

Draft FTC F

Federal Trade Commission Strategic Plan

Table of Contents

x Overview	4
x The Planning Process.....	5
x Strategic Goal 1.....	6
x Strategic Goal 2.....	11
x Strategic Goal 3.....	16
x Stakeholders.....	20
x Appendix of Performance Goals.....	23
x Acknowledgements.....	25

OVERVIEW

Mission

Working to protect consumers by preventing anticompetitive, deceptive and unfair business practices; enhancing informed consumer choice and public understanding of the competitive process, and accomplishing this without unduly burdening legitimate business activity

Vision

A vibrant economy characterized by vigorous competition and consumer access to accurate information.

Strategic Goal 1

Protect Consumers

Strategic Goal

The agency maintains a website at www.ftc.gov to provide information for both consumers and businesses, as well as online forms to file complaints. The website includes a Budget and Performance page that contains the agency's current and prior financial and performance reports, as well as information on performance goal definitions and data quality.

THE PLANNING PROCESS

The Office of the Executive Director spearheaded the strategic plan update process by forming two governing bodies, a Working Group comprised of bureau deputy directors, office directors and senior analysts, and an Executive Committee comprised of executive leadership to evaluate the plan and provide input on the Chairwoman's goals and policy initiatives.

During a series of working sessions, the Working Group evaluated the current plan, conferred with colleagues, and formulated comprehensive recommendations for revising content. After Executive Committee and Commissioners' review, the result was released to external stakeholders, staff, and the Office of Management and Budget for comment. The Working Group and Executive Committee then considered and incorporated appropriate feedback, and the Commissioners reviewed and approved the final version.

STRATEGIC GOAL 1 – PROTECT CONSUMERS

The FTC has jurisdiction over a wide range of consumer protection issues. To carry out its broad mission, it must make effective use

and private sector organizations that partner with the FTC on outreach.

- x Reviewing the focus of FTC education efforts, determining whether the agency needs to reach new audiences in light of

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cause the greatest injury target
particular demographic groups with
messages about marketplace issues that
impact their health, safety, and economic
well-being both online and off. Integrate
mobile technologies into education and
outreach initiatives through multimedia
and interactive content.

- x Monitor the marketplace and
technological developments to identify
emerging consumer protection issues,
hold workshops or conferences to
examine these issues, and where

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- x Pursue the development of international consumer protection enforcement models or approaches that focus on protecting consumers while maximizing

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hearings to improve its understanding of significant antitrust issues and emerging trends in business practices, technology, and markets in order to adapt its law enforcement and other initiatives to the continually evolving marketplace. After each major litigation effort, the FTC internally evaluates its litigation performance and captures best practices and training needs for future litigation teams. The FTC continuously assesses the burden imposed by investigations and seeks ways to reduce this burden and make the investigative process more efficient. The FTC's Bureau of Economics conducts retrospective analyses of mergers and other competition issues to determine whether the actions taken resulted in over or under regulation. The agency also evaluates the policy impact of the FTC's advocacy initiatives.

Objective 2.1 Identify and take actions to address anticompetitive mergers and

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analysis of mergers and other potentially anticompetitive business practices, and enhance enforcement outcomes while minimizing burdens on business.

- x Improve the timeliness of investigations and merger review under the HSR program. Ensure that administrative litigations and adjudications reach timely resolutions

x

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and for competition officials to share

may also perform technical assistance visits or program reviews.

In addition, the FTC looks to outside groups such as the Office of the Inspector General, for independent reviews of its activities.

Objective 3.1 Optimize resource management and infrastructure.

The creation, modernization, and maintenance of physical, financial and information resources and infrastructure not only provides for a safe, secure, and efficient workplace but also helps the agency to achieve its mission and respond to, and anticipate, future agency needs.

These efforts span several FTC offices and functions. For example, the agency's Continuity of Operations Plan (COOP) ensures that the agency can respond to, and recover from, an emergency situation effectively. The FTC is also committed to

agencies to use to ensure that all workers are competing on a fair and level playing field and have the opportunity to achieve their fullest potential.

accountability toward achieving the FTC's programmatic goals and priorities. The agency also seeks to achieve this objective by providing quality training and outreach to staff.

Strategies

- x One of the key strategies to achieving this objective entails using integrated workforce planning to identify and fulfill current and future human capital needs to carry out the agency's mission and implementing programs and processes to enable us to recruit, develop, and retain a highly qualified and diverse workforce.
- x The FTC strives to create an agency wide performance culture that focuses on individual and organizational

Performance Goals

3.2.1 FTC achieves a high ranking in the Best Places to Work in the Federal Government

3.2.2 The extent employees believe FTC has the talent necessary to achieve organizational goals.

3.2.3 The extent employees believe FTC encourages an environment that is open, diverse, and inclusive.

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- *2.1.3 Total consumer savings compared to the amount of FTC resources allocated to the merger program.
- 2.1.4 Consumer savings through nonmerger actions taken to maintain competition.
- *2.1.5 Total consumer savings compared to the amount of FTC resources allocated to the nonmerger program.

Objective 2.2 Engage in effective research and stakeholder outreach to promote competition, advance its understanding, and create awareness of its benefits to consumers.

- 2.2.1 Number of workshops, seminars, conferences, and hearings convened or co-sponsored that involve significant competition-related issues.
- 2.2.2 Number of reports and studies the FTC issued on key competition-related topics.
- 2.2.3 Percentage of competition advocacy matters filed with entities including federal and state legislatures, agencies, or courts that were successful, in whole or in part. (New)

Objective 2.3 Collaborate with domestic and international partners to preserve and promote competition.

- *2.3.1 Percentage of FTC cases involving at least one substantive contact with a foreign antitrust authority in which the agencies followed consistent analytical approaches and reached compatible outcomes.
- 2.3.2 Number of instances in which the FTC provides policy advice or technical assistance to foreign competition agencies government directly and through international organizations, through seminars, foreign advisors and staff exchanges, substantive consultations, written submissions, or communications with foreign officials when they visit the FTC. (New)

Goal 3 – Advance Organizational Performance

Objective 3.1 Optimize resource management and infrastructure.

- 3.1.1 A favorable Continuity of Operations (COOP) rating.
- 3.1.2 Availability of information technology systems.
- 3.1.3 Achieving a favorable (unqualified) audit opinion from the agency's independent financial statement auditors.
- 3.1.4 Average number of days for the FTC to release information in response to a simple FOIA request. (New)

Objective 3.2 Cultivate high-performing, diverse, and engaged workforce.

- 3.2.1 FTC achieves a high ranking in the Best Places to Work in the Federal Government (New)
- *3.2.2 The extent employees believe the FTC has the talent necessary to achieve organizational goals.
- 3.2.3 The extent employees believe the FTC encourages an environment that is open, diverse, and inclusive. (New)

ACKNOWLEDGEMENTS

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The Commission gratefully recognizes the significant contributions of the following individuals in the preparation of this plan:

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