



## COAST GUARD SECTOR JACKSONVILLE COMMAND PHILOSOPHY



**PEOPLE:** We will maintain our duty to people through a culture of mutual respect, intrusive leadership, and inclusion. Live and uphold our core values of HONOR, RESPECT, and DEVOTION TO DUTY. Everyone who serves at Sector Jacksonville is a valued member of a world-class team.

**MISSION:** We serve in the heart of the 7<sup>th</sup> District- Coast Guard's busiest and most dynamic area of operations. Everyday, we conduct life saving search and rescue; we protect the environment; we safeguard and secure space launch operations; we protect vital marine fisheries; we ensure the safety and security of one of the world's largest cruise ship ports; we respond to marine incidents, and we maintain and regulate the flow of maritime commerce to and from North Florida. To succeed, become an expert in your field. Be a maritime professional. Challenge yourself to hone your skills and gain new ones. Be a mentor. Apply risk management, and lead with a bias for action. Never accept the status quo- if there is a better way, bring your solution forward. Maintain the material condition of our cutters, stations, boats, and facilities that demonstrate pride in our mission and our Service. Our purpose is mission execution, and we work to provide the return on investment the American public has a right to expect.

**PARTNERSHIPS:** We serve along-side a team of federal, state, county, and local partners that are critical to our combined success and mission excellence. We maintain these partnerships through daily engagement, joint and combined operations, and through regional and national level exercises. Communicate often and foster a respectful relationship with the maritime industry we regulate. We will strive to be a partner of choice for all who work or live in the maritime domain.