MiScorecard Performance Summary

Business Unit:	**Natural Resources**	Green	90% or greater of target
Executive/Director Name:	**Keith Creagh**	Yellow	>= 75% to 90% of target
Reporting Period:	**Aug 2012**	Red	less than 75% of target
Date Approved:	**9/17/2012**	Scorecard Status	**Final**

	Metric	Status	Progress	Target	Current	Previous	Frequency	Metric Definition
Customer/Constituent								
DNR - 1	% of Excellent or good responses on customer satisfaction cards for state parks		=	95%	89%	89%	Annually	State Park customer satisfaction cards are routinely collected and read. These cards are available in all state parks. Issues raised in the cards are dealt with immediately. Reports are generated on an annual basis and trends are observed. The State Park system is financed from its users so customer satisfaction is imperative to the financial health of the system.
DNR - 2	State Park visits per Citizen			2.3	2.5	2.0	Annually	Total visits to state parks in this category is now being calculated on a July 1 to June 30 fiscal year so we can compare vs. other states. The National Association of State Park Directors produces an Annual Information Exchange Report that allows this benchmarking. The current year number is for July 1 2011-June 30 2012, the previous year number is for July 1 2010-June 30 2011. Both calculations use 2010 US Census population counts. Under the previous value Michigan's ranking vs. other states was 28th. Michigan's ranking amongst other states for the current value will be available in March 2013 (when data from other states is released).
DNR - 3	Ranking vs. other states in overnight visits to state parks			2	2	3	Annually	Overnight visitors to state parks include campers, cabin renters, yurt renters, and lodge renters. This is calculated on a July 1 to June 30 fiscal year so we can compare vs. other states. The National Association of State Park Directors produces an Annual Information Exchange Report that allows this benchmarking. The current year number is for July 1 2010-June 30 2011, the previous year number is for July 1 2009-June 30 2010. Currently only California has more overnight visitors to their state parks system.
DNR - 4	% Increase in the number of small game licenses sold		=	5%	-2%	-2%	Annually	Small game hunting was once the entrance into hunting. Over the past few decades the sale of small game licenses has precipitously declined. The Department is launching several new programs to attract new small game hunters into the sport. Numbers are compiled on a license year basis (from March 1 to February 28).
DNR - 5	Number of Unique Hunters [1]			172940	172520	172940	Quarterly	Hunting is one of the many outdoor recreation activities the Department encourages and brings economic benefit to rural communities in the form of increased tourism as well as enjoyment and exercise to participants. The number of unique hunters is measured on a cumulative basis by quarter and compared year-over-year (quarters are for a license year which runs from March 1 to February 28). Coloring output was changed to make it more stringent since a 10% decline in this category is not acceptable. Decline in unique hunters purchasing a license in the second quarter of the license year, compared year over year was less than 1%.
DNR - 6	Number of Unique Anglers [2]			990559	1036355	990559	Quarterly	Angling is responsible for tourism dollars being spent in communities across the state in the form of increased tourism. This number of unique anglers is measured on a cumulative basis by quarter and compared year-over-year (quarters are for a license year which runs from March 1 to February 28). Coloring output was changed to make it more stringent since a 10% decline in this category is not acceptable. Total increase in the second quarter of the license year, compared year over year was 5%.
DNR - 7	At-risk youth employment		N/A	500	0	0	Annually	The number of at-risk youth employed by the Department for work in parks. The goal of this program is to develop basic employment skills for at-risk youth and assist youth in finding appropriate career paths.
DNR - 8	Miles of free-flowing stream restored through dam removals		N/A	60	NA	NA	Annually	Increasing the number of miles of free flowing stream through dam removals improves the viability of native populations of fish species in addition to providing other ecological benefits. Removal of deteriorating dams also reduces the risk of catastrophic failure which leads to property damage and can harm fish populations and habitat.
Financial								
DNR - 9	% of Registered Vehicle owners purchasing a Recreation Passport		=	30%	31%	31%	Monthly	State Parks are self-financed and are counting on this new method of collecting revenue to support infrastructure and programming needs. This metric is measured monthly and is compared on a year-over-year basis as there is seasonal variation in participation rates. Numbers rounded to nearest percent. Fiscal year-to-date participation is 27% (target is for the full year).
DNR - 10	% Increase in revenue from the sale of hunting and fishing licenses			1%	-3%	0%	Annually	Almost half of the Department's budget depends on the sale of hunting and fishing licenses. Stopping the decline in revenue is critical to the future of natural resource management in the state. The numbers are compiled on a fiscal year basis.
DNR - 11	% of forest management actions accomplished in the state forest as prescribed by forest planning efforts			100%	101%	100%	Annually	Each year's actions, such as timber harvest, necessary to ensure a healthy forest and to support commercial timber production are identified through the forest planning process. The goal is to ensure that all prescribed actions are completed each fiscal year.
Internal Business Process								
DNR - 12	% of Timber sales not sold by the end of the year		=	2%	2%	2%	Annually	All timber sales are closely monitored. Those sales which receive no bids are adjusted and re-posted with the goal of having all timber sales sold by the end of the year.
DNR - 13	% of hunting and fishing licenses sold online			10%	11%	10%	Quarterly	Licenses purchased online have a greater profit margin for the Department than licenses sold at retail locations. Measured quarterly on a license year basis (Q1: March 1 - May 31, Q2: June 1 - August 31, Q3: Sept 1 - Nov 30, Q4: Dec 1 - Feb 28).
DNR - 14	Number of process improvement initiatives being implemented			2	1	0	Annually	Process Improvement initiatives help the Department to streamline programs, improve responsiveness and customer service while reducing staff input time needed to reach our desired outputs and outcomes.
Learning and Growth								

DNR - 15	% of Employees receiving customer service training			100%	30%	0%	Annually	A priority of the Department is to improve customer service. Most of the Department's budget is dependent on fees collected from its customers. Customers who receive poor service or have a negative experience with the Department are unlikely to return to Department facilities or purchase licenses. Enhanced customer service training is starting this year with an increased number of employees being trained. Data won't be available until the end of the year.
DNR - 16	% of DNR Employees classified as "Champions" in annual State of Michigan Employee Survey		N/A	64%	54%		Annually	The State of Michigan conducts an annual employee survey through PricewaterhouseCoopers that categorizes employees based on level of engagement and intent to stay with the organization. The Champion category is characterized by strong identification with organization objectives, high level of loyalty to the organization, and high level of willingness to cooperate and motivate collegues.

[1] The status color for this metric reflects a range of 97% to 100%.
[2] The status color for this metric reflects a range of 97% to 100%.