

Department of State

Performance Indicators - Jul 1, - Sept. 30, 2013 (FY14-1st Qtr)

	Frequency	Desired Trend	Target	Prior Quarter	Current Quarter	% Change	Prior Year Quarterly Average
Economic Vitality – The Partnership for Action							
Number of Companies Assisted	q	Increase	5,000	5,767	3,868	-33%	5,081
Number of Business Proposals	q	Increase	32	55	27	-51%	44
Number of Business People Assisted by the Business Call Center	q	Increase	8,000	9,341	8,136	-13%	8,841
NUMBER OF VISITS TO BUSINESS PORTAL WEBSITE	q	Maintain	230,000	n/a	228,969		n/a
NUMBER OF PAGE VIEWS TO BUSINESS PORTAL WEBSITE	q	Maintain	510,000	n/a	507,854		n/a
Number of Tourism DMO Applications Received	q	Maintain	16	18	18	0%	16
Number of Tourism DMO Grants Awarded	q	Maintain	16	0	14		16
Number of Tourism Cooperative Marketing Applications Received	q	Maintain	90	72	0	0%	90
Number of Tourism Cooperative Marketing Grants Awarded	q	Maintain	36	0	0		36
NUMBER OF VISITS TO TRAVEL AND TOURISM WEBSITE	q	Maintain	600,000	n/a	597,170		n/a
NUMBER OF PAGE VIEWS TO TRAVEL AND TOURISM WEBSITE	q	Maintain	1,775,000	n/a	1,757,113		
Tourism Economic Impact (Total Dollars Compiled Annually in Billions)	annual	Increase	\$43.0			n/a	\$42.0 (2013)

Cultural & Historical Programs

Council on Arts, Historical Commission, Cultural Trust:

Number of Grant Applications Received	q	Maintain	115	106	188	77%	58
Number of Grants Awarded	q	Maintain	85	0	293		89
Number of Technical Assistance and Outreach Sessions	q	Maintain	150	34	170	400%	159
TOTAL PRIVATE MATCHING DOLLARS (LEVERAGED BY AWARDS)	annual	Maintain	44,197,400	n/a	44,197,400		n/a
TOTAL SPENDING BY COA/HIST/NJCT GRANTEES	annual	Maintain	222,707,000	n/a	222,707,000		n/a
TOTAL DIRECT JOBS CREATED BY COA/HIST/NJCT GRANTEES	annual	Maintain	17,718	n/a	17,718		n/a
TOTAL NUMBER OF ATENDEES AT COA/HIST GRANTEE EVENTS	annual	Maintain	9,907,000	n/a	9,907,000		n/a
TOTAL NUMBER OF WEB PATRONS AT COA/HIST GRANTEE PROGRAMS	annual	Maintain	11,930,000	n/a	11,930,000		n/a

State Museum:

Number of Visitors to Museum & Planetarium	q	Increase	27,000	54,907	28,923	-47%	26,152
Number of Educational Programs Conducted	q	Maintain	100	163	131	-20%	58

Archives:

Number of New Data Base Records Created	q	Increase	65,000	45,609	64,573	42%	n/a
Number of Research and Reference Requests Answered	q	Maintain	24,000	22,861	23,845	4%	22,602

Civic Engagement Responsibilities

Elections

Number of Voter Registrations Received *	q	Increase	65,000	50,258	69,905	39%	57,959
Number of Voter Education Training and Outreach Sessions #	q	Increase	25	50	52	4%	46
Number of Accessible Polling Places	q	Maintain	3,548	3,548	3,548	0%	3,548
Division of Elections website visits	q	Maintain	87,500	n/a	85,937		n/a
Division of Elections website page views	q	Maintain	237,500	n/a	235,002		n/a
Division of Elections website Voter Registration forms downloaded	q	Maintain	9,250	n/a	9,145		n/a
Number of Voter Registration lookups on web site	q	Maintain	8,750	n/a	8,750		n/a
Number of Polling Place locator lookups on web site	q	Maintain	8,750	n/a	8,750		n/a

Division of Programs

Number of Grant Applications Received	q	Maintain	48	189	157	0%	48
Number of Grants Awarded	q	Maintain	23	19	66	247%	20
Number of Technical Assistance and Outreach Sessions	q	Maintain	75	38	15	-61%	85
Number of National Service/Volunteer Participants	q	Increase	138	702	138	-80%	506
Number of At-Risk Youth that receive services	q	Increase	1,987	n/a	3,428		n/a
Number of Seniors that receive services	q	Increase	788	n/a	468		n/a
Number of Individuals that have participated in English as Second Language (ESL) courses	q	Increase	88	n/a	0		n/a

* Quarter after Presidential Election

Increase in outreach and education activity due to new election system familiarization training