

FEDERAL TRADE COMMISSION

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STRATEGIC PLAN FY JTJ 0 Tc 0 Tw (-)Tj -0.002 Tc 0.004 Tw -1

MESSAGE FROM THE CHAIRMAN

[TO BE ADDED LATER]

The Planning Process

The Office of the Executive Director led the strategic plan update process by establishing a governance structure supported by two governing bodies whose membership is representative of the entire FTC. First, a Working Group comprised of senior subject matter experts and analysts who reviewed the current Strategic Plan and produced the updated Draft 2018-2022 Strategic Plan. Second, an Executive Steering Committee comprised of executive leadership from across the FTC evaluated the plan and provided input on the Acting Chairman's goals and policy initiatives. The performance results described in this plan enable the FTC to administer its programs, gauge programmatic success, and make adjustments necessary to improve program quality. Staff

STRATEGIC GOAL 1 – PROTECT CONSUMERS FROM UNFAIR AND DECEPTIVE PRACTICES IN THE MARKETPLACE

The FTC protects consumers from unfair and deceptive practices in the marketplace. The FTC conducts investigations, sues companies and people that violate the law, develops rules to protect consumers, and educates consumers and businesses about their rights and responsibilities. The agency also collects complaints about a host of consumer issues, including fraud, identity theft, financial matters, and Do Not Call violations. The FTC makes these complaints available to law enforcement agencies worldwide.

Because the FTC has jurisdiction over a wide range of consumer protection issues in order to carry out its broad miss

Objective 1.1 Identify and take actions to address deceptive or unfair practices that harm consumers.

Objective 1.2 Provide consumers and businesses with knowledge and tools that provide guidance and prevent harm.

Objective 1.3 Collaborate with domestic and international partners to enhance consumer protection.

Objective 1.1 Identify and take actions to address deceptive or unfair practices that harm consumers.

The FTC protects consumers by enforcing Section 5 of the FTC Act, which prohibits unfair or

The Consumer Sentinel Network (CSN) is the FTC's secure website that provides more than 2,300 law enforcement users worldwide with access to more than 30 million consumer fraud, identity theft, financial, and Do Not Call Registry complaints collected during the past five years. Every year the FTC publishes a report of the top consumer complaints received.

The FTC recognizes that consumers cannot always identify whether unfair or deceptive practices have occurred. For example, consumers cannot evaluate for themselves the truthfulness of an

1.1.3 Total consumer savings compared to the amount of FTC resources allocated to consumer

- x The FTC will provide small businesses with more education resources to help them understand the law so they can comply with it.
- x The FTC monitors the marketplace and technological developments to identify emerging consumer protection issues, holds workshops or conferences to examine these issues, and, where appropriate, issues reports analyzing the issues to provide the public with knowledge and tools to prevent consumer harm.

External Factors

- x The FTC faces challenges meeting the demand for educational materials available in print and works to mitigate these issues through judicious use of funding, publication revisions, streamlining the catalog of printed materials, and emphasizing the materials available on the website.
- x The financial and staffing resources required for consumer and business education, conferences, workshops, and reports may impact the success of this objective. Budgetary limitations and the increasing costs of litigation may require the FTC to devote fewer resources to this objective.

Performance Goals

1.2.1 Rate of consumer satisfaction with FTC consumer education websites.

1.2.2 Number of workshops and conferences the FTC convened that address consumer protection issues.

1.2.3 Number of consumer protection reports the FTC released.

Objective 1.3 Collaborate with domestic and international partners to enhance consumer protection.

Geographic location and other demographics may affect the types of deceptive and unfair conduct that consumers encounter. It is, therefore, important for governmental and non-governmental organizations to share information and resources to enhance consumer protection. The FTC works with partners in the United States and internationally to address consumer protection challenges, including new and emerging ones.

The FTC promotes consumer protection domestically by partnering with federal and state law enforcement in lawsuits that challenge and stop unlawful practices and seek redress for victims. It also promotes consumer protection through advocacy by filing comments with federal, state, and local government bodies and amicus briefs with the courts.

Because telemarketing and internet fraud, privacy violations, and data security breaches are increasingly cross-border in scope, the FTC routinely cooperates and collaborates with its foreign counterparts to implement broad-based international programs that combine cross-border law enforcement, policy, and technical assistance work.

Strategies

- x The FTC leverages resources by working with domestic and international partners in

1.3.3 Number of instances of policy advice or technical assistance provided to foreign consumer protection and privacy agencies, directly and through international organizations.

1.3.4 Percentage of consumer protection advocacy matters filed with entities including federal and state legislatures, agencies, or courts that were successful, in whole or in part.

STRATEGIC GOAL 2 –

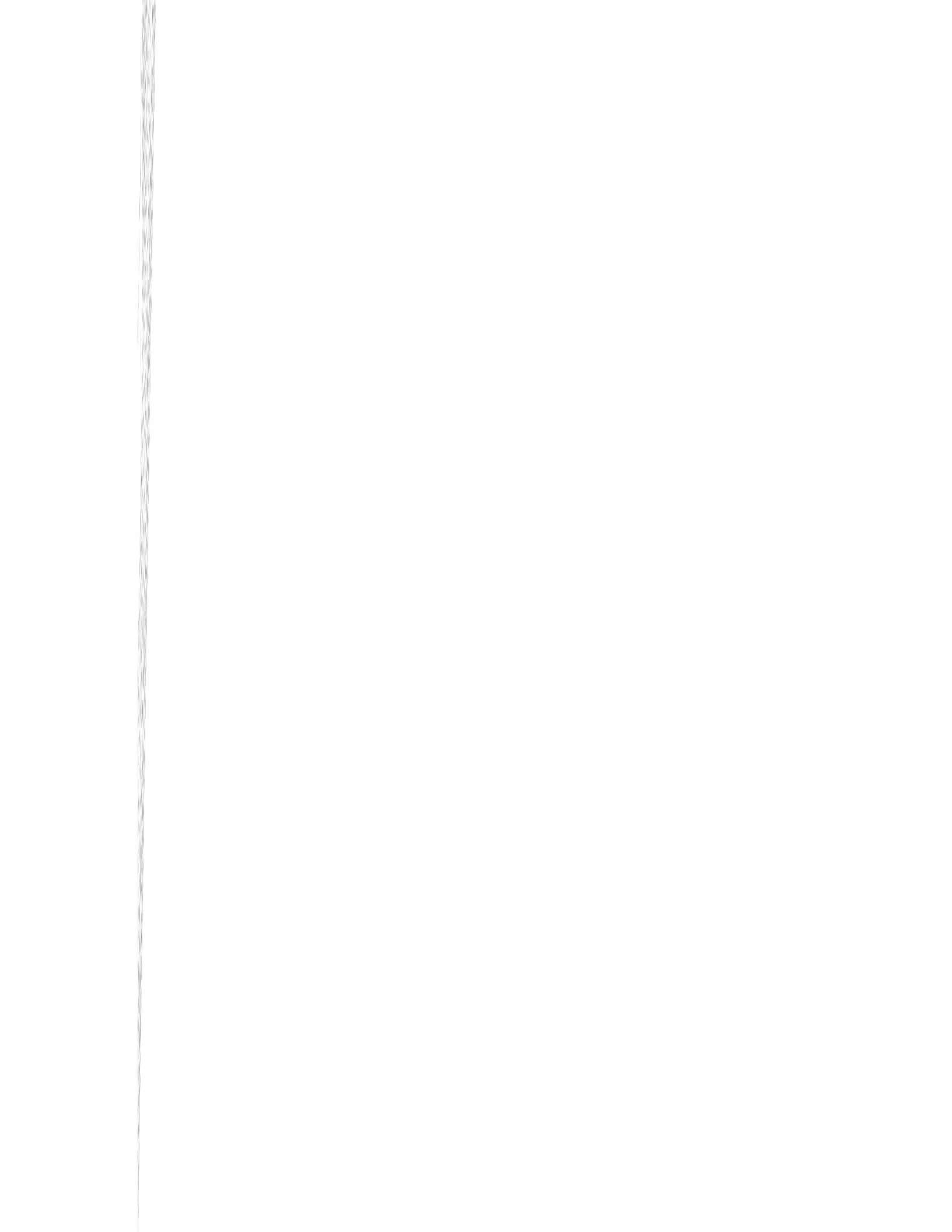
Objective 2.2 Engage in effective research, advocacy, and stakeholder outreach to promote competition and advance its understanding.

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

Objective 2.1 Identify and take actions to address anticompetitive mergers and practices.

Anticompetitive mergers and business practices harm consumers through higher prices and by reducing quality, choices, and innovation, or by thwarting competitors' entry into a market. Enforcement of the antitrust laws provides substantial benefits to consumers by helping to ensure that markets are competitive.

The FTC's Bureaus of Competition and Economics investigate proposed and consummated mergers, as well as business conduct and agreements that may be anticompetitive. The FTC takes enforcement action when it has reason to believe that mergers or conduct will likely harm consumers. The FTC's enforcement tools include federal court and administrative litigation and consent orders that require divestitures or contain cease and desist provisions. In rare cases, the FTC pursues other equitable remedies including the disgorgement of ill-gotten gains where appropriate.



STRATEGIC GOAL 3 – ADVANCE THE FTC’S PERFORMANCE THROUGH EXCELLENCE IN MANAGING RESOURCES, HUMAN CAPITAL, AND INFORMATION TECHNOLOGY

The FTC believes te F

package has been received. At the FTC, PALT will provide estimated processing timeframes for our customers as well as measure the Acquisitions Division's performance against those standards.

priorities. The agency also seeks to achieve this objective by providing quality training and outreach to staff.

External Factors

- x Funding levels in a constrained budget environment, as well as delays in annual appropriations, have the potential to adversely affect implementation of human capital strategies and programs.
- x Changes in the economy have a direct impact on our agency's ability to attract and retain its workforce. Good job markets have led staff to seek higher-paying opportunities in other higher paying agencies or to jobs outside the Federal sector.
- x Like many other high-performing agencies, FTC must continuously evaluate its human capital strategies and plans, and embrace the changes required to attract, develop, engage and retain a 21st century work force.

Performance Goals

3.2.1 The extent to which FTC employees consider their agency to be a best place to work.

protected from unauthorized access, use, disclosure, disruption, modification, or destruction in order to provide integrity, confidentiality and availability.

The FTC is also committed to effective and efficient management of information resources, and is transitioning to managing most information resources electronically. This transition will

3.3.4 Percentage of permanent records that are managed electronically.

APPENDIX OF PERFORMANCE GOALS

Key Performance Goal

Goal 1 – Protect consumers from unfair and deceptive practices in the marketplace

Objective 1.1 Identify and take actions to address deceptive or unfair practices that harm consumers.

- 1.1.1 Percentage of the FTC's consumer protection law enforcement actions that targeted the subject of consumer complaints to the FTC.

- 2.1.2 Consumer savings through merger actions taken to maintain competition.
- 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, advocacy, and stakeholder outreach to promote competition and advance its understanding.

- 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.

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 wh21.1531004 T itd [aloloedn(o)-4(n)49(s)-5(i)-6(s)-5atnatanayt21.153a(l)-10(r)3heaced com(a)4(t)-2(i)-2bole (ut)-2 comes

the agency. (NEW)

3.2.4 The extent to which employees believe FTC management promotes a results-oriented performance culture. (NEW)

Objective 3.3 Optimize technology and information management that supports the FTC mission. (NEW)

3.3.1 Availability of information technology systems.

3.3.2 Percentage of IT spend on Provisioned IT Services. (NEW)

3.3.3 Achieve a favorable FTC Cybersecurity Index score. (NEW)

3.3.4 Percentage of permanent records that are managed electronically. (NEW)

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