

**Association of Government Accountants – Austin Chapter**  
**Citizen-Centric Reporting by Phillip Ashley**  
**October 11, 2012 Luncheon**

**Speaker: Phillip Ashley**

Phillip Ashley is the Director of Fiscal Management for the Comptroller of Public Accounts.

**Luncheon Highlights:**

- A. What is a Citizen-Centric Report?
  - 1. The Citizen-Centric Report is an initiative by the AGA “to provide meaningful and understandable information about the financial condition and performance of the government to its citizens in a 4-page report.”
  - 2. The Citizen-Centric Report sets out to answer, “Are we better off today than we were last year?”
  - 3. A Certificate of Excellence is awarded to organizations that produce a high quality Citizen-Centric Report. A Certificate of Achievement is awarded to organizations that produce a Citizen-Centric Report but fall short of meeting all the requirements.
- B. Citizen-Centric Report Page 1
  - 1. The first page covers the strategic objectives of the organization.
  - 2. Community demographics are reported on a per capita basis, which may include income, people employed, and unemployment rate.
  - 3. Summarizes upcoming changes for the organization, which includes businesses, trade, and natural resources.
  - 4. A table of contents is included.
- C. Citizen-Centric Report Page 2
  - 1. This page should answer the question, “How are we doing?”
  - 2. Data for three or four missions/services should be reported. For citizens to understand how an organization is doing, prior year and current year data should be included. The missions/services selected should be based on what the majority of the citizens want to see. Missions/Services can include public safety (crimes), public health (mortality rate), schools (graduation rate), etc.
- D. Citizen-Centric Report Page 3
  - 1. This page reports the costs incurred to service the citizens and how these costs were paid for.
  - 2. Charts displaying a percentage of how a citizen’s dollar is used are always helpful.
- E. Citizen-Centric Report Page 4
  - 1. This page talks about the future of the organization, and its vision.
  - 2. What future issues will the organization face? What challenges lie ahead, and how the organization plans to resolve these challenges.
  - 3. Upcoming events can be announced in this section, a request for suggestions and feedback on the Citizen-Centric Report, as well as contact information.