

Appendix G

(this appendix appears only in the website version of the PAR)

MEASURES THAT HAVE BEEN EITHER DISCONTINUED OR CHANGED SINCE THE FY 2008 PAR

STRATEGIC GOAL 1

Maximize U.S. competitiveness and enable economic growth for American industries, workers, and consumers

STRATEGIC OBJECTIVE 1.1

Foster domestic economic development as well as export opportunities

Performance Outcome	Broaden and Deepen the U.S. exporter base (ITA)
Corresponding measures	<ul style="list-style-type: none"> Increase in the percent of small and medium-sized (SME) firms that export (ESME Growth rate) Export success firms / active client firms (CS overall effectiveness) US&FCS SME NTE (New-to-Export) / Total change in SME exporters (CS SME NTE effectiveness) Number of SME NTM (New-to-Market) firms / Number of SME firms exporting to two to nine foreign markets (NTM effectiveness)
Change	Measures added
Justification	These measures reflect more of the outcome of ITA's work in this area rather than previous measures (noted below) with ITA having greater control over the outcomes. .
Corresponding measures	<ul style="list-style-type: none"> Number of export successes made as a result of ITA involvement Number of NTM export successes Number of Increase-to-Market (ITM) export successes Number of NTE export successes Dollar value of advocacy cases completed successfully (based on a three year moving average)
Change	Measures deleted
Justification	These measures have been replaced by the ones previously noted above with the appropriate explanation.

Performance Outcome	Increase exports to commercially significant markets including FTA countries, China and India (ITA)
Corresponding measures	<ul style="list-style-type: none"> Percent of imports by China that are exported from the United States. Percent of imports by India that are exported from the United States.
Change	Outcome and measures deleted
Justification	These measures reflect more of the outcome of ITA's work in this area rather than previous measures (noted below) with ITA having greater control over the outcomes.

Performance Outcome	Increase access to the marketplace and financing for minority-owned businesses (MBDA)
Corresponding measure	Percent increase in the American Customer Satisfaction Index.
Change	Measure re-worded as "Satisfaction rating for the American Customer Satisfaction Index."
Justification	As the rating improves, percent increase slows to where it would be negligible and MBDA would approach a level a of satisfaction acceptable to the agency. The target for FY 2009, therefore, reflects an overall target satisfaction level for FY 2009.

STRATEGIC OBJECTIVE 1.3

Advance key economic and demographic data to support effective decision-making of policymakers, businesses, and the American public

Performance Outcome	Promote a better understanding of the U.S. economy by providing the most timely, relevant and accurate economic data in an objective and cost-effective manner (ESA/BEA)
Corresponding measure	Budget Related: Preparation of Innovation Accounts
Change	Measure re-worded to "Measuring the Knowledge Economy."
Justification	BEA re-worded this measure to better reflect and summarize what BEA is doing.

STRATEGIC OBJECTIVE 1.4

Position manufacturers to compete in a global economy

Performance Outcome	Raise the productivity and competitiveness of manufacturers (NIST)
Change	Outcome re-worded as "Increase the productivity, profitability, and competitiveness of small manufacturers (NIST)"
Justification	NIST re-worded this outcome to align with the <u>Next Generation MEP Strategic Plan</u> released in December 2008, which expands the MEP nationwide network to address the challenges facing manufacturers.

STRATEGIC GOAL 2

Promote U.S. innovation and industrial competitiveness

STRATEGIC OBJECTIVE 2.1

Advance measurement science and standards that drive technological change

Performance Outcome	Promote U.S. competitiveness by directing Federal investment and R&D into areas of critical national need that support, promote and accelerate high risk, high reward research and innovation in the United States (NIST)
Corresponding measure	Cumulative number of Technology Innovation Program (TIP) projects funded
Change	New outcome and measure added
Justification	This new outcome and measure reflects the new Technology Innovation Program at NIST which was established through the America COMPETES Act of 2007.

STRATEGIC OBJECTIVE 2.2

Protect intellectual property and improve the patent and trademark system

Performance Outcome	Optimize trademark quality and timeliness (USPTO)
Corresponding measure	Final action compliance rate
Change	USPTO replaced this measure with "Final compliance rate."
Justification	USPTO replaced "Final action compliance rate" in FY 2009 with "Final compliance rate," which is a more comprehensive measure of quality to include all actions that would result in an application being completed or disposed.
Corresponding measure	Trademark applications filed electronically
Change	USPTO replaced this measure with "Trademark applications processed electronically."
Justification	The percentage of trademark applications filed electronically was approaching 100% and therefore wouldn't be a good indicator or progress. Furthermore the percentage of applications filed reflects more on the applicants rather than on the work USPTO does as opposed to the percentage of applications processed electronically.
Corresponding measure	Average total pendency (months)
Change	USPTO changed this measure to "Average total pendency (months), excluding suspended and Inter Partes proceedings."
Justification	USPTO replaced "Average total pendency (months)," with "Average total pendency excluding suspended and Inter Partes proceedings," because it is a better indication of the amount of time it takes to dispose of a trademark application.

Performance Outcome	Improve intellectual property and enforcement domestically and abroad (USPTO)
Corresponding measures	<ul style="list-style-type: none"> • Number of instances in which External Affairs (EA) experts review Intellectual Property (IP) policies / standards • Improving world-wide IP expertise for U.S. government interests • Number of Memorandum of Agreements for IP joint cooperation, plans of action, mechanisms and support programs initiated or implemented by developing countries as a result of OIPPE.
Change	Measures deleted and replaced by the following measures: <ul style="list-style-type: none"> • Percentage of countries on the USTR 301 list, awaiting WTO accession, or targeted by OIPPE for improvements that have positively amended or improved their IP systems • Number of countries that implement at least 75% of action steps which improve IP protections in the joint cooperation, action or work plans.
Justification	The previous measures were somewhat vague and not indicative of the outcome of USPTO work. The new measures are more indicative of the outcomes of USPTO work.

STRATEGIC GOAL 3

Promote environmental stewardship

Strategic Objective 3.3

Provide accurate and timely weather and water information

Performance Objective	Provide accurate and timely weather and water information
Corresponding measure	Hurricane Forecast Intensity Error (48 hour)
Change	Measure added
Justification	This measure was added to expand NOAA's measurement of its hurricane forecasts. It adds a different dimension of evaluating NOAA forecasts in that now NOAA not only reports on the location of hurricanes, but also the intensity of hurricanes.

Performance Objective	Advance understanding of climate variability and change
Corresponding measure	Ability of society to plan and respond to climate variability and change using NOAA climate products and information
Change	Measure wording changed to "Regionally focused climate impacts and adaptation studies communicated to decision makers"
Justification	The name of this measure has been changed to better reflect what NOAA produces.