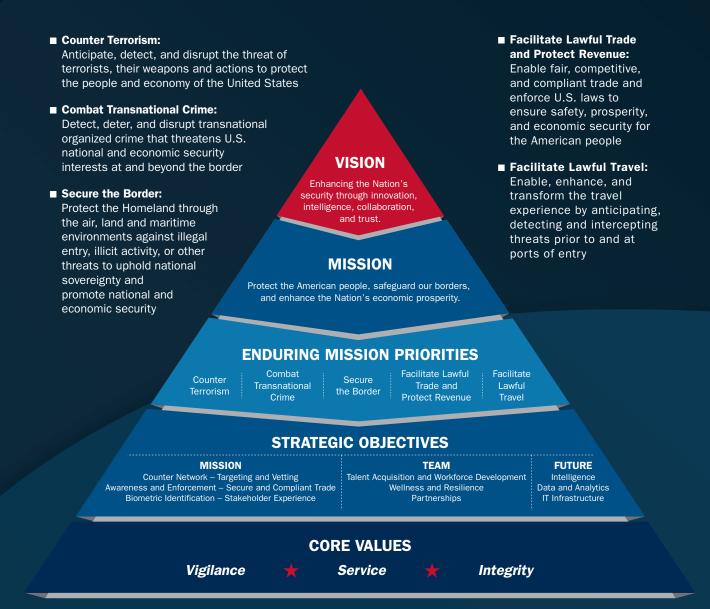
U.S. Customs and Border Protection STRATEGY 2021–2026

CBP STRATEGY PYRAMID

One of the hallmarks of a truly great organization is a strong identity with an unshakeable sense of purpose. CBP's dedication to fulfilling our Vision, Mission, and Enduring Mission Priorities is what makes us the premier law enforcement agency. These core elements define who we are and what we do, and they are essential to our success.



CBP's continued success as a threat-based, intelligence and data-driven, operationally focused enterprise absolutely depends on how well we focus on these five Mission Priorities. They are critical to our efforts to make CBP stronger, more efficient, and more effective.



U.S. Customs and Border Protection

U.S. Customs and Border Protection STRATEGY 2021–2026

CBP MISSION

Protect the American people, safeguard our borders, and enhance the Nation's economic prosperity

CBP VISION

Enhancing the Nation's security through innovation, intelligence, collaboration, and trust

Goal 1: **MISSION** — Protect the American people and facilitate trade and travel.

I	\bigcirc	Counter Network	Leverage CBP's unique authorities, data holdings, Intelligence Enterprise, and partnerships as part of a coordinated counter network approach against cross-border threat networks
0		Awareness and Enforcement	Increase situational awareness to impede and respond to illicit cross-border traffic
	₽	Secure and Compliant Trade	Anticipate, identify, and address threats that inhibit cross-border commerce
		Biometric Identification	Leverage cutting-edge technology to transform traveler verification and dramatically reduce the need to verify physical travel documents
	1	Targeting and Vetting	Integrate classified and sensitive information to better inform travel and immigration benefit decisions
	2	Stakeholder Experience	Champion and improve stakeholder interactions to protect and facilitate lawful travel and business

Goal 2: **TEAM** — Build a sustainable, capable workforce that is adaptable and resilient in the face of dynamic challenges.

orraregic Objectives	Talent Acquisition and Workforce Development	Recruit, hire, and train the most qualified people
	Wellness and Resilience	Promote physical and emotional health for employees and their families
	Partnerships	Expand strategic CBP partnerships to promote economic cooperation, identify and mitigate threats, and extend influence beyond our borders

Goal 3: **FUTURE** — Improve CBP capability to support operationally focused, threat-based, intelligence and data-driven execution.

ctives		Data and Analytics	Maintain reliable data and apply advanced analytics to explore insights that inform critical strategic and tactical decisions
gic Obje		IT Infrastructure	Provide fast and reliable access to resilient, secure infrastructure to streamline CBP work
Strate	•	Intelligence	Strengthen CBP's ability to identify and address current and emerging threats impacting our nation's security

