

MARKETING AND PUBLICITY PERFORMANCE METRICS

0. PRD Title: Marketing and Publicity	Service: Marketing and Publicity Metric Name: Marketing and Publicity - Customer Satisfaction Survey
Define the Metric – define each element of quantities being measured	This is the customer service metric referenced in paragraph 4.3 of the Performance Management Plan.
Sources of data used to calculate metric’s value	N/A. See paragraph 4.3 of the PMP.
If the data currently exists, list where it can be located. If not available, so state.	N/A. See paragraph 4.3 of the PMP.
If the data currently exists, provide the data value by the metric.	N/A. See paragraph 4.3 of the PMP.
If Higher HQ standard, please enter and list source of standard.	N/A. See paragraph 4.3 of the PMP.
Additional Clarifications	N/A. See paragraph 4.3 of the PMP.

MARKETING AND PUBLICITY PERFORMANCE METRICS

1. PRD Title: Marketing and Publicity	Service: Marketing Management Metric Name: Compliance with Regulations
Define the Metric – define each element of quantities being measured	This metric will measure how well programs; agreements, marketing and publicity records, and guidance adhere to regulations and policies. This metric will be measured on 100% compliance on a quarterly basis. The number of compliance violations will be tracked and reported.
Sources of data used to calculate metric's value	Marketing logs, reports, checklists, written agreements, and plans.
If the data currently exists, list where it can be located. If not available, so state.	Marketing and Publicity Office
If the data currently exists, provide the data value by the metric.	Required level of performance: zero compliance violations.
If Higher HQ standard, please enter and list source of standard.	N/A
Additional Clarifications	Solicitations, agreements, funds and material accountability, and reporting are subject to MAJCOM and AF IG audit. List of specific regulations that must be adhered to is located in Appendix A.

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2. PRD Title: Marketing and Publicity	Service: Marketing Management Metric Name: Cost Effectiveness
Define the Metric – define each element of quantities being measured	This metric will measure how effectively Marketing & Publicity plans and executes its budgetary requirements. This metric will measure the difference between the quarterly financial budget and the actual costs under the service provider's control in accordance to the total Services income.
Sources of data used to calculate metric's value	The Service provider will propose a method for collecting the necessary data and a format for reporting it.
If the data currently exists, list where it can be located. If not available, so state.	Budget records are kept in the Services resource management office.
If the data currently exists, provide the data value by the metric.	Actual expenses under the service provider's control shall not be over or under 10% of the budget estimates. The total marketing budget per year should not exceed 3% of Services total income budget per year.
If Higher HQ standard, please enter and list source of standard.	N/A
Additional Clarifications	All Services marketing and publicity expenses should have an implementation plan that includes a description of expenses, timelines, and personnel cost. The service provider will deliver the plan to the Chief, Services Division for coordination and validation. Changes to expenses will be summarized monthly and status reported quarterly together with an explanation of the variances and proposed corrective actions(s).

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3. PRD Title: Marketing and Publicity	Service: Marketing Management Metric Name: Marketing Plans
Define the Metric – define each element of quantities being measured	Using a customer survey form, this metric will measure how effectively and timely Marketing assists activity manages in the development of implementation of marketing Plans.
Sources of data used to calculate metric's value	The Service provider will propose a method for collecting the necessary data and a format for reporting it.
If the data currently exists, list where it can be located. If not available, so state.	Not currently tracked.
If the data currently exists, provide the data value by the metric.	Required level – No more than 3 valid customer complaints per quarter. Complaints are defined as a 1 or 2 on a scale of 1 to 5 or a valid complaint in the customer comment section.
If Higher HQ standard, please enter and list source of standard.	N/A
Additional Clarifications	Customer survey forms should have a customer comment section and customer contact information. 1 = Unsatisfactory 2 = Poor 3 = Satisfactory 4 = Good 5 = Excellent Marketing plans are kept by each activity Chief and a master copy is maintained in the Marketing & Publicity office.

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4 PRD Title: Marketing and Publicity	Service: Publicity Management Metric Name: Displays, Briefings, and Tours
Define the Metric – define each element of quantities being measured	This metric will measure how effectively, professionally, and accurately the Publicity Section disseminates information to the base populace via displays, briefings and tours.
Sources of data used to calculate metric’s value	Services Customer complaint form, Base Introduction Newcomers Questionnaire, and First Term Airman Center Surveys are all used to monitor the quality of this tasking. However, the Service provider may propose a method for collecting the necessary data and a format for reporting it.
If the data currently exists, list where it can be located. If not available, so state.	<ol style="list-style-type: none"> 1. Customer complaints are tracked and responses compiled by 81SVS/SVK. The Marketing & Publicity Section also maintains a log of all complaints and corrective actions. 2. Base introduction monitor maintain s copies of all surveys for historical purposes. 3. The first Term Airman Center director maintains copies of all surveys for analysis and forwards copies and analysis to the Command Chief Master Sergeant.
If the data currently exists, provide the data value by the metric.	Required level - Maintain a 3.5 rating out of a possible 5 on all surveys, questionnaires, and no more than 3 valid customer complaints per month.
If Higher HQ standard, please enter and list source of standard.	NA
Additional Clarifications	Customer survey forms should have a customer comment section and customer contact information. <ol style="list-style-type: none"> 1 = Unsatisfactory 2 = Poor 3 = Satisfactory 4 = Good 5 = Excellent

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5. PRD Title: Marketing and Publicity	Service: Marketing /Publicity Management Metric Name: Customer Awareness
Define the Metric – define each element of quantities being measured	Customer satisfaction will measure on a monthly basis the effectiveness of marketing tools, accurate and comprehensive instructions, guidance, publicity, and customer awareness efforts.
Sources of data used to calculate metric’s value	Locally derived customer survey forms that are available to each customer and cover each area listed above.
If the data currently exists, list where it can be located. If not available, so state.	Customer complaints are tracked and responses compiled by 81SVS/SVK. The Marketing & Publicity Section also maintains a log of all complaints and corrective actions.
If the data currently exists, provide the data value by the metric.	Required level – No more than 3 valid customer complaints per quarter. Complaints are defined as a 1 or 2 on a scale of 1 to 5 or a valid complaint in the customer comment section.
If Higher HQ standard, please enter and list source of standard.	N/A
Additional Clarifications	Customer survey forms should have a customer comment section and customer contact information. 1 = Unsatisfactory 2 = Poor 3 = Satisfactory 4 = Good 5 = Excellent

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6. PRD Title: Marketing and Publicity	Service: Marketing /Publicity Management Metric Name: Development of Visual Aids
Define the Metric – define each element of quantities being measured	Customer satisfaction will measure on a monthly basis the effectiveness of marketing tools, accurate and comprehensive instructions, guidance, publicity, and customer awareness efforts.
Sources of data used to calculate metric’s value	Locally derived customer survey forms that are available to each customer and cover each area listed above.
If the data currently exists, list where it can be located. If not available, so state.	Customer complaints are tracked and responses compiled by 81SVS/SVK. The Marketing & Publicity Section also maintains a log of all complaints and corrective actions.
If the data currently exists, provide the data value by the metric.	Required level – No more than 3 valid customer complaints per month. Complaints are defined as a 1 or 2 on a scale of 1 to 5 or a valid complaint in the customer comment section.
If Higher HQ standard, please enter and list source of standard.	N/A
Additional Clarifications	Customer survey forms should have a customer comment section and customer contact information. 1 = Unsatisfactory 2 = Poor 3 = Satisfactory 4 = Good 5 = Excellent