

#	ITA-wide Performance Measure	Performance Objective:	Strategic Goal:		Broaden & Deepen Participation		Ensure Fair Competition		Improve Customer Satisfaction		Ensure Excellent Management of Resources					
			Increase Trade Opps		Increase awareness	Increase SME exports	Deal making	Combat dumping	Ensure compliance	Excellent customer srvc	Ease & access	Manage finances	Manage HR	Leverage IT	Build capabilities	Employee Satisfaction
		Performance Measure Definition	Open markets	Promote trade												
1a	Customer Value: Level of Awareness & Understanding of ITA's Products & Services	The knowledge among ITA customers and potential customers of the products and services offered by ITA and the benefits the products/services offer.		X	X	X										
1b	Customer Value: Customer Satisfaction with Quality of ITA's Products & Services	The satisfaction of ITA's customers with the products and services they receive from ITA.								X	X					
1c	Customer Value: Customer Perception of Portal Ease of Use	The percentage of ITA customers who feel that the portal website is sufficiently easy to use, as expressed via an online customer satisfaction survey administered during the use of the portal.								X	X			X		
1d	Customer Value: Customer Perception of Ease of Access to Export & Trade Information & Data	The perception among ITA customers that export and trade information and data may be obtained via ITA websites, database applications, customer assistance centers, and other personal interactions with ITA personnel, in a timely and efficient manner.								X	X			X	X	
2	# Market Access & Compliance Cases Initiated	Number of market access and number of compliance cases initiated for non- agricultural U.S. exports by ITA in a given fiscal year.	X	X	X	X				X						
3	\$ Value of Barriers Addressed	Dollar value of trade barriers addressed in market access and compliance cases initiated by ITA in a given fiscal year.	X	X						X						
4	# AD/CVD Cases Completed	The number of anti-dumping (AD) /countervailing duty (CVD) cases completed in a given fiscal year.						X								
5	# Deals Made as a Result of ITA Involvement	The number of deals executed by U.S. businesses directly resulting from ITA counseling, matchmaking, research, information products or other trade promotion activities.				X	X									
6	# Customer Export Activities Per Customer Surveyed	The number export activities that surveyed customers report having taken as a result of ITA's service to those customers.	X	X												
7	% Undertaken Advocacies Completed Successfully	The percentage of successful advocacy awards made to U.S. firms/interests during each fiscal year.		X			X									
8	\$ Value of Completed Advocacies	The estimated dollar value (U.S. export content) of contracts awarded during each fiscal year.		X			X									
9	\$ Exports in Targeted Markets	The total dollar value of exports by U.S. businesses in markets listed as targeted by ITA Senior Management.	X	X												
10	Change in U.S. Market Share in Targeted Markets	The change in the share of U.S. exports to foreign countries in markets listed as targeted by ITA Senior Management.	X	X												
11	# New to Export Firms	The number of U.S. firms that transact an actual verifiable export sale for the first time. The firms have not exported in the last 24 months, or prior exports have resulted from unsolicited orders, or were received through a U.S.-based intermediary.		X		X										
12	# New to Market Firms	The number of U.S. firms that transact an actual verifiable export sale in a new market, or introduce a new product line in a market to which it currently exports. The firms have not exported to a given market in the last 24 months, or prior exports have resulted from unsolicited orders, or were received through a U.S.-based intermediary.		X		X										
13	New or Enhanced Partnerships With Public & Private Entities	The number of partnerships established or enhanced between ITA and a public or private entity.		X		X									X	
14	# Customers Acquired Through Proactive ITA Efforts	The number of U.S. businesses using ITA services for the first time because of ITA outreach activities during the fiscal year.		X		X				X						
15	% ITA Business Processes Provided Electronically to External Customers	The percentage of all ITA business processes which are provided electronically to external customers.			X					X	X			X		
16	% of Processes & Services Provided Electronically to Internal Customers	The percentage of all ITA-wide processes and service offerings which are provided electronically to internal customers.									X		X	X	X	X
17	Employee Job Satisfaction	The satisfaction of ITA personnel with their job and working experience, as indicated by: (1) organizational assessments; (2) recruitment & retention, awards & recognition, and training & development.											X		X	X
18	Clean Audit	Auditors' findings certifying that the financial statements of the bureau conform to the principles, standards, and related requirements prescribed by the Comptroller General.										X			X	

