Today the Commission issued its Strategic Plan for fiscal years 2022-2026, an effort that started under Commissioner Slaughter’s leadership as Acting Chairwoman and continued under Chair Khan. The Strategic Plan establishes priorities to guide the Federal Trade Commission’s work over the next five years so that the Commission can fulfill its mission and deliver on its mandate effectively. The Strategic Plan is informed by a comprehensive review of the agency’s goals, strategies, metrics, successes, and challenges. It reflects input from stakeholders inside and outside the agency, and we are thankful to everyone—including public commenters—who participated in the process leading up to the issuance of the Plan. We are especially grateful to the Office of the Executive Director for stewarding this process, and to the staff Working Group for their guidance and suggestions, which drove the updates and additions reflected in the document.

During the agency’s review of present challenges, it became clear that the Commission’s goals, objectives, and metrics needed to be re-evaluated and refined to ensure that the Commission is continuing to learn from past experiences and adapt to present realities so that we can successfully navigate the road ahead. Accordingly, the Strategic Plan places emphasis on the particular importance of crafting strategies and policies to deter law violations in addition to taking action against and remedying them. We also clearly affirmed our commitment to ensuring the FTC’s work benefits all Americans, including those in historically underserved communities ranging from racial minorities to veterans.¹

Over the last year we have already started to execute on key priorities to more fully protect Americans from unlawful business practices. This includes enforcement that activated important legal authorities, such as the agency’s first action protecting veterans under the Military Lending Act, our first action under the Opioid Addiction Recovery Fraud Prevention Act, and our first action in years protecting franchisees under the Franchise Rule.² It also

¹ Historically underserved communities include Black Americans, Latinos, Indigenous/Native American peoples, Asian American/Pacific Islanders or other persons of color, members of religious minorities, lesbian, gay, bisexual, transgender, and/or queer persons, persons with disabilities, persons who live in rural areas, and persons adversely affected by persistent poverty or inequality. Strategic Plan at 14.
includes initiating and advancing a suite of rulemakings designed to put market participants on clear notice and enable the Commission to obtain monetary relief and civil penalties for unlawful practices that harm Americans, including false Made in USA claims, false money-making claims, and junk fees and bait-and-switch tactics by auto dealers. And despite mounting complexities in litigation, the FTC has challenged unlawful business practices by major firms,

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secured substantial relief and redress for consumers,\(^5\) and ramped up law enforcement on key consumer issues such as combatting high drug prices\(^6\) and tackling illegal restrictions on Americans’ right to repair their products.\(^7\)

We are confident that this Strategic Plan will aid the Commission’s work to continue building on these important efforts. Congress tasked the FTC with a critical mission, and we are committed to effectively deploying our authorities and resources to deliver.

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