

CFPB Strategic Plan FY 2013-2017	CFPB Strategic Plan FY 2018-2022
Director at Time of Publication	
Richard Cordray, <i>Appointed by former President Obama</i>	Mick Mulvaney (Acting), <i>Appointed by current President Trump</i>
Mission Statement	
The CFPB is a 21st century agency that helps consumer finance markets work by making rules more effective, by consistently and fairly enforcing those rules, and by empowering consumers to take more control over their economic lives.	To regulate the offering and provision of consumer financial products or services under the federal consumer financial laws and to educate and empower consumers to make better informed financial decisions.
Vision	
If we achieve our mission, then we will have encouraged the development of a consumer finance marketplace: where customers can see prices and risks up front and where they can easily make product comparisons; in which no one can build a business model around unfair, deceptive, or abusive practices; that works for American consumers, responsible providers, and the economy as a whole.	Free, innovative, competitive, and transparent consumer finance markets where the rights of all parties are protected by the rule of law and where consumers are free to choose the products and services that best fit their individual needs.
Strategic Goals	
<ol style="list-style-type: none"> 1. Prevent financial harm to consumers while promoting good practices that benefit them. <ol style="list-style-type: none"> a. Ensure regulations promote a marketplace in which: consumers can understand the costs, benefits, and risks of products and are not subject to deceptive, unfair, abusive, or discriminatory practices. b. Supervise institutions to foster compliance with federal consumer financial laws. c. Enforce federal consumer financial laws and hold violators accountable. 	<ol style="list-style-type: none"> 1. Ensure that all consumers have access to markets for consumer financial products and services. <ol style="list-style-type: none"> a. Consumers benefit from timely and understandable disclosures. b. Identify and reduce unwarranted regulatory burdens. c. Ensure markets operate transparently and efficiently.
<ol style="list-style-type: none"> 2. Empower consumers to live better financial lives. <ol style="list-style-type: none"> a. Collect, monitor, and share industry consumer complaints regarding products or services. b. Help consumers make informed financial decisions; build trusted relationships to help consumers take control of their finances; and raise effectiveness of those providing financial education services. 	<ol style="list-style-type: none"> 2. Implement and enforce the law consistently to ensure that markets for consumer financial products and services are fair, transparent, and competitive. <ol style="list-style-type: none"> a. Protect consumers from unfair, deceptive, or abusive acts; and discrimination. b. Enforce federal consumer financial laws consistently to promote fair competition.
<ol style="list-style-type: none"> 3. Inform the public, policy makers, and the CFPB's own policy-making with data-driven analysis of consumer finance markets and consumer behavior. <ol style="list-style-type: none"> a. Monitor markets and conduct research to highlight financial trends and emergent risks. b. Use research and evidence on financial markets, consumer behavior, and regulations to assist Bureau thinking on priority areas, where intervention may improve market outcomes, and reduce burdensome regulations 	<ol style="list-style-type: none"> 3. Foster operational excellence through efficient and effective processes, governance, and security of resources and information. <ol style="list-style-type: none"> a. Safeguard the Bureau's information and systems. b. Maintain a talented, diverse, inclusive and engaged workforce. c. Manage risk and promote accountability within the Bureau.
<ol style="list-style-type: none"> 4. Advance the CFPB's performance by maximizing resource productivity and enhancing impact. <ol style="list-style-type: none"> a. Attract and employ a workforce to meet challenges and provide effective oversight of the marketplace. b. Use innovative technology to increase internal efficiency and public engagement. c. Protection of the CFPB through effective and efficient management in compliance with the law. d. Increase public confidence in the marketplace. 	NA