

### Overview

Agency Priority Goals (APGs) were created by the Office of Management and Budget (OMB) in Memorandum M-10-24 and later codified in statute by the GPRA Modernization Act of 2010 (GPRAMA). As specific, challenging goals that can be accomplished in a two-year period, APGs offer a **high priority opportunity for improvement**. Agency leaders select a small handful of these goals, identify responsible officials, and review progress on them on a quarterly basis, effectively motivating agency staff to work harder and smarter to improve performance and ensure accountability for outcomes. Setting APGs provides an opportunity for agencies to communicate their impacts publicly, show responsible stewardship of taxpayer dollars, and highlight the use of performance management to deliver results. Setting APGs has revealed some clear principles that enable a greater chance for mission success. The PIC team provides these for consideration with the recognition that no one principle is appropriate for every agency. Agencies should consider their unique culture, structure and business practices.

### Successful APGs have:

- Leadership:** Senior leadership commitment and engagement in processes
- Clarity:** Well-designed, clearly articulated goal, measures, targets, and strategies
- Ownership:** Agency and goal team ownership of the APG and validation provided by senior agency leaders, White House, and OMB
- Routines:** Adherence to routines to provide consistent, continuous focus including regular, in-person data-driven reviews chaired by the Agency Deputy Secretary
- Data:** Use of data to assess progress, inform decision-making, and enable organizational learning

### Consider APGs that:

- ❖ Encourage work across organizational units within an Agency (i.e. bureaus, subcomponents, offices)
- ❖ Scale up successful activities
- ❖ Elevate and accelerate activities that are losing momentum and need encouragement
- ❖ Align with key mission areas to allow program and line staff to see their role and feel accountable
- ❖ Have robust data available to measure success

### Strengthen your APGs by:

- ❖ Establishing a formal governance structure
- ❖ Developing a model/map which explicitly outlines the connection between your APG and the supporting indicators/programs/projects through your implemented strategies (e.g., logic model, goal map, theory of change)
- ❖ Embedding APG indicators in goal/program leadership performance plans
- ❖ Ensuring a dedicated goal leader whose time is spent entirely focusing on the success of this goal
- ❖ Seeking input from peer agencies with similar mission types, as well as stakeholder groups and Congress
- ❖ Aligning goal coordination with Agency Strategic Plan contributing to accomplishment of Strategic Objectives

### Stay tuned:

The PIC team regularly hosts opportunities and provides resources to help agencies implement their Agency Priority Goals. For more information, reach out to the PIC staff at [PICstaff@PIC.gov](mailto:PICstaff@PIC.gov).

The Performance Improvement Council (PIC) is the heartbeat of government performance management. The PIC shares best practices and builds capacity across the federal government to help agencies set, plan and achieve priorities for the American Public. The council staff sit at the General Services Administration and can be reached at [fed2fedsolutions@gsa.gov](mailto:fed2fedsolutions@gsa.gov).