

Department of State				Frequency	Desired Trend	Target	Prior Quarter	Current Quarter	% Change	Prior Year Quarterly Average
Performance Indicators - July 1, 2014-Sept. 30, 2014 (FY15-1st Qtr)										
Economic Vitality – The Partnership for Action										
Number of Companies Assisted	q	Increase	5,125	5,658	3,320	-41%	4,616			
Number of Business Proposals	q	Increase	34	66	49	-26%	52			
Number of Business People Assisted by the Business Call Center	q	Increase	8,750	8,017	7,638	-5%	7,726			
Number of Visits to Business Portal Website	q	Maintain	230,000	228,710	215,538		230,690			
Number of Page Views to Business Portal Website	q	Maintain	510,000	509,108	473,863		515,215			
Number of Tourism DMO Applications Received	q	Maintain	15	0	0	0%	5			
Number of Tourism DMO Grants Awarded	q	Maintain	15	0	15		4			
Number of Tourism Cooperative Marketing Applications Received	q	Maintain	66	66	0	0%	35			
Number of Tourism Cooperative Marketing Grants Awarded	q	Maintain	45	0	0		10			
Number of Visits to Travel and Tourism Website	q	Maintain	550,000	846,777	739,687	0%	516,758			
Number of page Views to Travel and Tourism Website	q	Maintain	1,500,000	2,062,727	1,936,082	-6%	1,380,198			
Tourism Economic Impact (Total Dollars Compiled Annually in Billions)	q	Increase	\$41.0		N/A	n/a	\$0.00			

Cultural & Historical Programs										
Council on Arts, Historical Commission, Cultural Trust:										
Number of Grant Applications Received	q	Maintain	115	0	66		106			
Number of Grants Awarded	q	Maintain	85	6	204	3300%	86			
Number of Technical Assistance and Outreach Sessions	q	Maintain	150	329	76	-77%	255			
Total Private Matching Dollars (Leveraged by Awards)	annual	Maintain	38,500,000	0	47,326,205	na	n/a			
Total Spending by COA/HIST/NJCT Grantees	annual	Maintain	256,500,000	0	276,209,640	na	n/a			
Total Direct Jobs Created by COA/HIST/NJCT Grantees	annual	Maintain	20,675	0	21,380	na	n/a			
Total Number of Attendees at COA/HIST Grantee Events	annual	Maintain	8,400,000	0	8,989,749	na	n/a			
Total Number of Web Patrons at COA/HIST Grantee Programs	annual	Maintain	16,500,000	0	17,349,989	na	n/a			

State Museum:										
Number of Visitors to Museum & Planetarium	q	Increase	27,000	66,567	29,469	-56%	38,155			
Number of Educational Programs Conducted	q	Maintain	100	146	110	-25%	138			

Archives:										
Number of New Data Base Records Created	q	Increase	53	60,944	41,116	-33%	52,867			
Number of Research and Reference Requests Answered	q	Maintain	23	22,737	23,486	3%	22,660			

Civic Engagement Responsibilities										
Elections										
Number of Voter Registrations Received *	q	Increase	65,000	50,462	57,922	15%	53,506			
Number of Voter Education Training and Outreach Sessions #	q	Increase	25	53	30	-43%	50			
Number of Accessible Polling Places	annual	Maintain	3,548	3,548	3,548	0%	na			
Number of Visits to Division of Elections Website	q	Maintain	87,500	68,593	49,005	-29%	100,248			
Number of Page Views to Division of Elections Website	q	Maintain	237,500	181,963	126,884	-30%	259,826			
Number of Voter Registration Forms Downloaded from Website	q	Maintain	9,250	5,401	10,040	86%	6,790			
Number of Voter Registration Lookups on Website	q	Maintain	475,000	78,133	18,067	-77%	475,876			
Number of Polling Place Locator Lookups on Website	q	Maintain	425,000	538,629	5,866	-99%	437,162			

Division of Programs										
Number of Grant Applications Received	q	Maintain	32.5	120	81	0%	70			
Number of Grants Awarded	q	Maintain	18	12	70	483%	20			
Number of Technical Assistance and Outreach Sessions	q	Maintain	13.5	12	39	225%	16			
Number of National Service/Volunteer Participants	q	Increase	138	138	138	0%	138			
Number of At-Risk Youth that receive services	q	Increase	2,025	10,448	4,416	-58%	6,080			
Number of Seniors that receive services	q	Increase	1,100	2,221	161	-93%	1,764			
Number of Individuals that have participated in English as Second Language (ESL) courses	q	Increase	106	583	0	-100%	509			

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