

## Public Affairs Office (PAO)'s BSC

*Effectively communicate WYDOT's messages and assist other agency programs in achieving their goals*

GOAL	MEASURE	STRATEGY	TARGET	ACTUAL	COMMENTS	LAST YR
Improve Collaboration of Creative Services						
	Date to create a creative work group		12/31/2015	TBD		
	# of meetings held, annually		4	TBD	Quarterly	
		<i>Continue to work with Public Involvement Specialists</i>			<i>Including social media ideas, news releases, etc</i>	
		<i>Identify and develop a creative work group in order to improve efficiencies and reduce duplication of efforts</i>				
		<i>Work with Management Services to share graphic design work load, as needed.</i>				

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Improve Communications within WYDOT						
	Date for development of project completion notification system		12/31/2015	TBD		
	# of Programs or Process stories in Interchange		1 per month	TBD		
	Completion date for archiving and sharing digital data		12/31/2016	TBD		
		<i>Hold regular meetings with Patrol</i>			<i>Invite Patrol to Staff meetings</i>	
		<i>Continue to feature stories in Interchange on Programs and processes</i>				
		<i>Suggest or request a monthly update with Executive Staff</i>				
		<i>Reach out to other Programs and field personnel to stay better informed</i>			<i>Invite to PAO staff meetings</i>	
		<i>Continue to seek a system for notification of project completion</i>				
		<i>Develop a process for archiving and sharing digital data</i>				

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Research Implementation of New Website Management Tool						
	Date to identify CMS options		12/31/2015	TBD		
	Completion date for survey of users		12/31/2016	TBD		
	Implementation date for new system		12/31/2017	TBD		
		<i>Information mining - Survey content managers and Program Managers for needs and wishes of new system</i>			<i>Identify needs of users and content managers</i>	
		<i>Consult with IT to identify CMS options</i>			CMS = Content Management System	
		<i>Implement new system</i>				
		<i>Develop training based on new tool</i>				

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Manage Budget Effectively						
	Budget Variance		At or under budget	TBD		
	Date to implement Falcon		12/31/2015	TBD		
		<i>Utilize digital workflows where possible</i>			<i>Including going paperless, using Google drive, etc</i>	
		<i>Track and analyze budget spending per fiscal year</i>				
		<i>Identify opportunities to reduce Program costs</i>				
		<i>Continue to comply with requirements and monitor highway safety grant funds</i>				
		<i>Implement Falcon</i>				

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Develop Staff Professionally						
	Completion date for Written procedures on the Roadside Memorial program		6/31/2016	TBD		
	Completion date to cross train on Hwy Safety Grant Adm		12/31/2015	TBD		
		<i>Pursue on-line professional training</i>			<i>Such as Lynda.com</i>	
		<i>Continue to identify training and conference opportunities</i>				
		<i>Provide cross training and job shadowing opportunities</i>			<i>For example, Hwy Safety grant administration</i>	
		<i>Attend Falcon training to identify its potential for archiving digital data</i>				
		<i>Write procedures on Roadside Memorial program</i>				

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GOAL	MEASURE	STRATEGY	TARGET	ACTUAL	LEAD	COMMENTS	LAST YR
Stay Abreast of Innovations							
	# of stories in Interchange on innovative practices		3 per year	TBD		"cool stuff"	
		<i>Contact other Programs and personnel to learn about new developments</i>			Bruce and Dave		
		<i>Debrief other team members about innovative practices</i>					
		<i>Leverage online resources</i>					
		<i>Provide team with tools to perform their duties in a timely and effective manner</i>			Doug		