

CBP Strategy – Building a Strong Foundation for Our Future

CBP VISION

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

■ Secure the Border:

Protect the Homeland through the air, land, and maritime environments against illegal entry, illicit activity, or other threats to uphold national sovereignty and promote national and economic security

■ Execute National Security Missions, Including Counter Terrorism, and Contingency Operations:

Utilize the unique capabilities, authorities, and partnerships of CBP to extend the zone of security beyond the border



■ Facilitate Lawful Travel:

Enhance, enable, and transform the travel experience while anticipating, detecting, and intercepting threats prior to arrival and at ports of entry

■ Facilitate Lawful Trade and Protect Revenue:

Enable fair, competitive, and compliant trade and enforce U.S. laws to ensure safety, prosperity, and economic security for the American people



U.S. Customs and
Border Protection

Strategic Objectives

GOAL 1: Workforce Care, Development, and Professionalism

Strategic Objectives	Talent Acquisition and Workforce Development	A well-trained workforce that is continuously adapting to meet our evolving mission
	Building a Workforce that Reflects America	A workforce that is adaptable, diverse, and supported by management programs and practices
	Wellness and Resilience	A supported, resilient, and thriving workforce

GOAL 2: Mission Execution

Strategic Objectives	Secure the Border	
	Domain Awareness	Persistent domain awareness at and beyond air, sea, and land borders that can deliver actionable information to operators when and where they need it.
	Threat Identification and Reduction	CBP identifies and mitigates the highest priority threats to border security.
	Execute National Security Missions, Including Counter Terrorism, and Contingency Operations	
	Intelligence-Driven Data and Analytics	CBP identifies, segments, and responds to the travelers and shipments that pose the highest risk potential to U.S. national security, economic welfare, and public safety.
	Transnational Organized Crime Deterrence	CBP is a primary driver of the U.S. government's efforts to disrupt and degrade transnational organized criminal activity.
	Facilitate Lawful Trade and Protect Revenue	
	Secure and Compliant Trade	Trade is efficient, legitimate, and safe, and boosts the U.S. economy.
	Sustainable and Ethical Trade	CBP will advance a global trading system that is transparent, ethical and fair, and that safeguards environmental standards and human rights.
	Facilitate Lawful Travel	
Biometric Identification	Biometric identification of all arriving and departing travelers enhances security across all environments.	
Secure Travel Facilitation	Travel experience is secure, transparent, and seamless.	

GOAL 3: Support to Operations

Strategic Objectives	Intelligence	An operationally focused, threat-based, intelligence and data-driven agency capable of performing tactically, operationally, and strategically.
	Migrant Care and Processing	CBP delivers humanitarian care to all migrants in custody while rapidly and consistently adjudicating their transfer out of CBP custody.
	International Partnerships	Strong international partnerships advance CBP's mission execution, promoting economic cooperation and national security, identifying and mitigating threats, and extending the zone of U.S. security around the globe.

GOAL 4: Leadership and Core Values

	Integrity and Accountability	CBP assures public trust and mission excellence through the embodiment of CBP core values.
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