



**Federal Aviation
Administration**

Communications

Fiscal Year 2013 Business Plan



FY2013 AOC Business Plan

December 10, 2012 08:16 AM

The Office of Communications (AOC) is responsible for the policy, direction, and management of the agency's communications programs for the news media and FAA's employees nationwide. AOC provides a full suite of agency resources to deliver FAA mission-critical information, agency news, operational announcements, and engage with key internal and external stakeholders.

Our tools and talents cover the full-range of visual, print, online and electronic multimedia messaging practices to deliver effective strategic communications to intended audiences. The office provides official governance, policy guidance and proactive outreach activities to ensure the integrity of the FAA brand in support of our aviation safety mission.

As the public face of the FAA, AOC handles all official media requests, press liaison activities, official spokesperson duties and social media responsibilities. The office leverages communications best practices to provide employees with timely, accurate and useful information relevant to the overall FAA mission and other activities related to Destination 2025 goals to increase Safety, Capacity, International Leadership and Organizational Excellence.

Next Level of Safety

AOC will actively promote positive media coverage of important FAA safety initiatives through press conferences, media briefings, roundtables, direct outreach to reporters, press releases, social media channel, and other available tools.

Core Measure: Positive outreach for safety initiatives

Ensure that at least seven articles, news stories or editorials on separate issues appear in national publications or TV coverage that positively highlight agency safety initiatives and when appropriate, incorporate the FAA's safety messages in responses to day-to-day media inquiries

Core Initiative: Media Coverage

Improve media coverage that positively highlights agency safety initiatives

Core Activity: Media roundtable

Hold media roundtables or press briefing to highlight FAA safety initiatives.

Activity Target 1:

Hold two or more media roundtables focused on safety with three or more national print and television outlets in attendance. Due September 30, 2013

Core Activity: Incorporated agency message when responding to press calls

Reinforces the FAA's safety messages when responding to day-to-day media inquiries (when appropriate.)

Activity Target 1:

Respond to media calls about the FAA's safety messages within 24 hours when they inquire about any type of safety issue. Due September 30, 2013

Aviation Access

AOC will actively promote positive media coverage of FAA initiatives to improve capacity and efficiency in the National Airspace System through press conferences, media briefings, roundtables, direct outreach to reporters, press releases, web postings and other available tools. We will maximize media coverage of planned new runway openings and new technology and procedures that improve capacity, highlighting the FAA's role in reducing delays for the traveling public.

Core Measure: Positive outreach for NextGen

Ensure that at least seven articles, news stories or editorials on separate issues appear in national publications or television coverage that positively highlight agency technology or procedural advances that will enable NextGen, incorporate the FAA's NextGen messages in responses to day-to-day media inquiries.

Core Initiative: Media Coverage

Improve positive media coverage of FAA efficiency and capacity enhancements.

Core Activity: Media roundtables

Hold media roundtables on NextGen issues to give reporters solid background on the FAA's accomplishments.

Activity Target 1:

Hold 2 or more media roundtables on NextGen with at least 3 or more national or print media

outlets during the Fiscal Year. Due September 30, 2013

Core Activity: Incorporated agency message when responding to press calls

Reinforce the FAA's capacity and efficiency messages when responding to day-to-day media inquiries (when appropriate.)

Activity Target 1:

Respond to media calls about the FAA's NextGen messages within 24 hours when they inquire about any type of airspace or air traffic issue. Due September 30, 2013

Global Collaboration

AOC will actively promote positive media coverage of the FAA's role in leading international aviation issues through press conferences, media briefings, roundtables, direct outreach to reporters, press releases, web postings and other available tools. We will conduct media briefings with US and foreign reporters about planned international missions and the resulting agreements or progress.

Core Measure: Media Coverage

Ensure that at least four articles, news stories or editorials on separate topics appear in national publications or television coverage that positively highlight agency international leadership initiatives and when appropriate, communicate the FAA's role as a world leader on aviation issues in responses to day-to-day media inquiries.

Core Initiative: Improve Media Coverages

Improve positive media coverage of FAA international leadership initiatives.

Core Activity: Incorporate the international leadership message when responding to press calls

Reinforce the FAA's role as the world leader on aviation issues when responding to day-to-day media inquiries (when appropriate.)

Activity Target 1:

Respond to media calls about international trips by senior executives or any other press calls related to international issues within 24 hours. Due September 30, 2013

Workplace of Choice

AOC will continue making improvements to the FAA websites to increase our customer satisfactions scores.

AOC will continue refining the frequently asked questions knowledge base to help visitors quickly find answers to common questions.

AOC will use all available media tools to promote positive media coverage of savings and improve the public's perception of FAA organizational excellence initiatives.

AOC will work to improve FocusFAA, update the employee web homepage and communicate with all employees using a variety of methods.

AOC will work internally to improve Employee Attitude Survey scores in management effectiveness and accountability and reduce sick leave usage. Finally, we will continue to link Flight Plan goals to Performance, Strategic and Business Plans.

Strategic Measure: FAA Ratings by Employees

The FAA is rated in the top 25 percent of places to work in the federal government by employees. FY13 Target: 75%

Strategic Initiative: Enable Innovation and Collaboration

Empower FAA employees to build new ideas, participate in conversations about their ideas and the ideas of others through online communities that enable innovation and collaboration.

Strategic Activity: FAA Idea Challenge

Launch, publish and communicate at least one FAA Idea Challenges.

Activity Target 1:

Ensure 100% LOB/SOs responsible for hosting Idea Challenges launch and publish/communicate results per the business plan. Due September 30, 2013

Strategic Activity: FAA Idea Hub Program Marketing and Communication

The FAA IdeaHub Program must establish and maintain a robust communications and outreach program which includes stakeholders, promotional, and user communication elements.

Activity Target 1:

FAA IdeaHub Program Office will publish at least 20 "Idea Spotlight" articles in HubBub. Due September 30, 2013

Activity Target 2:

FAA IdeaHub Program Office will publish at least

12 executive-level talking points papers about IdeaHub activities. Due September 30, 2013

Activity Target 3:

Ensure each LOB/SO Associate or Assistant Administrator (or equivalent), Regional Administrator, and ATO Service Center Director communicates about IdeaHub activities to employees twice during the fiscal year. Due September 30, 2013

Activity Target 4:

FAA IdeaHub Program Office will provide process guidance and communication support to each Idea Challenge sponsor. Due September 30, 2013

Activity Target 1:

Ensure remediation of Personally Identifiable Information (PII) vulnerabilities identified during Data Loss Prevention (DLP)/Security scanning to ensure reduction rate occurs within risk target defined by the CIO. Interim report dates are January 20, 2013, March 3, 2013, May 12, 2013, July 2, 2013, and September 8, 2013. Due September 30, 2013

Activity Target 2:

Implement LOB/SO risk-prioritized enterprise data lifecycle reviews for agency functions/sub-functions and opportunities for reduction of unnecessary PII are identified. Report status of milestone activities to Privacy Office. Interim dates are March 31, 2013, June 30, 2013. Due September 30, 2013

Activity Target 3:

Monitor, track and report status of LOB/SO activities to Reduce/Eliminate Social Security Numbers (SSNs) as detailed in the SSN Reduction/ Elimination Plan. Provide a monthly update of accomplished activities. Due September 30, 2013

Core Activity: Ensure Privacy Program Compliance

Develop Privacy Program plans and controls and assess compliance.

Activity Target 1:

Participate in LOB/SO privacy compliance reviews of PII systems in accordance with approved plan. Develop schedule to remediate identified vulnerabilities. Due September 30, 2013

Activity Target 2:

Complete 100% of all PTAs and PIAs as required. Ensure PTA/PIA and SORNs are reviewed by the Privacy Office. Due September 30, 2013

Core Measure: Support Open Government Initiative

Support the Open Government Initiative to Streamline Service Delivery, Improve Customer Service (EO13571), and leverage technology to increase productive collaboration with citizens, stakeholders and other government agencies by making high-value data and content in at least two existing major customer-facing systems available through web APIs via FAA.gov, including IdeaHub as a topic in at least two Town Hall or all-hands meetings, and using Twitter and Facebook to promote at least 3 FAA Safety related initiatives.

Core Measure: Drive Continuous Efficiency Improvement & Cost Control

Achieve documented cost savings and cost avoidance of \$82.3 million in FY 2013.

Core Initiative: Cost Control Program

Implement line of business-specific cost efficiency as well as agency-wide initiatives to reduce costs or improve productivity. Each FAA organization will develop, track, and report quarterly on a comprehensive measure of its operating efficiency or financial performance, accounting for 75% of operating resources.

Core Activity: AOC SAVES and Video Conferencing Cost Control Activity

AOC will participate in the SAVES program and will reduce its travel costs by utilizing AIO's Video Conferencing program in place of travel.

Activity Target 1:

Participate in the SAVES Program. Due September 30, 2013

Activity Target 2:

Use Video Conferencing in place of travel where possible. Due September 30, 2013

Core Initiative: FAA Privacy Program

Protect FAA sensitive and individual privacy information from unauthorized disclosure.

Core Activity: Stabilize Information Assurance/Privacy Operations

Mature the Data Loss Prevention program and reduce the PII vulnerabilities throughout the FAA.

Core Initiative: Support Open Government Initiative

Support the Open Government Initiative to Streamline Service Delivery, Improve Customer Service (EO13571), and leverage technology to increase productive collaboration with citizens, stakeholders and other government agencies by making high-value data and content in at least two existing major customer-facing systems available through web International Affairs (APIs) via FAA.gov, including IdeaHub as a topic in at least two Town Hall or all-hands meetings, and using Twitter and Facebook to promote at least 3 FAA Safety related initiatives.

Core Activity: Support Open Government Initiative - AOC

Support the Open Government Initiative the President's Executive Order on Streamlining Service Delivery and Improving Customer Service (EO 13571) and the 21st Century Digital Government directive by leveraging technology to make data available, improve web service efficiencies and increase productive collaboration with citizens, stakeholders and other government agencies while reducing duplicative efforts.

Activity Target 1:

FAA Web Manager updates the agency FY 2014 Web Strategy and Action Plan and briefs the FAA Web Council. Due June 30, 2013

Activity Target 2:

Support as needed and in conjunction with AOC tasks, any agency efforts required to meet milestones or deadlines related to the 21st Century Digital Government directive from OMB. Due September 30, 2013

Core Activity: Web Site Updates

Update web strategy action plans in writing to the FAA Web Manager and brief Web Council on office plans by November 30, 2012. Submit quarterly web progress reports to the FAA Web Manager on December 31, 2012; March 31, 2013; June 30, 2013; and September 30, 2013.

Activity Target 1:

ACR will provide support. Due September 30, 2013

Core Measure: Improve Internal Communication

Use a variety of internal communications vehicles to publish at least 3 news stories and/or broadcast messages each week to increase employee

understanding of agency programs and activities. Using on-line print, audio and video vehicles to deliver employees news and information to increase employees understanding of agency programs and activities. Will use interactive media (Web 2.) to engage employees (Your Two Cents feedback, Blogs and/or other social media).

Core Initiative: Internal Communication

Publish agency news in FocusFAA daily during Fiscal Year.

Core Activity: FocusFAA

Publish agency news in FocusFAA daily during Fiscal Year.

Activity Target 1:

Publish daily news items during the Fiscal Year. Due September 30, 2013

Activity Target 2:

Read and evaluate all employees feedback and respond to feedback within 24 hours. Due September 30, 2013

Core Activity: Webcast Interviews

Produce, direct, edit and publish at least 12 unique pieces of video content directed toward employee audiences for online distribution through MyFAA TV.

Activity Target 1:

Conduct a series of webcast programs (no fewer than 12) each year with executives, managers, program specialists, or other employees. Due September 30, 2013

Core Activity: Employee Website

Update the employee homepage regularly.

Activity Target 1:

Post news updates to the homepage daily a week throughout the Fiscal Year. Due September 30, 2013

Core Activity: Communicate D2025

Communicate the goals of D2025 to the FAA employees and aerospace community and gain feedback that helps the FAA meet their needs.

Activity Target 1:

Regularly share information on D2025 to FAA employees and the aerospace community. Due September 30, 2013

Core Measure: Customer Satisfaction - ACSI FAA Web Survey

Maintain the annual average of FAA surveys on the American Customer Satisfaction Index (ACSI) at or above the average Federal Regulatory Agency score. Review customer requirements annually and measure customer satisfaction more broadly for FAA service

Core Initiative: AOC ACSI FAA Web Survey

Continue to survey FAA website users for their levels of satisfaction with FAA website using the American Customer Satisfaction Index (ACSI) survey instrument

Core Activity: AOC ACSI FAA Web survey

Continue to survey FAA website users for their levels of satisfaction with FAA website using the American Customer Satisfaction Index (ACSI) survey instrument.

Activity Target 1:

Provide monthly survey results to the AOC management team. Due September 30, 2013

Core Activity: AOC Action Plan for ACSI FAA Web survey

Sustain the overall score on the Web Customer Satisfaction Index to 73 or better.

Activity Target 1:

Sustain the overall score on the Web Customer Satisfaction Index to 73 or better. Due September 30, 2013

Core Measure: Hiring People with Targeted Disabilities

In support of the Secretary of Transportation goal that 3% of all new hires are People with Targeted Disabilities (PWTD), ACR will create quarterly reports to track the hiring of PWTD by FAA organizations. In FY 2013, the FAA will ensure that at least 1.67% of all new hires are PWTD. Each year, the FAA will work towards increasing the percentage of PWTD hires by .67% per year to reach the 3% hiring goal by FY 2015. ACR will provide supervisors and managers training on the DOT Online Accommodation Tracking System (OATS) to ensure that 90% of reasonable accommodations requests are completed within 25 business days or less. Additionally, ACR will work on achieving FAA-wide utilization of several resources for recruiting and hiring people with disabilities. Accomplishment of this measure will contribute to creating a work environment that embraces and values diversity.

Core Initiative: Hiring People with Targeted Disabilities

Each FAA organization will take actions in support of the Secretary of Transportation fiscal year goal that 3% of all new hires are individuals with targeted (severe) disabilities. In FY 2013, all FAA organizations will ensure that at least 1.67 of all new hires are people with targeted (severe) disabilities.

Core Activity: Hiring People with Targeted Disabilities

Assist agency efforts to support the hiring goal for PWTD by reporting quarterly on the specific number of new hires of PWTD; improving the efficacy and timeliness of the reasonable accommodation process; and promoting the use of various resources for hiring PWD. Accomplishment of this activity will ensure that FAA organizations meet the FY 13 Shared STI goal that at least 1.67% of all new hires are people with targeted (severe) disabilities.

Activity Target 1:

Each LOB/SO will report quarterly on the specific number of new hires of PWTD and the specific actions taken (i.e. outreach activities, marketing of vacant positions, internships, disability awareness events) to ensure that at least 1.67% of all new hires are people with targeted (severe) disabilities. Due September 30, 2013

Activity Target 2:

Cooperate with ACR to ensure that 400 FAA managers/supervisors are trained on the DOT Online Accommodation Tracking system. Due September 30, 2013

Activity Target 3:

Ensure managers/supervisors attend briefings on the resources available for recruiting and hiring PWD. Due September 30, 2013

Activity Target 4:

Process 90% reasonable accommodation requests within 25 days or less of been received. Due September 30, 2013

Core Measure: Alternative Dispute Resolution Engagement (STI)

ACR, in coordination with the LOB/SO, will ensure that 70% of all managers agree to engage in mediation and that 35% of all EEO pre-complaint cases engage in the ADR process when the employee request mediation, to reduce the number of formal EEO complaints.

Core Initiative: Alternative Dispute Resolution (ADR) Engagement

ACR, in coordination with the LOB/SO, will ensure that 70% of all managers agree to engage in mediation when the complainant has requested mediation and that 35% of all EEO pre-complaint cases engage in the ADR process to reduce the number of formal EEO complaints.

Core Activity: Alternative Dispute Resolution (ADR)

ACR, in coordination with the LOB/SO, will ensure that 70% of all managers agree to mediation as a means to track management willingness to participate in the ADR process. Ensure that 35% of all EEO pre-complaint cases engage in the ADR process when the employee request mediation, to reduce the number of formal EEO complaints.

Activity Target 1:

Civil Rights Offices (ANM, ASW, ACT, and ASO) will manage the ADR process within the geographical service areas and the LOB/SOs will ensure that 70% of all managers agree to mediation as a means to track management willingness to participate in the ADR process. Due September 30, 2013

Activity Target 2:

Assist agency efforts with ADR engagement by ensuring that 35% of all EEO pre-complaint cases engage in the ADR process when the employee request mediation, to reduce the number of formal EEO complaints. Due September 30, 2013

Core Measure: Manage EEO Training

Assist agency efforts to prevent discrimination by training 60% of management and 10% of employees on EEO responsibilities and appropriate behaviors; ensuring that all FAA employees complete the NO FEAR Training that is required by OPM; and providing training to 75% of all new Air Traffic Student hires.

Core Initiative: Prevent Discrimination through EEO Training

Assist agency efforts to prevent discrimination by training 60% of management and 10% of employees on EEO responsibilities and appropriate behaviors. Additionally, ACR will ensure that all FAA employees complete the NO FEAR Training that is required by OPM.

Core Activity: Prevent Discrimination through EEO Training

Assist agency efforts to create a FAA culture in which managers and employees each understand their role in creating and maintaining an inclusive workplace, by promoting diversity and equal employment opportunity, consistent with merit principles and applicable law.

Activity Target 1:

Ensure that employees complete the NO FEAR Training to meet the OPM requirement. Due November 23, 2012

Activity Target 2:

Promote and support agency's efforts to prevent discrimination by ensuring that 60% of management and 10% of employees attend EEO training. Due September 30, 2013

Core Measure: Small Business and Corporate Citizenship

Award at least 25% of the total direct procurement dollars to small businesses, thereby promoting small business development and good corporate citizenship

Core Initiative: Award Procurement Dollars

Award at least 25% of the total direct procurement dollars to small businesses, thereby promoting small business development and good corporate citizenship.

Core Activity: Awarding of procurement dollars

Special emphasis on small, disadvantaged and women-owned, and service-disabled veteran-owned businesses.

Activity Target 1:

Deliver and participate in one outreach event or program. Due September 30, 2013

Activity Target 2:

In accordance with P.L. 95-507 and the agency's SB goal: FAA will award at least 25% of the total agency's direct procurement dollars to Small Businesses Due September 30, 2013

Core Measure: Optimize Information Delivery Through Technology Innovation

Enterprise Messaging System (EMS) will successfully migrate to no less than 90% of all FAA employees from

the internally hosted and managed Lotus Notes e-mail solution to the externally hosted and managed cloud based Microsoft Outlook e-mail solution by August 31, 2013.

Core Initiative: Enterprise Architecture (CIP#:M31.00-00)

Implement and manage an actionable Enterprise Architecture.

Relationship to Measure: Implement and manage an actionable Enterprise Architecture.

Core Activity: Enterprise Architecture (EA) Compliance

Enhance the FAA Enterprise Architecture to support IT Investment Management and Portfolio Management. Coordinate NAS and Non-NAS EA alignment where possible with common policy, procedures and tools.

Activity Target 1:

Provide monthly review of LOB/SO EA repository/compliance questionnaire response and artifacts, as applicable or required. Due September 30, 2013

Activity Target 2:

Provide assistance to load LOB/SO investment teams EA artifacts in the EA repository at each EA roadmap decision point. Due September 30, 2013

Core Activity: Enterprise Architecture (EA) Governance

Provide a Non-NAS Governance model and operational support for the development of architecture, configuration management, IT standards, and investment artifacts.

Activity Target 1:

Provide quarterly status of all investments for Joint Resources Council (JRC) program review and packages at least three weeks prior to JRC schedule. Due September 30, 2013

Core Measure: EEO Action Committee

ACR in coordination with LOB/SOs will host a minimum of five (5) meetings to identify recommendations and strategies regarding EEO and diversity within the FAA Workplace.

Core Initiative: EEO Action Committee Meetings

ACR in coordination with LOB/SOs will host a minimum of five (5) meetings to identify recommendations and strategies regarding EEO and diversity within the FAA Workplace.

Core Activity: EEO Action Committee Meetings

Attend a minimum of five (5) EEO Action Committee Meetings held by ACR to identify recommendations and strategies regarding EEO and diversity within the FAA Workplace.

Activity Target 1:

Attend EEO Action Committee Meetings scheduled by ACR. Due September 30, 2013

Activity Target 2:

Present demographics profiles for AOC at the EEO Action Committee and discuss strategies for improving in areas with low participation. Due September 30, 2013

Activity Target 3:

Analyze AOC statistical demographic data and identify programs, recommendations, actions regarding EEO and diversity within the FAA workplace. Due September 30, 2013