



**Federal Aviation
Administration**

Communications

Fiscal Year 2014 Business Plan



FY2014 AOC Business Plan

The Office of Communications (AOC) is responsible for the development, executive direction and overall management of the Agency's national external and internal communications programs. In addition, the office manages the corporate web management and brand identity programs.

For external communications, the office works with the news media to provide the public with accurate, timely, useful and important information about the agency's goals, policies, activities and operations. As part of that mission, Communications actively promotes FAA activities that deal with Safety, Capacity, International Leadership and Organizational Excellence.

For internal communications, the office works to provide employees with timely, accurate and useful information about agency activities and their jobs. The office publishes FocusFAA, the employee newsletter, maintains the employee web homepage, and uses other communications methods to keep employees apprised of news and other information relevant to their jobs.

In addition, the office provides corporate communications services, including graphics and media and manages the FAA web management and corporate identity (branding) programs.

Make Aviation Safer and Smarter

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

Core Business Measure: Core Business 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 Business 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, 2014

Core Activity: Incorporated agency message when responding to press calls

Reinforces the FAA's safety messages when responding to day-to-day media inquires (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, 2014

Deliver Benefits Thru Technology/Infrastructure

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 Business Measure: Core Business 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 Business 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, 2014

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, 2014

Core Business 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 by September 30, 2014.

Core Business 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, 2014

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, 2014

Core Business Initiative: Media Outreach on FAA Savings

AOC will work with the Administrator and the Lines of Business to communicate to the public any savings realized by the Agency during the Fiscal Year.

Core Activity: Highlight cost savings initiatives

Actively promote any and all organizational excellence initiatives to the media

Activity Target 1:

As a result of positive outreach, ensure that at least two articles, news stories or editorials appear in press, or TV coverage that positively highlight agency cost savings initiatives. Due September 30, 2014

Core Activity: FAA Small Business Goal and Good Corporate Citizenship

Participate in the agency's outreach and training to small business with special emphasis on disadvantaged, women-owned and service-disabled veteran-owned businesses. Also, assign a Small Business Liaison Representative to assist in identifying procurement opportunities suitable for set-aside.

Activity Target 1:

Help to promote the Annual FAA National Small Business Procurement Opportunities Training Conference and Trade Show during June or July of each fiscal year. Due July 30, 2014

Activity Target 2:

Look for opportunities to award at least 25% of the total direct procurement dollars to small business. Due September 30, 2014

Enhance Global Leadership

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 Business 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 environmental 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 Business Initiative: Improve Media Coverage

Improve positive media coverage of FAA environmental 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, 2014

Empower and Innovate with the FAA's People

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.

Core Business Measure: Hiring and Accommodating People with Disabilities

Support the Department of Transportation's hiring and onboard goal to increase the representation of people with targeted (severe) disabilities in the workforce by ensuring that at least 1.67% of all FAA new hires are PWTD and reporting quarterly on the specific number of new PWTD hires. Additionally, LOBs/SOs will work collaboratively to improve the efficiency and timeliness of reasonable accommodation by processing 90% of reasonable accommodation requests within 25 business days from the date received.

Core Business Initiative: Hiring and Accommodating People with Disabilities

Ensure that 1.67% of all new hires are PWTD (severe disabilities) and that 90% of reasonable accommodation requests are processed within 25 business days from date received.

Core Activity: Hiring and Accommodating People with Disabilities

Ensure that 1.67% of all new hires are PWTD (severe disabilities) and that 90% of reasonable accommodation requests are processed within 25 business days from date received.

Activity Target 1:

Report quarterly on the specific number of new PWTD hired and the actions taken to ensure that at least 1.67% of all new hires are people with targeted (severe) disabilities. Due September 30, 2014

Activity Target 2:

Process 90% of reasonable accommodation requests within 25 business days from date received. Due September 30, 2014

Core Business Measure: EEO Training

Assist Agency efforts to create a FAA culture in which managers and employees understand their role in creating and maintaining an inclusive workplace, by ensuring that 60% of management and 10% of employees complete EEO Training.

Core Business Initiative: Prevent Discrimination through EEO Training

Ensure that 60% of management and 10% of employees complete EEO Training. Managers and employees are encouraged to complete EEO Training courses that are listed as part of the Diversity and Inclusion Core Curriculum. EEO training will be offered through various methodologies, including on-site, instructor-led training when funding permits.

Core Activity: EEO Training

Ensure that 60% of management and 10% of employees complete EEO Training. Managers and employees are encouraged to complete EEO Training courses that are listed as part of the Diversity and Inclusion Core Curriculum. EEO training will be offered through various methodologies, including on-site, instructor-led training when funding permits.

Activity Target 1:

Ensure that 60% of managers and 10% of employees complete EEO Training. Due September 30, 2014

Core Business Measure: Compensation, Benefits and WorkLife

Contribute to the goal of building a capable, diverse and collaborative workforce through the use of Compensation, Benefits and WorkLife activities.

Core Business Initiative: Employee Benefits and WorkLife Services

Support the FAA workforce through timely and quality Benefits and WorkLife services.

Core Activity: Benefits Operation Center (BOC)

Deliver high quality benefit services through centralized Benefits Operation Center (BOC) by providing consistent and efficient service nationwide.

Activity Target 1:

Complete benefits website for all insurance and retirement programs. Due June 30, 2014

Core Business Measure: Support Open Government Initiative

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.

Core Business Initiative: Support Open Government Initiative

Support the Open Government Initiative, the President's Executive Order on Customer Service and OMB's memo on Streamlining Service Delivery and Improving Customer Service in leveraging technology to make data available, improve web services efficiencies and increase collaboration with citizens, stakeholders and government agencies while reducing duplicative efforts.

Core Activity: Support Open Government Initiative

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:

Release one new top task feature to the FAA.gov mobile website within FY2014. Feature can be derived from a web service or optimized content for small screen devices. Due March 31, 2014

Activity Target 2:

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 feedback and provide monthly reporting up to management with actionable steps taken on iterative improvements. Due September 30, 2014

Core Business 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 Business 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, 2014

Activity Target 2:

Read and evaluate all employees feedback and respond to feedback within 24 hours. Due September 30, 2014

Core Activity: Employee Interviews

Produce one monthly written interview profile featuring FAA managers and employees.

Activity Target 1:

Conduct a series of employee interviews (no fewer than 12) each year with executives, managers, program specialists, and other employees. Due September 30, 2014

Core Activity: Employee Website

Update the employee homepage regularly.

Activity Target 1:

Update the employee homepage regularly. Due September 30, 2014

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, 2014

Core Business 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 Business 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, 2014

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, 2014

Core Business 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.

Core 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 24 "Idea Spotlight" articles in HubBub. Due September 30, 2014

Activity Target 2:

FAA IdeaHub Program Office will publish 15 executive-level talking point paper about IdeaHub activities. Due September 30, 2014

Activity Target 3:

Ensure each LOB/SO will include IdeaHub as a topic for at least two town hall meetings, all-hands, or similarly structured meetings at the Associate or Assistant Administrator level (or equivalent) at FAA headquarters, and Regional Administrator or Service Center Director level for field facilities. Due September 30, 2014

Activity Target 4:

FAA IdeaHub Program Office will provide process/operational guidance and communications support to all Idea Challenge sponsors. Due

September 30, 2014

Activity Target 5:

FAA IdeaHub Program Office will publish at least two LOB/ SO specific documents about IdeaHub for use by respective group for direct marketing of IdeaHub as it relates specifically to their organization. Due September 30, 2014

Core Activity: FAA Idea Challenges

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

Activity Target 1:

Ensure 100% of the four identified LOB/SOs responsible for hosting Idea Challenges launch and publish/communicate results per the business plan. Due September 30, 2014

Core Business Measure: EEO/Diversity and Inclusion Action Committee

In collaboration with the LOBs/SOs, ACR will identify recommendations and strategies regarding EEO and diversity efforts within the FAA workplace. Each LOB/SO will analyze and present demographic data at the EEO Action Committee and conduct a self-assessment in compliance with the MD-715.

Core Business Initiative: EEO/Diversity and Inclusion Action Committee

In collaboration with the LOB/SOs, ACR will identify recommendations and strategies regarding EEO and diversity efforts within the FAA workplace. Each LOB/SO will analyze and present demographic data at the EEO Action Committee; conduct a self-assessment in compliance with the MD-715; and assist with implementing or revising evaluation methods for the managers EEO performance standard.

Core Activity: EEO/Diversity and Inclusion Action Committee

Each LOB/SO will analyze and present demographic data at the EEO Action Committee; conduct a self-assessment in compliance with the MD-715; and assist with implementing or revising evaluation methods for the managers EEO performance standard.

Activity Target 1:

Conduct an internal MD 715 self-assessment (Part G Checklist) as required by EEOC. Due October 15, 2013

Activity Target 2:

Analyze and present demographic data in comparison to the civilian labor force statistics, to the EEO Action Committee and identify strategies and actions for improving groups with lower than

expected participation rates. Due December 31, 2013

Activity Target 3:

Support agency efforts to implement and/or revise evaluation methods to the managers EEO performance standard. Due December 31, 2013

**Core Business Measure:
Alternative Dispute Resolution
(ADR)**

ACR, in coordination with the LOBs/SOs, will ensure that 60% of all managers engage in mediation when requested by employees.

**Core Business Initiative: Alternative
Dispute Resolution (ADR)**

LOB/SOs will ensure that 60% of all managers engage in mediation when requested by employees.

**Core Activity: Alternative Dispute
Resolution (ADR)**

LOB/SOs will ensure that 60% of all managers engage in mediation when requested by employees.

Activity Target 1:

Ensure that 60% of all managers engage in mediation when requested by employees. Due September 30, 2014