

SUMMARY OF FY 2014 – 2018 STRATEGIC GOALS AND OBJECTIVES

1 TRADE AND INVESTMENT

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

- 1.1. Increase opportunities for U.S. companies by opening markets globally (ITA, NOAA, NTIA, USPTO)
- 1.2. Increase U.S. exports by broadening and deepening the U.S. exporter base (BIS, EDA, ESA, ITA, MBDA, 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 by addressing and resolving foreign unfair trade practices and enforcing international trade agreements (ITA)

2 INNOVATION

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

- 2.1. Grow a more productive, agile, and high-value manufacturing sector through partnerships and collaborations that accelerate technology development and commercialization (NIST)
- 2.2. Increase the capacity of U.S. regional economies to accelerate the production of value-added goods and services by providing services to and investments in businesses and communities (EDA, ESA, MBDA, NIST, USPTO)
- 2.3. Strengthen the Nation's digital economy by championing policies that will maximize the potential of the Internet, expanding broadband capacity, and enhancing cybersecurity (NIST, NTIA, USPTO)
- 2.4. Accelerate the development of industry-led skills strategies that result in a productive workforce for employers and high-quality jobs for workers (EDA, ESA, NIST)
- 2.5. Accelerate growth of innovation-intensive economic sectors by building public and private capacity to invent, improve, and commercialize new products and services (EDA, NIST, USPTO)

3 ENVIRONMENT

Ensure communities and businesses have the necessary information, products, and services to prepare for and prosper in a changing environment

- 3.1. Advance the understanding and prediction of changes in the environment through world class science and observations (NIST, NOAA)
- 3.2. Improve preparedness, response, and recovery from weather and water events by building a Weather-Ready Nation (ESA, NOAA)
- 3.3. Strengthen the resiliency of communities and regions by delivering targeted services to build capacity (EDA, ESA, NIST, NOAA)
- 3.4. Foster healthy and sustainable marine resources, habitats, and ecosystems through improved management and partnerships (NOAA)
- 3.5. Enable U.S. businesses to adapt and prosper by developing environmental and climate-informed solutions (ESA, ITA, NIST, NOAA)

4 DATA

Improve government, business, and community decisions and knowledge by transforming Department data capabilities and supporting a data-enabled economy

- 4.1. Transform the Department's data capacity to enhance the value, accessibility and usability of Commerce data for government, business and the public (ESA, NIST, NOAA, NTIS)
- 4.2. Improve data-based services, decision-making, and data sharing within the Department and with other parts of the federal government (BIS, ESA, ITA)
- 4.3. Collaborate with the business community to provide more timely, accurate, and relevant data products and services for customers (ESA, NOAA)

5 OPERATIONAL EXCELLENCE

Deliver better services, solutions, and outcomes that benefit the American people

- 5.1. Strengthen organizational capabilities to drive customer-focused, outcomes-driven mission performance (OS, All Bureaus)

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