

## Cross-Cutting Priorities

### Operational Excellence

The CPSC's programs require strong management policies, effective processes, and adequate support in areas such as human resources, financial management, risk management and internal control, budget and performance management, procurement, facilities, and information technology. The CPSC must continuously improve the management environment and service infrastructure necessary to meet the evolving safety mission and achieve strategic objectives and performance goals.

### Data Collection & Analysis

The CPSC is a data-driven agency. Collection and analysis of high quality data are essential to successful achievement of the CPSC's strategic goals and fulfillment of the agency's mission.

### Information Technology

Information Technology is an integral tool used to meet objectives across all of the CPSC's strategic goal areas. The CPSC's many IT applications and systems automate agency business processes and improve efficiency.

### Internal and External Collaboration

Improved internal collaboration and working effectively across teams, offices, and projects is essential to the CPSC's success. The CPSC has a history of working effectively and collaboratively with many types of external organizations to achieve strategic outcomes, including consumer advocacy organizations and groups, manufacturers' associations and trade groups, voluntary standards organizations, federal agencies, state and local governments, and foreign governments.

## About CPSC

The Consumer Product Safety Commission (CPSC) is an independent federal regulatory agency that was established in 1972 by Congress with the Consumer Product Safety Act (CPSA). The CPSC administers and enforces several other federal laws, which authorize the agency to protect the public against unreasonable risks of injuries and deaths associated with consumer products. The CPSC has jurisdiction over thousands of types of consumer products, from children's toys to portable gas generators and toasters.



[www.cpsc.gov](http://www.cpsc.gov)

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U.S. CONSUMER PRODUCT SAFETY COMMISSION

# STRATEGIC PLAN 2016-2020



KEEPING CONSUMERS **SAFE**

# STRATEGIC PLAN SUMMARY

**Mission: Keeping Consumers Safe**

**Vision: A nation free from unreasonable risks of injury and death from consumer products**

#### STRATEGIC GOAL 1:

##### WORKFORCE

Cultivate the Most Effective Consumer Product Safety Workforce

#### STRATEGIC GOAL 2:

##### PREVENTION

Prevent Hazardous Products from Reaching Consumers

#### STRATEGIC GOAL 3:

##### RESPONSE

Respond Quickly to Address Hazardous Consumer Products Both in the Marketplace and with Consumers

#### STRATEGIC GOAL 4:

##### COMMUNICATION

Communicate Useful Information Quickly and Effectively to Better Inform Decisions

**The CPSC works to reduce the risk of injuries and deaths from consumer products through:**

- Hazard Identification and Assessment
- Participation in Development of Voluntary Standards and Mandatory Regulations
- Import Surveillance
- Compliance and Enforcement
- Public Outreach
- Intergovernmental Coordination, and Cooperation with Foreign Governments

# Strategic Goals

## Strategic Goal 1: Workforce

*Cultivate the Most Effective Consumer Product Safety Workforce*

Having a highly trained, diverse, and engaged workforce is critical to meeting the dynamic challenges of the consumer product safety landscape and achieving the CPSC's life-saving mission. Agency staff's knowledge about product safety, commitment to the agency's mission, and "can-do" attitude make achieving the CPSC mission possible.

### Key strategic challenges are:

- Having a workforce with the knowledge, skills, and abilities to meet new, innovative, and emerging product safety challenges;
- Aligning staff resources to agency priorities;
- Maintaining a global presence to address global marketplace issues;
- Increasing employee engagement; and
- Strengthening knowledge transfer through succession planning.

#### STRATEGIC OBJECTIVE 1.1

Enhance effective strategic human capital planning and alignment

#### STRATEGIC OBJECTIVE 1.2

Foster a culture of continuous development

#### STRATEGIC OBJECTIVE 1.3

Attract and recruit a talented and diverse workforce

#### STRATEGIC OBJECTIVE 1.4

Increase employee engagement

## Strategic Goal 2: Prevention

*Prevent Hazardous Products from Reaching Consumers*

The CPSC is charged with protecting the public from unreasonable risks of injury and death from a vast array of consumer products supplied through expanding global markets. Efforts to increase manufacturing of safe consumer products, combined with improved mechanisms to identify hazardous products before they enter the marketplace, are the most effective ways to prevent hazardous products from reaching consumers.

### Key strategic challenges are:

- Providing surveillance for the myriad of consumer products imported and domestically manufactured under the CPSC's jurisdiction;
- Advancing data analysis and research capability to identify existing and potential emerging consumer product hazards, particularly those linked to rapid advances in technology, such as the use of nanoparticles;
- Addressing changes in traditional manufacturing methods, such as additive manufacturing using 3-D printers, and eCommerce sales and distribution options;
- Helping develop voluntary standards and adopting mandatory regulations to address existing product hazards and product hazards resulting from new technologies; and
- Identifying, researching, and informing the public about chemical or chronic hazards in consumer products.

#### STRATEGIC OBJECTIVE 2.1

Improve identification and assessment of hazards to consumers

#### STRATEGIC OBJECTIVE 2.2

Lead efforts to improve the safety of consumer products before they reach the marketplace

#### STRATEGIC OBJECTIVE 2.3

Increase capability to identify and stop imported hazardous consumer products

## Strategic Goal 3: Response

*Respond Quickly to Address Hazardous Consumer Products Both in the Marketplace and with Consumers*

The CPSC learns about potential consumer product hazards from many sources. Additionally, field staff investigates reports of incidents and injuries; conducts inspections of manufacturers, importers, and retailers; and identifies potential regulatory violations and product hazards. When potential product defects are identified, the CPSC must act quickly to address the most hazardous consumer products that have made their way into the marketplace or into the hands of consumers.

### Key strategic challenges are:

- Addressing trends in retailing and eCommerce, such as the prevalence of online sellers or other direct manufacturer-to-consumer marketing, as well as sales through third party platform providers;
- Working within a global supply chain, which creates complex monitoring challenges;
- Collecting, integrating, and analyzing data to identify high-risk hazards for appropriate action; and
- Improving the monitoring and effectiveness of consumer product recalls.

#### STRATEGIC OBJECTIVE 3.1

Rapidly identify hazardous consumer products for enforcement action

#### STRATEGIC OBJECTIVE 3.2

Minimize further exposure to hazardous consumer products

#### STRATEGIC OBJECTIVE 3.3

Improve consumer response to consumer product recalls

## Strategic Goal 4: Communication

*Communicate Useful Information Quickly and Effectively to Better Inform Decisions*

Consumers need safety information to make more informed decisions for themselves and their families. Safety advocates rely on accurate data to shape their policy recommendations. Industry needs information to stay in compliance with safety requirements. Foreign regulators and state and local government agencies also need high-quality information to establish new safety requirements that advance consumer safety. These diverse audiences have different information needs and respond to different methods of communication.

### Key strategic challenges are:

- Updating knowledge management strategies and adopting advanced communication tools and channels to improve consistency, reliability, accessibility, and timeliness of information provided to stakeholders and internally among the CPSC staff;
- Improving CPSC messaging and outreach to affected populations, including underserved, low-income, and minority communities and families; and
- Strengthening the CPSC's collaboration with all stakeholders to improve communication.

#### STRATEGIC OBJECTIVE 4.1

Improve usefulness and availability of consumer product safety information

#### STRATEGIC OBJECTIVE 4.2

Increase dissemination of useful consumer product safety information

#### STRATEGIC OBJECTIVE 4.3

Increase and enhance collaboration with stakeholders