance to the state's seafood industry through product promotion and market development in order to enhance the economic well-being of the industry and the state.

Program Philosophy

The Louisiana Seafood and Promotion & Marketing Board will assist the seafood industry with initiatives for economic development, natural resource development, and market development and product promotions.

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Program Goal

To increase the consumption and the value of Louisiana seafood products.

Program C: Seafood Board

Program Mission:

The mission of the Seafood Promotion and Marketing Board is to give assistance to the state's seafood industry through product promotion and market development in order to enhance the economic well-being of the industry and the state.

Program Goal:

The Seafood Promotion and Marketing Board goal is to increase consumption and value of LA seafood products.

Program Objective:

Objective 1: To assist Louisiana's initiatives for economic development, natural resource development and hurricane recovery. The Board assists the seafood industry through product promotion and market development, to enhance the economic well-being of the industry, our citizens and commercial users.

Program Activity: Louisiana Seafood Promotion and Marketing

State Outcome Goal: Natural Resources

Objective 1: To assist Louisiana's initiatives for economic development, natural resource development and hurricane recovery. The Board assists the seafood industry through product promotion and market development, to enhance the economic well-being of the industry, our citizens and commercial users.

Program C: Louisiana Seafood Promotion and Marketing Board

Program Activity: Louisiana Seafood Promotion and Marketing

State Outcome Goal: Natural Resources

Strategies:

Indicators: Number of visitors to the web site
Number of product promotions, special events, and trade shows conducted or attended.
Number of Business to Business Leads Generated

Output:

Outcome:

Louisiana Seafood Promotion & Marketing Board (LSPMB) Program Supporting Documentation

A. Statement identifying the principal clients and users of each program and program objective and the specific service or benefit derived by such persons or organizations:

As specified by its enabling legislation, the LSPMB is established to enhance the public image of commercial fishery products, promote the consumption of products, and to assist the seafood industry through promotion and marketing. The principal clients include commercial fishermen and wholesale and retail dealers. The LSPMB achieves these objects through market development of existing markets and establishing new marketing opportunities.

B. List of external variables:

The external variables that could affect the operations of the LSPMB are: legislative mandates, decreases in funding, and all the external variables that affect the Office of the Lieutenant Governor and the six offices within the Department.

C. Statement of how duplication will be avoided when the operations of more

than one program are directed at achieving a single goal, objective or strategy:

There is no duplication in the LSPMB.

D. Statement of how the plan will drive management decisions and other agency processes:

The strategic planning process provides the opportunity for the LSPMB to evaluate opportunities for improved and increased service to the seafood industry that is served.

E. Authorizations for each goal:

The authorization for the LSPMB goals is R.S. 56:578.1 – 578.7.

F. Program evaluation used to develop objectives and strategies:

In developing objectives and strategies, the LSPMB referred to its current Strategic Plan and annual Operational Plan, and internal assessments of program operations.