SUMMARY OF FY 2014 – 2018 STRATEGIC GOALS AND OBJECTIVES

1 TRADE AND INVESTMENT

- 1.1. Increase opportunities for U.S. companies by opening markets globally (ITA, NOAA, NTIA, USPTO)
- 1.2. Increase U.S. exports (BIS, EDA, ESA, ITA, MBDA, NIST, OS)
- 1.3. Increase high-impact inward foreign direct investment into the United States (EDA, ESA, ITA)
- 1.4. Strengthen fair competition in international trade for U.S. firms and workers (ITA)

Expand the U.S. economy through increased exports and inward foreign investment that lead to more and better American jobs

2 INNOVATION

- 2.1. Accelerate advanced manufacturing (EDA, NIST)
- 2.2. Strengthen the Nation's digital economy (ITA, NIST, NTIA, USPTO)
- 2.3. Catalyze innovation ecosystems (EDA, ESA, ITA, MBDA, NIST, OS, USPTO)

Foster a more innovative U.S. economy—one that is better at inventing, improving, and commercializing products and technologies

3 ENVIRONMENT

- 3.1. Advance the understanding and prediction of changes in the environment (NIST, NOAA)
- 3.2. Build a Weather-Ready Nation (ESA, NOAA)
- 3.3. Strengthen the resiliency of communities and regions (EDA, ESA, NIST, NOAA)
- 3.4. Foster healthy and sustainable marine resources, habitats, and ecosystems (NOAA)
- 3.5. Enable U.S. businesses to adapt and prosper by developing environmental and climate informed solutions (ESA, ITA, NIST, NOAA)

Help communities and businesses prepare for and prosper in a changing environment

4 DATA

- 4.1. Deliver increasing amounts of data to governments, businesses, and the public in formats that are easier to access and use (OS, All Bureaus)
- 4.2. Position the Department of Commerce to meet society's future data needs (ESA)
- 4.3. Create a data-driven government (EDA, ESA, ITA, MBDA)

Maximize the positive impacts of Commerce data on society

5 OPERATIONAL EXCELLENCE

- 5.1. Empower and engage Commerce employees (OS, All Bureaus)
- 5.2 Support a service-oriented culture that responds to the needs of external and internal customers (OS, All Bureaus)
- 5.3 Manage for results (OS, All Bureaus)
- 5.4 Improve facilities, support services, and IT products and services to drive mission success (OS, All Bureaus)

Strengthen the Department's capacity to achieve its objectives, maximize return on program investments, and deliver quality, timely service

Note: ESA includes the Bureau of Economic Analysis and the Census Bureau.

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