



Vision Statement: We will take care of those who protect and defend.

Our Mission Statement: We will uplift the spirits of the Coast Guard Family and be an essential element in Coast Guard mission readiness and retention through customer-owned and driven MWR programs and services offered around the world.

Values

1. CUSTOMER SATISFACTION

2. COLLABORATION

3. ACCOUNTABILITY

4. INNOVATION

5. GET THE WORD OUT

Methods/Approaches

A. IMPROVE QUALITY OF SERVICE

B. LEVERAGE TECHNOLOGY

C. OFFER NEW PROGRAMS AND SERVICES

D. CONDUCT CUSTOMER SURVEYS

A. PARTNER WITH DOD MWR PROGRAMS

B. PARTNER WITH STATE AND LOCAL GOVERNMENTS

C. PARTNER WITH INDUSTRY

A. DEVELOP AND USE STRONG SET OF INTERNAL CONTROLS

B. PROPERLY RESOURCE PROGRAMS

C. DEVELOP AND USE AUDITABLE FINANCIAL SYSTEMS

D. DEVELOP FISCALLY SOUND BUSINESSES

A. DEVELOP CULTURE THAT EMBRACES RISK- BASED INNOVATION TO IMPROVE SERVICES

A. MARKET MWR PROGRAMS BOTH INTERNALLY AND EXTERNALLY

B. ALIGN WITH PROFESSIONAL ORGANIZATIONS

C. NETWORK WITH TRADE ORGANIZATIONS