One Mission, One Team, One Voice

COAST GUARD NATIONAL MARITIME CENTER
National Executive Strategy
In Brief

2013 - 2018

Meaning...

1. Focus on Fundamentals
   - Emphasize Improving Communication Practices
   - Emphasize Our Standards-based Systems
   - Emphasize Policy, Procedures, Practices Training
   - Continually Monitor and Gauge Quality

2. Focus on Continual Program Improvement
   - Serve as Key Partner with D.C. Policymakers
   - Exercise OCMI Authority to Assist CG Sectors
   - Emphasize Reducing Mariner Appeals

3. Focus on System Modernization & Investments
   - Emphasize Reducing Process Waste
   - Emphasize Innovation and Improving Efficiency
   - Analyze Shifting Process Capability and Capacity

4. Focus on Stakeholder Relationships & Communications
   - Emphasize Broadening Outreach and Visibility
   - Emphasize Information Sharing
   - Emphasize Internal Stakeholder Health

Priorities Align Commitment to Goals

STRATEGIC GOALS

GOAL 1
Exceed Mariner Product and Service Expectations

- Maintain Net Processing Time Below 30 Days
- Exceed Industry Standards for Customer Service
- Broaden Application of ISO 9000 Standards

GOAL 2
Broaden Credentialing Program Presence in the Field

- Increase REC Outreach Locally and Nationally
- Enable Complete Course Auditing Functions by RECs
- Enable Complete Application In-processing by RECs

GOAL 3
Successfully Implement STCW Federal Regulations

GOAL 4
Deliver Credentialing Information Technology Solutions

- Fully Apply CG System Development Lifecycle Process
- Expand Development of Intranet and Extranet Solutions
- Explore Innovation for Electronic Testing

GOAL 5
Improve Credentialing Program Responsiveness

- Implement Local Pilotage Rules and Local Routes Process
- Expand Performance Reporting and Feedback

Objectives

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The NMC performs the statutory mission of credentialing qualified U.S. mariners who are compliant with domestic or international standards set forth in Title 46, U.S. Code and Title 46, Code of Federal Regulations. Our focus is on the Person dimension of the Marine Transportation System (MTS) which serves as the first of four MTS dimensions: Mariners, Vessels, Waterways, and Ports.

As the sole mariner credentialing entity for the nation, the NMC performs all work with an absolute focus on exceeding customer expectations. We are committed to developing and implementing strategies that guarantee delivery of high-quality products and responsive service to mariners and stakeholders of the U.S. merchant mariner credentialing program.

1 MTS as defined in CG Pub 1, May 2009

I am proud of what we have accomplished in our short history, and know we can anticipate many more opportunities for success, some on the near horizon. Whether improving services, increasing outreach efforts, investing in major information technology (IT) enhancements, or implementing major regulatory changes such as Standards of Training, Certification, and Watchkeeping for Seafarers (STCW), our One Team and One Voice are up to the challenge.

I hope you join me while implementing this dynamic and enduring strategy so that together, we will overcome any challenges that lie ahead and continue to succeed in our mission.

Semper Paratus
KIRSTEN R. MARTIN
Captain, U.S. Coast Guard