

Office of Public Affairs Balanced Scorecard

Financial Perspective

Objective	Measure
Meet budgeted plan.	Actual/Planned Expenditures

Customer Perspective

Objective	Measure
Increase overall customer satisfaction for key products and services	% of customer satisfaction

Internal Business Perspective

Objective	Measure
Increase public awareness about the USPTO and the importance of intellectual property protection and USPTO products and services	<ul style="list-style-type: none"> • # of enterprise news pieces
	<ul style="list-style-type: none"> • % of timely response to press inquiries
	<ul style="list-style-type: none"> • % of on-time delivery of <i>USPTO Pulse</i>
	<ul style="list-style-type: none"> • % of on-time delivery of <i>USPTO Today</i>
	<ul style="list-style-type: none"> • # of visitors to the USPTO exhibit booth at conferences
	<ul style="list-style-type: none"> • # of visitors participating in USPTO tours

Innovation and Learning Perspective

Objective	Measure
Increase staff training to improve and strengthen core competencies	% of staff members completing priority job skill training courses

Office of Public Affairs Summary

Performance Measures	FY-00 Baseline	FY-01 Target	1 st Qtr.	2 nd Qtr.	3 rd Qtr.	4 th Qtr.	Cum.
Financial Perspective							
Meet budgeted plan ~ % of FY Plan used per quarter	97%	97 -100%	93%				93%
Customer Perspective {Measures captured through surveys}							
Increase % of customers satisfied with the quality of the <i>USPTO Pulse</i> (Annual survey – Report in 4 th Qtr.)	66%	66%					
Increase % of customers satisfied with the quality of responses to press inquires (Annual survey – Report in 4 th Qtr.)	92%	100%					
Increase % of customers satisfied with the quality of the <i>USPTO Today Online</i>	95%	95%	97%				97%
Increase % of customers satisfied with USPTO booth presentation at conferences [No data in Qtr. 1]	90%	92%					
Increase % of customers satisfied with the quality of USPTO tours	91%	93%	100%				100%
Internal Business Perspective							
Increase # of enterprise news pieces	214	214	47				47
Increase % of timely responses to press inquires: 1. W/in 24 hrs. of initial contact 2. W/in reporter deadline for information or interview	1. 100% 2. 97%	1. 100% 2. 97%	1. 99% 2. 98%	1. 2.	1. 2.	1. 2.	99% 98%
Provide timely delivery of the <i>USPTO Pulse</i> [Delivery by Fri. of the 1 st full week of each month]	50%	80%	100%				100%
Provide timely delivery of the <i>USPTO Today</i> 1. Deliver on-line publication by the 15 th of each month	78%	78%	67%				67%
Increase # of visitors to USPTO booth at conferences	6,540	8,000	5,550				5550
Increase # of visitors participating in tours at USPTO	1,483	1,500	404				404
Innovation & Learning Perspective							
% of staff members completing priority job skill training courses to improve and strengthen core competencies [No data to report for Qtr. 1]	100%	100%					

Office of Public Affairs Summary (con't)

Resources	FY-00 Actual	FY-01 Plan	FY-01 Request	1 st Qtr.	2 nd Qtr.	3 rd Qtr.	4 th Qtr.	Cum.
Funding (\$000)	1,251,050	1,071,000	1,322,000					
Quarterly – Allocation				510,025				510,025
Funding Used – Actual				472,933				472,933
% Used – Quarterly Plan				93%				
Cumulative-YTD % Used								93%
FTE		11						
Positions (On-Board)		11						