



U.S. Customs and Border Protection

CBP's Integrity and Accountability Strategy

FACT SHEET

Integrity is the cornerstone of U.S. Customs and Border Protection (CBP)'s organizational culture. CBP employees are selfless, driven, and inspired by their commitment to serve others and protect the nation, and CBP's workforce is held to the highest standards of honest and ethical behavior, both on and off duty.

The CBP Integrity and Accountability Strategy of 2023 builds upon and enhances the previous Integrity and Personal Accountability Strategy of 2014. Reflected in both strategies is the underlying principle that each CBP employee is responsible for upholding and embodying CBP's core values on and off the job. The 2023 strategy is expanding upon the 2014 strategy to include a more holistic strategic approach in this revision.

This holistic approach focuses on influencing and enhancing a culture always reflective of CBP's core values and emphasizes an enterprise-wide commitment to Integrity. Organizational integrity means more than addressing illegal behavior, mismanagement, or misconduct — it requires an enduring culture of excellence, transparency, and accountability.

CBP has identified five interdependent integrity and accountability themes that underpin our strategic goals:

- **Character** — Lead by example
- **Culture** — Promote standards and core values
- **Causes** — Manage risks
- **Communications** — Strengthen reputation
- **Capabilities** — Improve mission effectiveness

The Strategy Framework

To realize the vision of *assuring public trust and mission excellence through embodiment of CBP's core values* CBP has set the following strategic goals:

- **GOAL 1 - Shape, model, and promote a culture reflecting CBP's core values:**
Vigilance, service to country, and integrity are not merely concepts, rather they are the essence of CBP's culture. It is these traits CBP seeks in applicants during the hiring process, and what we expect as we train leaders at all levels.
- **GOAL 2 - Cultivate goodwill and preserve public trust:**
The American people have placed their trust in the men and women of CBP to carry out its mission with professionalism, honor, and integrity. CBP will continue to strive to be ever more transparent and accountable to its stakeholders to preserve trust and strengthen its reputation.
- **GOAL 3 - Ensure accountability for misconduct and mismanagement:**
CBP personnel are not only accountable to one another, but also to the American public. As such, oversight is needed to ensure that if there are allegations of misconduct, mismanagement, or discrimination, due diligence is taken to investigate and to hold violators accountable for their actions and that disciplinary action is fair and consistent.