



**RMI Public Financial Management**  
**Report on Citizen Responses to the Ministry of Finance, Banking & Postal Services**  
**Website and Media Campaign**

Table of Content:

Executive Summary	2
1. Introduction	3
2. Summary of Citizen Feedback and Ministry Responses	3
2.1 Website Usability	
2.2 Public Understanding of Finance and Civic Responsibility	
2.3 Accessibility and Inclusiveness	
2.4 Financial Reporting Clarity	
3. Lessons Learned	6
4. Conclusion and Way Forward	6
Annex A – Citizen Feedback Summary Table	8

## Executive Summary

This report presents the outcomes of Component 3 of the Public Financial Management (PFM) Project, which focuses on enhancing citizen engagement through digital platforms. In collaboration with the project, the implementing agency—the Ministry of Finance, Banking & Postal Services (MOFBPS)—launched a new public financial website alongside complementary social media campaigns aimed at increasing transparency, promoting public financial literacy, and encouraging participatory governance.

In early 2025, the Project introduced this new financial website and, on behalf of MOFBPS, initiated two rounds of media outreach: first, to invite feedback on the FY2025 Citizen Friendly Budget; and second, to engage the public on the Unaudited Quarter One (Q1) Budget Execution Report. Both initiatives emphasized inclusivity and accessible content, offering citizens opportunities to review key national financial documents and share their perspectives through anonymous online comments and social media interactions.

The campaigns generated a diverse range of thoughtful citizen responses on topics such as financial reporting clarity, fiscal accountability, and the importance of localized, accessible content. The Ministry responded personally to each submission, reaffirming its commitment to open, two-way dialogue and accountable governance.

Key outcomes include:

- Positive public reception of the website’s user-friendly design and accessible content.
- Strong public demand for ongoing financial literacy outreach at the community level.
- Recognition of the value of Marshallese-language content, including videos and visual resources.
- Affirmation of the importance of transparent, responsive government communication.

This report summarizes citizen feedback across both outreach activities, details Ministry responses, and outlines actionable next steps to strengthen public engagement and further enhance the platform.

## 1. Introduction

The Public Financial Management (PFM) Project has made significant progress under Component 3, which focuses on improving transparency and citizen engagement. In early 2025, the Ministry of Finance, Banking & Postal Services, as the implementing agency, launched a new public website designed to provide citizens with streamlined access to essential government financial documents, including national budgets, procurement notices, and expenditure reports.

From the outset, the website included a feature allowing for anonymous public comments to encourage open, inclusive engagement free from concerns over public scrutiny. While this digital resource partially met the objectives of Intermediate Result 9 (IR-9)<sup>1</sup> in the project's results framework, full achievement required targeted action to solicit and capture citizen feedback.

On May 16<sup>th</sup>, the PFM project launched their social media campaign on the project Facebook page, as shown below:



The post included a link to the FY25 Citizen Friendly Budget that was posted in the MOFBPS website. The post instructed followers to provide feedback on the video followed by a submission to PFM, with a screenshot of their comment to enter into the giveaway.

Following the launch of the FY2025 Budget media campaign, a second outreach was conducted through the Ministry's social media channels to invite public feedback on the Unaudited Quarter One (Q1) Budget Execution Report.

## 2. Summary of Citizen Feedback and Ministry Responses

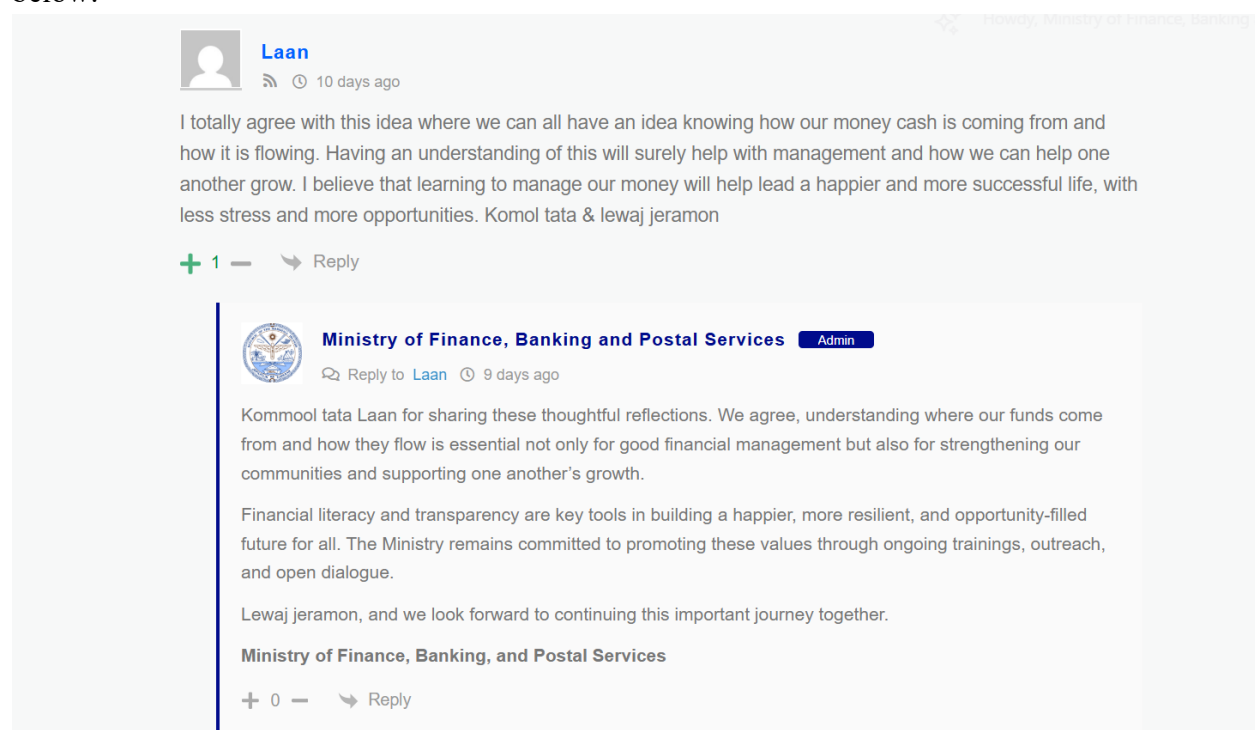
The objective of this social media campaign was not only to encourage the public to leave comments on the website, but also to enable the Ministry to respond directly, fostering a two-way

---

<sup>1</sup> IR-9: Transparency and citizen engagement in budget preparation and execution: MOFBPS website regularly updated with information on budget preparation stages, final budget and quarterly updates on budget execution posted regularly including: a) Summary presented in a citizen friendly format understandable by non-technical audience; b) Summary of citizen feedback received and government response.

dialogue. Additionally, the campaign aimed to demonstrate that the website can serve as an effective platform for connecting the Ministry with the public, ultimately realizing the website's full potential.

Rather than relying on standard, automated responses to public comments, website administrators would actively monitor and personally respond to each comment in a professional and tailored manner, ensuring meaningful engagement with users. An example of this approach is shown below:



The media campaign produced a variety of thoughtful public responses, indicating growing interest in fiscal transparency, participatory governance, and improved access to financial data.

Several users praised the site's intuitive layout and clean design. One comment recommended separating the Requests for Proposals (RFP) section into its own tab and adding thumbnails for news stories to ease navigation. The Ministry responded positively and noted that such input would guide future iterations of the site design.

The Ministry's second outreach, focusing on the Unaudited Q1 Budget Execution Report, similarly generated meaningful public feedback. Citizens expressed appreciation for the availability of budget execution data and raised questions on fiscal sustainability in light of future uncertainties, such as Compact-related funding arrangements. The Ministry acknowledged these concerns and, in several instances, committed to providing formal responses following internal management review. This engagement further demonstrated the growing public interest in fiscal transparency and participatory governance.

## **2.1. Public Understanding of Finance and Civic Responsibility**

Citizens underscored the importance<sup>2</sup> of understanding government spending, especially in a context where a significant portion of the national budget is grant-funded. Feedback emphasized the need for financial literacy outreach in local communities to build public accountability and strengthen financial decision-making at all levels.

The Ministry affirmed this call and reiterated its commitment to advancing financial literacy through community-based education and public outreach programs. It emphasized the shared responsibility between government and citizens in maintaining financial accountability and sustainable governance.

## **2.2. Accessibility and Inclusiveness**

Users appreciated the inclusion of Marshallese-language content, especially video materials that demystified financial topics. The ability to learn visually and in one's native language was credited with improving understanding, particularly among individuals with limited experience in financial matters.

The Ministry welcomed this feedback and committed to continuing the development of accessible content, including infographics, translations, and video explainers tailored to the needs of diverse audiences across the country.

## **2.3. Financial Reporting Clarity**

Feedback<sup>3</sup> on the RMI FY2025 Budget presentation was notably positive. Citizens remarked on its clarity and professional organization, expressing appreciation for how financial data was presented in a way that was easy to understand.

The Ministry expressed its appreciation for the support and reaffirmed its goal of delivering transparent and user-friendly financial reporting to the public.

## **2.4. Public Appreciation and Engagement**

Multiple comments expressed gratitude for the launch of the platform and the Ministry's efforts to engage the public. Praise was given for the Ministry's openness, the professionalism of the site, and the visibility of each division's responsibilities.

The Ministry acknowledged these commendations and emphasized the importance in continuing to improve public access to information and fostering a culture of open governance.

---

<sup>2</sup> Annexure A: Citizen Feedback Summary Table

<sup>3</sup> Annexure A: Citizen Feedback Summary Table

### **3. Lessons Learned**

The implementation of this citizen feedback initiative provided valuable insights for future engagement and public financial communication strategies:

#### **1. Public Interest in Fiscal Transparency is Strong**

- Citizens expressed significant interest in understanding government financial operations and the national budget, particularly in the context of a grant-funded economy.

#### **2. Localized, Accessible Content Increases Engagement**

- Marshallese-language videos and simplified financial explanations were highly appreciated and instrumental in broadening reach, especially among audiences with limited financial literacy or formal education.

#### **3. Two-Way Communication Builds Trust**

- Direct, personalized Ministry responses to public comments were well received and demonstrated a level of government transparency that fostered public trust.

#### **4. Quantitative Monitoring Would Enhance Impact Reporting**

- Future campaigns would benefit from establishing baseline metrics (website traffic, number of comments, social media reach) to better measure engagement levels and campaign effectiveness.

#### **5. Broader Outreach Channels Are Needed**

- While digital platforms were effective, feedback suggests that future initiatives should expand to include radio, community forums, and in-person outreach to reach non-internet users.

#### **6. Timely Feedback Management is Essential**

- The Q1 report feedback included specific public questions on budget execution trends and fiscal projections, highlighting the importance of a system for timely, well-informed responses. Establishing internal protocols for management review and public communication will improve future engagement effectiveness.

These lessons will inform the design of future financial literacy campaigns and citizen engagement activities, supporting the continued advancement of public participation in financial governance.

### **4. Conclusion and Way Forward**

This activity has met the remaining criteria required to fully achieve IR-9 of the project. The Ministry of Finance, as implementing agency, has demonstrated a transparent, inclusive, and

responsive approach to citizen engagement through the integration of digital platforms and outreach strategies.

The initiative has laid a strong foundation for continued public involvement in financial governance. The implementation of anonymous commenting, localized content, and responsive feedback mechanisms represents best practice in participatory governance.

Moving forward, the Ministry, in collaboration with the PFM Project, will continue to monitor website traffic and user behavior, expand outreach through radio, social media, newspaper and community engagements, and apply user feedback to further improve the engagement of the Ministry with the public to improve service delivery and have more transparency and accountability in PFM.

**Annex A – Citizen Feedback Summary Table**

Comments from FY 2025 Budget		
User Name	Comment	Ministry's Response
Lobaj. K	Thanks for sharing! The public needs to understand how the government spends money and leaders need to be held accountable. The public also needs to understand they are accountable as well because most of the funds we are living on are grants. There should be more public outreaches in the local communities to increase financial literacy so people can understand.	<p>Iakwe, and thank you for your feedback and for raising these important points. At the Ministry of Finance, we fully agree that transparency in government spending and accountability at all levels are essential for good governance and sustainable development. It is equally important for the public to recognize their role in this shared responsibility, especially as a significant portion of our national budget is currently supported by external grants.</p> <p>We acknowledge the need to strengthen financial literacy across our communities. When citizens understand how public funds are sourced, allocated, and utilized, they are better positioned to engage meaningfully in national dialogue and hold both government and themselves accountable for the country's financial future.</p> <p>In line with this, the Ministry is actively exploring ways to expand public outreach initiatives and financial education programs, particularly at the grassroots level. We aim to foster a more informed, engaged, and financially responsible society.</p> <p>Thank you once again for your engagement — it's through</p>



		collaborative dialogue like this that we build a stronger, more accountable nation.
Kiko	<p>Iakwe, this is really good, as we all know money is one the main topic that can cause many different kind emotion. Providing this kind of information it will help educate many of us who really think money is simple to handle but on the other side it very broad.</p> <p>I'm very happy that finally things are coming very easy for us people who don't do the work to understand better. wise men told me that "better to see then hear". Komol tata and looking forward for more exciting news.</p>	<p>Iakwe Kiko, and thank you sincerely for your kind words and thoughtful reflections. We truly appreciate your engagement and recognition of the importance of financial education. You are absolutely right — money is a topic that can stir many different emotions because it affects every aspect of our daily lives, families, and futures. While it may sometimes appear simple on the surface, the reality is that financial management, both at a personal and national level, is broad, complex, and requires continuous learning.</p> <p>At the Ministry of Finance, Banking &amp; Postal Services, we believe in making financial information more accessible and easier to understand for everyone, regardless of their background or profession. It's encouraging to hear that these efforts are making a positive difference. As you wisely quoted, "better to see than hear," and we are committed to creating more opportunities for the public to not only hear about government financial matters but to see and understand them clearly through open dialogue, outreach programs, and educational initiatives. Komol tata for your support — we look forward to sharing more helpful and exciting updates</p>

		with you and our communities in the near future.
DanDan	Kommol kin video in. Elap an aurok bwe jen alooje bwe jen melele makutkut in jaan ko an Majol in nan rimajol.	
Milson Jack	The information/data you presented on the RMI 25 BUDGET presentation was clear and well-organized. Job well done!	Iakwe Milson, and thank you very much for your kind words and encouragement! We truly appreciate your feedback and are pleased to hear that the RMI 25 Budget presentation was clear and well-organized. It's always our goal to present important financial information in a way that's easy to follow and understand, so everyone can stay informed and engaged. Kommol tata — we look forward to sharing more updates with you in the future!
Mickson David	Very well presented and easy to follow. Kommool tata PFM team	Kommool tata Mickson for the kind words and positive feedback! We truly appreciate the support and encouragement from the PFM team. It's through collaborative efforts like these that we continue to strengthen our processes and better serve our communities.  We look forward to working together on future initiatives and sustaining this momentum.
Laan	I totally agree with this idea where we can all have an idea knowing how our money cash is coming from and how it is flowing. Having an understanding of this will	Kommool tata Laan for sharing these thoughtful reflections. We agree, understanding where our funds come from and how they flow is essential not only

	<p>surely help with management and how we can help one another grow. I believe that learning to manage our money will help lead a happier and more successful life, with less stress and more opportunities. Komol tata &amp; lewaj jeramon</p>	<p>for good financial management but also for strengthening our communities and supporting one another's growth.</p> <p>Financial literacy and transparency are key tools in building a happier, more resilient, and opportunity-filled future for all. The Ministry remains committed to promoting these values through ongoing trainings, outreach, and open dialogue.</p> <p>Lewaj jeramon, and we look forward to continuing this important journey together.</p>
Lii'Noni Anitok	<p>Excellent &amp; Very Thoughtful, this kind of vide should be out there more often, it really helps the community understand the value of government budgets, Grants and funding.</p>	<p>Iakwe Noni, we truly appreciate your kind words and feedback. We are committed to promoting transparency and educating the public about the importance and impact of government budgets, grants, and funding. The community must understand how these resources contribute to the development and well-being of our society. We will continue to create and share informative content to ensure that everyone is empowered with the knowledge needed to engage meaningfully in the financial decisions that shape our country.</p> <p>Kommol tata for your support! Don't forget to screenshot your submission to the PFM Facebook page to enter into the giveaway!</p>

Comments from Unaudited Q1 Budget Execution Report		
Fredrick	Very usefully budget info on this video nan an aoleb armij melele ken \$ kain rej allocated accordingly. public funds hence public info. Great Job	Iakwe Fredrick, kommol tata for your comment! The Ministry of Finance, Banking & Postal Services firmly believes that public funds, and the way they are managed and utilized, should be transparent and accessible to everyone. We're committed to keeping our citizens informed and involved. Please be sure to check back regularly for more updates and important news from your Ministry!
Concerned Citizen	In just the 1st quarter of 2025 and already 43% of the GF has been spent. What plans or projection does MoFBPS has if compact will NOT be renewed after this short 20 yrs?	Iakwe and thank you for your comment. Please allow 5-7 business for MOFBPS management to answer your question. Kommol tata!
R.T	Thanks for sharing. Great to have this information available for all citizen's awareness.	Iakwe, and thank you for your kind feedback. We are committed to promoting transparency and accountability by making key financial information accessible to all citizens. It is our hope that reports like this help keep the public informed about the nation's fiscal performance and progress. We appreciate your engagement.
Marshallese PC	Kommol elap kon jot enaan ko remman, ak jemaron k jela ewor makutkut ko me renaj walok ilo an ioo kein rej bedo tok?	Iakwe im kommol kon comment in am. Jouj im letok 5-7 business nan an management uwaak e kajtok in am elap an emman. Kommol.
Marshallese PC	Nice thanks for the info.....	