

PERFORMANCE INDICATOR DOCUMENTATION

Program: Administration

Activity: Administration

State Outcome 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 2025.

Indicator Name: Percentage of departmental objectives achieved

LaPAS PI Code: 22913

1. Type and Level:

Input – Key

2. Rationale, Relevance, Reliability:

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. 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.

6. Calculation Methodology:

Simple Count

7. Scope:

This is a total of all objectives in the Department of Culture, Recreation and Tourism.

8. **Caveats:**
None.
9. **Accuracy, Maintenance, Support:**
This is an actual count and is therefore valid, reliable and accurate
10. **Responsible Person:** Undersecretary: Nancy M. Watkins (225) 342-8201;
nwatkins@crt.la.gov

PERFORMANCE INDICATOR DOCUMENTATION

Program: Administration

Activity: Administration

State Outcome Goal: Transparent, Accountable and Effective Government

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

Indicator Name: Percentage of time WAN & State Capital Annex are operational system wide

LaPAS PI Code: 23503

1. Type and Level:

Input – Key

2. Rationale, Relevance, Reliability:

As an input indicator, this provides the base for calculating how much time WAN and State Capital Annex are operational state wide

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. 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.

6. Calculation Methodology:

Simple count.

7. Scope:

This is a total of all objectives in the Department of Culture, Recreation and Tourism.

8. Caveats:

None.

9. Accuracy, Maintenance, Support:

This is an actual count and is therefore valid, reliable and accurate.

10. Responsible Person:

Undersecretary: Nancy M. Watkins (225) 342-8201; nwatkins@crt.la.gov

PERFORMANCE INDICATOR DOCUMENTATION

Program: Administration

Activity: Administration

State Outcome Goal: Transparent, Accountable and Effective Government

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

Indicator Name: Average time to resolution of issues in the work log (minutes)

LaPAS PI Code: 25411

1. Type and Level:

Input – Key

2. Rationale, Relevance, Reliability:

As an input indicator, this provides the base for calculating the average time to resolution of issues in the work log(minutes) throughout the Department and the Office of the Lieutenant Governor.

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. 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.

6. Calculation Methodology:

Simple count.

7. Scope:

This is a total of all objectives in the Department of Culture, Recreation and Tourism.

8. Caveats:

None.

9. Accuracy, Maintenance, Support:

This is an actual count and is therefore valid, reliable and accurate.

10. Responsible Person:

Undersecretary: Nancy M. Watkins (225) 342-8201; nwatkins@crt.la.gov

PERFORMANCE INDICATOR DOCUMENTATION

Program: Management and Finance

Activity: Management and Finance

State Outcome Goal: Transparent, Accountable and Effective Government

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.

Indicator Name: Number of repeat reportable audit findings

LaPAS PI Code: 6431

1. Type and Level:

Outcome – Key

2. Rationale, Relevance, Reliability:

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. 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.

6. Calculation Methodology:

The number of repeat reportable audit findings will be counted.

7. Scope:

The figure is an absolute value.

- 8. Caveats:**
An audit review on the department as a whole may not be conducted every year.
- 9. Accuracy, Maintenance, Support:**
This is an actual count, verifiable through the Office of the Legislative Auditor.
- 10. Responsible Person:**
Undersecretary: Nancy M. Watkins; (225) 342-8201; nwatkins@crt.la.gov

PERFORMANCE INDICATOR DOCUMENTATION

Program:	Louisiana Seafood Promotion and Marketing Board
Activity:	Louisiana Seafood Promotion and Marketing
State Outcome Goal:	Transparent, Accountable and Effective Government
Objective:	1– To enhance the public image of Louisiana commercial fishery products
Indicator Name:	Number of requests and inquires for Louisiana seafood to be supplied and promoted at events, tradeshow, and other promotional gatherings.

Indicator LaPAS PI Code: 15162

1. Type and Level:

Outcome – Key

2. Rationale, Relevance, and 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:

Records are maintained internally by staff as events are completed.

6. Calculation Methodology:

Straight count

7. Scope:

Aggregated total

8. Caveats:

None

9. Accuracy, Maintenance, Support:

This indicator is an actual count by staff.

10. Responsible Person:

Samantha Carroll; (225) 342-0563; scarroll@crt.la.gov

PERFORMANCE INDICATOR DOCUMENTATION

Program: Louisiana Seafood Promotion and Marketing Board

Activity: Louisiana Seafood Promotion and Marketing

State Outcome Goal: Transparent, Accountable and Effective Government

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, and 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:

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:

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 an actual count of visitors through the advertising agency

7. Scope:

It is an aggregated number.

8. Caveats:

None

9. Accuracy, Maintenance, Support:

This indicator is an actual count provided by the advertising agency.

10 Responsible Person: Samantha Carroll; (225) 342-0563; scarroll@crt.la.gov

PERFORMANCE INDICATOR DOCUMENTATION

Program: Louisiana Seafood Promotion and Marketing Board

Activity: Louisiana Seafood Promotion and Marketing

State Outcome Goal: Transparent, Accountable and Effective Government

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: Number of promotional and special events where Louisiana seafood has been supplied for consumption by event attendees.

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:

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:

Records are maintained internally by staff as events are completed.

6. Calculation Methodology:

Standard count

7. Scope:

Total is aggregated and can be broken down by particular items ordered.

8. Caveats:

None

9. Accuracy, Maintenance, Support:

This indicator is an actual count by staff.

10. Responsible Person:

Samantha Carroll; (225) 342-0563; scarroll@crt.la.gov