



**Federal Aviation
Administration**

Communications

Fiscal Year 2015 Business Plan



FY2015 AOC Business Plan

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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 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 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, 2015

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, 2015

Deliver Benefits Through 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 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 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, 2015

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, 2015

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.

Strategic Measure: Global Leadership

Improve safety, air traffic efficiency, and environmental sustainability across the globe through an integrated, data-informed approach that shapes global standards and enhances collaboration and harmonization.

Strategic Initiative: Corporate International Transformation

Transform our internal structure to use an integrated team approach to ensure open dialog and decision making for consistent, validated international activities.

Strategic Activity: Corporate Communication Development

Improve engagement with stakeholders through a coordinated communication strategy that ensures open dialogue on the FAA's international direction.

Activity Target 1:

Develop a corporate communication strategy that informs internal partners of Global Leadership components and developments. Due March 31, 2015

Core Measure: 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 sustainability across the globe and when appropriate, communicate the FAA's role in using an integrated, data-informed approach that shapes global standards and enhances collaboration and harmonization, in responses to day-to-day media inquiries.

Core 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, 2015

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 Measure: Hiring Persons with Targeted Disabilities (PWTB)

Support the DOT Strategic Objective to build a capable, diverse, and collaborative workforce of highly-skilled, innovative, and motivated employees by increasing the hiring of PWTB for eligible positions to 3 percent by 2018. In FY 2015, ACR in collaboration with the FAA LOBs/SOs will ensure that at least 2% of all FAA new hires are PWTB.

Core Initiative: Hiring PWTB

The FAA line of businesses and staff offices (LOBs/SOs) will work collaboratively to support the DOT goal to increase the representation of PWTB in the workforce by ensuring that at least 2% of all FAA new hires are PWTB. Each year, FAA will increase incrementally the percentage of PWTB hires by .33% per year to reach the 3% DOT hiring goal by 2018.

Core Activity: Hiring PWTB

In FY 15, the Office of Civil Rights in collaboration with the FAA LOBs/SOs will ensure that at least 2% of all FAA new hires are PWTB.

Activity Target 1:

The head of each LOB/SO will issue a

memorandum (key language will be provided by ACR) directed to their managers promoting the PWTD hiring goal. Due December 31, 2014

Activity Target 2:

Each LOB/SO will report to ACR their total hiring projections for FY 15, and identify the estimated number of PWTD hires required to meet their 2% hiring goal. Due March 31, 2015

Activity Target 3:

Managers with hiring authority from each LOB/SO will participate in one consultation session held by the National People with Disabilities Program Manager to establish hiring initiatives. Due March 31, 2015

Core Measure: Alternative Dispute Resolution (ADR)

Encourage the FAA workforce to engage in the ADR process as a method to resolve disputes in the EEO Complaint Process at the lowest possible level to avoid the cost, delay, and unpredictability of the traditional adjudicatory processes.

Core Initiative: ADR Engagement

Encourage workforce to resolve disputes in an amicable way by utilizing the ADR process.

Core Activity: ADR Engagement

ACR, in coordination with the LOBs/SOs, will ensure that 65% of all managers engage in mediation when requested by employees.

Activity Target 1:

Assist Agency effort with ADR engagement by ensuring that 65% of all managers engage in mediation when requested by employees. Due September 30, 2015

Core Measure: EEO/Diversity and Inclusion Action Committee (EAC)

The EAC oversees and supports the FAA efforts to create a diverse and inclusive workplace that ensures equal opportunity for all its employees.

Core Initiative: EAC

In collaboration with the LOBs/SOs, ACR will identify recommendations and strategies regarding EEO and diversity efforts within the FAA workplace.

Core Activity: EAC

Identify recommendations and strategies regarding EEO and diversity efforts within the FAA workplace.

Activity Target 1:

Conduct an internal MD 715 self-assessment (Part G Checklist) as required by EEOC. Due October 15, 2014

Activity Target 2:

Analyze and present demographic data in comparison to the civilian labor force statistics to the EAC; and identify strategies and actions for improving groups with lower than expected participation rates. Due November 30, 2014

Activity Target 3:

Provide a mid-year status report to the EAC on actions taken to accomplish business plan goals. Due April 30, 2015

Activity Target 4:

Support Agency efforts to implement and/or revise performance evaluation methods to the managers EEO performance standard. Due September 30, 2015

Activity Target 5:

Develop and implement Diversity and Inclusion initiatives through the EAC Workgroups. Due September 30, 2015

Core Measure: Equal Employment Opportunity (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 providing training on EEO laws, FAA policies, and appropriate workplace behavior.

Core Initiative: EEO Training

Increase workforce competency of EEO laws, FAA policies and appropriate workplace behavior through EEO Training.

Core Activity: EEO Training Requirements for FAA Workforce

Increase workforce competency of EEO laws, FAA policies and appropriate workplace behavior.

Activity Target 1:

Ensure 100% of employees complete the NoFEAR Training required by OPM. Due November 23, 2014

Activity Target 2:

Ensure that 60% of management complete at least one EEO training course. Due September 30, 2015

Activity Target 3:

Ensure that 10% of employees complete at least one EEO training course. Due September 30, 2015

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 Measure: Support Open Government Initiative

Support the Open Government Initiative to Streamline Service Delivery, Improve Customer Service (EO 13571), and leverage technology to increase productive collaboration with citizens, stakeholders and other government agencies by creating a new information architecture for FAA.gov, and using FAA Social Media channels to promote at least 5 FAA Safety related activities and initiatives.

Core 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:

Maintain the annual average of FAA surveys on the American Consumer 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, 2015

Core Measure: Improve Internal Communication

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, 2015

Activity Target 2:

Read and evaluate all employees feedback and respond to feedback within 24 hours. Due September 30, 2015

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, 2015

Core Activity: Employee Website

Update the employee homepage regularly.

Activity Target 1:

Update the employee homepage regularly. Due September 30, 2015

Core Activity: Communicate Strategic Initiatives

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

Activity Target 1:

Regularly share information on Strategic Initiatives to FAA employees and the aerospace community. Due September 30, 2015

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, 2015

Core Activity: AOC Action Plan for ACSI FAA Web survey

Sustain the overall score on the Web Customer Satisfaction Index to 74 or better.

Activity Target 1:

Sustain the overall score on the Web Customer Satisfaction Index to 74 or better. Due September 30, 2015

Core 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 30 "Idea Spotlight" articles in HubBub. Due September 30, 2015

Activity Target 2:

FAA IdeaHub Program Office will publish 6 executive-level talking point paper about IdeaHub activities. Due September 30, 2015

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, 2015

Activity Target 4:

FAA IdeaHub Program Office will provide process/operational guidance and communications support to all Idea Challenge sponsors. Due September 30, 2015

Core Measure: Small Business and Corporate Citizenship

Promote Small Business Development and Corporate Citizenship.

Core Initiative: Award Procurement Dollars to Small Businesses

Award at least 25% of the total agency direct procurement dollars to small businesses, thereby promoting small business development and good corporate citizenship. Each organization is asked to place special emphasis on procurement opportunities for small disadvantaged businesses (including 8(a) certified firms, service-disabled veteran-owned small businesses, and women owned small businesses).

Core Activity: Awarding of Procurement Dollars (AOC)

Award at least 25 percent of the total AOC direct procurement dollars to small businesses, thereby promoting small business development and good corporate citizenship. Each organization is asked to place special emphasis on procurement opportunities for small disadvantaged businesses (including 8(a) certified firms, service-disabled veteran-owned small businesses, and women owned small businesses).

Activity Target 1:

Participate in at least one local outreach event with special emphasis on procurement opportunities for small disadvantaged businesses (including 8(a) certified firms, service-disabled veteran-owned small businesses, and women owned small businesses). Due September 30, 2015

Activity Target 2:

Award at least 25 percent of the total AOC direct procurement dollars to small businesses. Due September 30, 2015

Core 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, 2015