Evolution of the Department of the Interior’s Tagline, Mission, and Priorities

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Evolution of the Department of the Interior’s Tagline, Mission and Priorities

Overview
In March 2020, the U.S. Department of the Interior (DOI) changed its tagline, highlighted in every DOI webpage (www.doi.gov) footer, from “Protecting America's Great Outdoors and Powering Our Future” to “Stewarding Conservation and Powering Our Future.” This represents a trend in the Department's shifting public image. In 2018, DOI changed the wording of its mission from “…protects and manages...” to “...conserves and manages...,” discarding “protects” after at least 20 years as part of its mission statement. DOI has also shifted its stated priorities in recent years, removing priorities regarding youth engagement, integrated conservation approaches, and climate change, and replacing them with priorities regarding jobs, regulatory reform, protecting the border, fulfilling internal agency goals, and recreation.

Description of Changes
DOI has been altering its public image over the last three years, as documented by changes to its agency tagline, mission, and priorities. Overall, DOI has weakened language about its purpose, revising it from resource “protection” to resource “conservation,” while also changing its stated priorities, removing emphasis on integrated and long-term approaches to conservation, and adding new priorities related to economic growth.

Department Tagline
In January 2010, DOI prominently debuted a tagline synopsis of its mission on its homepage that stated “Protecting America's Great Outdoors and Powering Our Future” (1.1). This tagline has been featured continuously on the DOI homepage for the last decade and in the footer of all DOI webpages since August 2015 (1.2). In March 2020, DOI changed this tagline from “Protecting America's Great Outdoors and Powering Our Future” to “Stewarding Conservation and Powering Our Future” (1.3).

Mission Statement
The tagline change reflects DOI’s change in wording of its long-standing mission. For more than 20 years, DOI described its primary mission as “protecting” the nation's natural and cultural resources. Under the Clinton Administration (1993-2001) and George W. Bush Administration (2001-2009), DOI described its mission as to “protect and provide access to” natural resources and honor the “trust responsibilities” to indigenous communities (2.1, 2.2). Under the Obama Administration (2009-2017), DOI rephrased its mission to state that the department “protects and manages” resources and “provides scientific and other information...” along with honoring trust responsibilities (2.3). One and a half years into the Trump Administration, in August 2018, DOI removed the word “protects,” altering its mission statement to say that DOI “conserves and manages” resources, and does so “for the benefit and enjoyment of the American people” and to “help them prosper” (2.4).
Department Priorities
DOI has included its priorities, which have largely supported its stated mission, both in a website header drop-down menu and on a webpage titled “Our Priorities.” The content of the header menu and the webpage used to be aligned, but has diverged over the last three years, currently reflecting an overlap of some priority descriptors, but not the same language or any links. In Spring 2017, DOI revised and reorganized priorities that had been inherited from the Obama Administration (3.2, 4.2). On both the header menu and the “Our Priorities” webpage, DOI removed priorities regarding “The Next Generation” and “Landscape-level Understanding of Our Resources,” temporarily increased the visibility of “Climate Change” as a priority, and added the new priorities of “Jobs” and “Regulatory Reform.” As previously reported by EDGI, DOI later removed “Climate Change” from its stated priorities in July 2018 (3.3) and added “Recreation” to its header menu priority list in March 2019 (3.4).

In March 2018, DOI added a new, vaguely worded list to its “Our Priorities” webpage, with seven points largely reflecting its previously stated priorities and three additional points mentioning new priorities relating to protecting the border (which is not related to DOI's historic scope of work) and addressing internal DOI goals and organizational structure (4.3). In August 2018, DOI removed the text and links from the “Our Priorities” webpage that mirrored its priority header menu, to leave only the list of ten points on the page (4.4).

The overall evolution of DOI's drop-down “Priorities” menu has been to remove links and foci on the future and integrated approaches to conservation, and add new priorities reflective of economic interests. The overall evolution of the “Our Priorities” page over the course of the Trump Administration has resulted in a reduction in the page's utility and clarity as an informational resource. While it used to link to several webpages with content regarding DOI's most important subjects, the webpage now features a strange rendition of ten agency priorities:¹

1. Create a conservation stewardship legacy second only to Teddy Roosevelt.
2. Sustainably develop our energy and natural resources.
3. Restore trust and be a good neighbor.
4. Ensure tribal sovereignty means something.
5. Increase revenues to support the Department and national interests.
6. Protect our people and the border.
7. Strike a regulatory balance.
8. Modernize our infrastructure.
9. Reorganize the Department for the next 100 years.
10. Achieve our goals and lead our team forward.

¹ The actions DOI takes to pursue their priorities areas are, unfortunately, outside the scope of this report. However, the DOI's recent track record on several of these fronts, such as leasing sacred indigenous lands for oil and gas extraction, "shattering" annual records for oil and gas leases on public lands, and giving ecologically vital lands to the Army for construction of a massive wall, are of grave concern.
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Detailed Description of Changes

1. DOI Homepage Tagline
   - URL: https://www.doi.gov/
   - Screenshot 1.1 Addition of DOI tagline to DOI Homepage occurred between January 13, 2010 7:14 pm ET (1.1a) and January 19, 2010 10:41 pm ET (1.1b)
   - Screenshot 1.2 Addition of DOI tagline to DOI website footer occurred between August 20, 2015 7:59 pm ET (1.2a) and August 25, 2015 11:26 pm ET (1.2b)
   - Screenshot 1.3 Change of DOI tagline occurred between March 11, 2020 4:13 am ET (1.3a) and March 12, 2020 1:12 pm ET (1.3b)
**Screenshot 1.1**
This screenshot shows the addition of the tagline “Protecting America's Great Outdoors and Powering Our Future” to DOI's homepage (before: Screenshot 1.1a, after: Screenshot 1.1b) in January 2010. There is a major reorganization and content change on the DOI homepage between January 13, 2010 (Screenshot 1.1a) and January 19, 2010 (Screenshot 1.1b); the only change we are describing for the purpose of this report is the addition of the DOI tagline regarding its mission.

Screenshot 1.1a *(January 13, 2010)*

Screenshot 1.1b *(January 19, 2010)*
Screenshot 1.2
This screenshot shows the addition of the DOI tagline “Protecting America’s Great Outdoors and Powering Our Future” to the footer across the DOI website, shown here on DOI’s homepage (before: Screenshot 1.2a; after: Screenshot 1.2b).²

Screenshot 1.2a (August 20, 2015)

Screenshot 1.2b (August 25, 2015)

² There were extensive changes to the DOI website formatting and the footer between August 20 and August 25, 2015. The only change we are describing for the purpose of this report is the addition of the DOI tagline to its website footer.
Screenshot 1.3
This screenshot shows the change that occurred in the DOI tagline, shown here in the footer of the DOI homepage, between March 11 and March 12, 2020. Emphasis (bold text) denotes altered wording.

March 11, 2020:
“Protecting America’s Great Outdoors and Powering Our Future”

March 12, 2020:
“Stewarding Conservation and Powering Our Future.”

Screenshot 1.3a (March 11, 2020)

Screenshot 1.3b (March 12, 2020)
2. DOI Mission Statement

- URL: changed over time. See Screenshot descriptions for URLs.
- Screenshot 2.1 Earliest snapshot of DOI Homepage included its mission statement on March 21, 1997 4:08 am ET
- Screenshot 2.2 Earliest snapshot of previous mission statement page described mission on December 9, 2003 8:10 pm ET
- Screenshot 2.3 Mission statement change occurred between September 2, 2009 8:31 am ET (2.3a) and September 10, 2009 5:55 am ET (2.3b)
- Screenshot 2.4 Mission statement change occurred between August 7, 2018 4:15 am ET (2.4a) and August 10, 2018 4:54 am ET (2.4b)

Screenshot 2.1
This screenshot shows the first-ever snapshot (March 21, 1997) taken of the DOI website homepage, www.doi.gov, by the Internet Archive's Wayback Machine. At the time, the webpage prominently featured the DOI mission statement, “The mission of the Department of the Interior is to protect and provide access to our Nation's natural and cultural heritage and honor our trust responsibilities to tribes.”

Screenshot 2.1 (March 21, 1997)
Screenshot 2.2
This screenshot shows the earliest snapshot (December 9, 2003) in the Internet Archive Wayback Machine of DOI's "Mission Statement" webpage (at www.doi.gov/secretary/mission). It states “The Mission of the Department of the Interior is to protect and provide access to our Nation's natural and cultural heritage and honor our trust responsibilities to Indian Tribes and our commitments to island communities.”

Screenshot 2.2 (December 9, 2003)
Screenshot 2.3
The DOI mission statement remained the same from at least December 2003 (screenshot 2.2) through September 2, 2009. This screenshot shows the mission statement change that occurred between September 2 and 10, 2009.³ Emphasis added (bold text) to demonstrate differences between the two mission statements.

September 2, 2009:

“The Mission of the Department of the Interior is to protect and provide access to our Nation's natural and cultural heritage and honor our trust responsibilities to Indian Tribes and our commitments to island communities.”

September 10, 2009:

“The U.S. Department of the Interior protects and manages the Nation's natural resources and cultural heritage; provides scientific and other information about those resources; and honors its trust responsibilities or special commitments to American Indians, Alaska Natives, and affiliated Island Communities.”

³ Note that a list of goals that was present on September 2nd had also been removed by September 10th, but those are outside the scope of this report.
**Screenshot 2.3a (September 2, 2009)**

The mission of the Department of the Interior is to protect and provide access to our Nation's natural and cultural heritage and honor our trust responsibilities to Indian Tribes and our commitments to stand communities.

**Goals:**

- Resource Protection - Protect the Nation's Natural, Cultural, and Heritage Resources
- Resource Use - Manage Resources to Promote Responsible Use and Sustain a Dynamic Economy
- Recreation - Provide recreation opportunities for America
- Serving Communities - Safeguard lives, property and assets, advance scientific knowledge, and improve the quality of life for communities we serve
- Management Excellence - Manage the Department to be highly skilled, accountable, modern, functionally integrated, citizen-centered and result-oriented

**Screenshot 2.3b (September 10, 2009)**

The U.S. Department of the Interior protects and manages the Nation's natural resources and cultural heritage, provides scientific and other information about these resources, and honors its trust responsibilities or special commitments to American Indians, Alaska Natives, and affiliated Island Communities.
Screenshot 2.4
The DOI mission statement remained the same from September 10, 2009 (Screenshot 2.3b) until at least August 7, 2018, more than 1.5 years into the Trump Administration. This screenshot shows the change in mission statement that occurred between August 7, 2018 and August 10, 2018. The most notable change is the language shift from “protects” to “conserves.”

August 7, 2018:
Mission Statement
“The U.S. Department of the Interior protects and manages the Nation's natural resources and cultural heritage; provides scientific and other information about those resources; and honors its trust responsibilities or special commitments to American Indians, Alaska Natives, and affiliated Island Communities.”

August 10, 2018:
About Mission
“The Department of the Interior (DOI) conserves and manages the Nation’s natural resources and cultural heritage for the benefit and enjoyment of the American people, provides scientific and other information about natural resources and natural hazards to address societal challenges and create opportunities for the American people, and honors the Nation's trust responsibilities or special commitments to American Indians, Alaska Natives, and affiliated island communities to help them prosper.”

4 Note that the Mission Statement webpage seen in the August 7th snapshot (www.doio.gov/whoweare/Mission-Statement) began redirecting to the main “Who We Are” webpage seen in the August 10th snapshot (www.doio.gov/whoweare) sometime between August 7 and 13, 2018. The “Who We Are” webpage began redirecting to a new “About” webpage (www.doio.gov/about) with the same content sometime between September 18 and 21, 2019.
Mission Statement

The Department of the Interior protects and manages the Nation’s natural resources and cultural heritage; provides scientific and other information about those resources; and honors its trust responsibilities or special commitments to American Indians, Alaska Natives, and affiliated island communities.

About

Mission

The Department of the Interior (DOI) conserves and manages the Nation’s natural resources and cultural heritage for the benefit and enjoyment of the American people, provides scientific and other information about natural resources and natural hazards to address societal challenges and create opportunities for the American people, and honors the Nation’s trust responsibilities or special commitments to American Indians, Alaska Natives, and affiliated island communities to help them prosper.
The following two sections present the evolution of DOI’s stated “priorities” as evidenced on the website-wide header menu labeled “Priorities” and on the webpage titled “Our Priorities.” The earliest snapshot of the “Our Priorities” webpage is September 2015, when the webpage and website header menu contained and linked to the same sets of priorities and top resources supporting those priorities. In spring 2017, DOI changed its stated priorities, altering both the header menu and the webpage to display a new set of six priorities. While the “Our Priorities” webpage contained links to the new priorities and resources that support them, the “Priorities” header menu was truncated to only include the six primary priorities, and not the supporting resources. In spring 2018, the content of the “Priorities” header menu and the “Our Priorities” webpage diverged further, with the addition of a new list of ten related, but not entirely congruent or clear, priorities to the “Our Priorities” webpage. In summer 2018, the links and link text to the priorities featured in the website header menu were entirely removed from the “Our Priorities” webpage, rendering the “Priorities” menu and “Our Priorities” webpage somewhat related but without actual overlapping content.

The following two sections detail changes observed on the DOI “Priorities” Header Menu and in the DOI “Our Priorities” Webpage, respectively.

3. Priorities Header Menu

- URL: across DOI website; viewed here on “Our Priorities” (www.doi.gov/ourpriorities)
- Screenshot 3.1 “Priorities” drop-down header menu on the earliest snapshot of Our Priorities, September 5, 2015 5:20 am ET
- Screenshot 3.2 Priorities header menu change occurred between February 25, 2017 11:35 pm ET (3.2a) and May 12, 2017 10:10 pm ET (3.2b)
- Screenshot 3.3 Priorities header menu change occurred between July 17, 2018 4:11 pm ET (3.3a) and July 25, 2018 9:00 pm ET (3.3b)
- Screenshot 3.4 Priorities header menu change occurred between March 18, 2019 1:06 pm ET (3.4a) and March 26, 2019 10:00 pm ET (3.4b)
Screenshot 3.1
This screenshot shows the earliest snapshot (September 5, 2015) of the “Our Priorities” webpage in the Internet Archive’s Wayback Machine, with the drop-down “Priorities” menu visible in the website header (uniform across all DOI webpages). The links and link text listed in the header menu (applied across the DOI website) reflect the links and link text on the “Our Priorities” webpage at this time (Screenshot 4.1).

On September 5, 2015, the “Priorities” menu in the DOI’s website header included the following:

America’s Great Outdoors
- Land and Water Conservation Fund
- Climate Change
- Reducing Interior’s Carbon Footprint
- Conservation Awards

Water Challenges
- WaterSMART

The Next Generation
- Youth Initiative
- Every Kid in a Park
- Let’s Move!
- Pathways
- Volunteer
- Pages for Kids (for adults)

Landscape-level Resources
- Landscape Conservation Cooperatives
- Climate Science Centers

Tribal Nations
- First Americans
- Land Buyback Program
- Cobell
- Let’s Move! In Indian Country
- Tribal Leaders Directory
- Special Trustee for American Indians
- Trace Indian Ancestry
- Secretary’s Indian Water Rights Office
- Office of Subsistence Management
- Indian Arts & Crafts Board

Powering Our Future
Renewable Energy @BLM
Hydropower @USBR
US Extractive Industries Transparency Initiative

Screenshot 3.1 (September 5, 2015)
The “Priorities” header menu remained the same from September 5, 2015 (Screenshot 3.1) until at least February 25, 2017. This screenshot shows the changes to DOI’s “Priorities” drop-down header menu between February 25, 2017 and May 12, 2017. The links and link text in the February 25th screenshot (3.2a) of the “Priorities” header menu reflect all of the links and link text of the Our Priorities webpage (Screenshot 4.2a), with the addition of two sub-priority links, “Natural Resources Investment Center” and “Native One Stop.” The links and link text in the May 12th snapshot (3.2b) reflect only the main priority links, without the sub-priority links, on the revised “Our Priorities” webpage (Screenshot 4.2b). Emphasis (bold text) added to items that were changed, removed, or added.

The “Priorities” menu in the DOI website header on February 25, 2017 appeared as follows:

**America’s Great Outdoors**
- Land and Water Conservation Fund
- Climate Change
- Natural Resource Investment Center
- Reducing Interior’s Carbon Footprint
- Conservation Awards

**Water Challenges**
- WaterSMART

**The Next Generation**
- Youth Initiative
- Every Kid in a Park
- Let’s Move!
- Pathways
- Volunteer
- Pages for Kids (for adults)

**Landscape-level Resources**
- Landscape Conservation Cooperatives
- Climate Science Centers

**Tribal Nations**
- First Americans
- Land Buyback Program
- Native One Stop
- Cobell
- Let’s Move! In Indian Country
- Tribal Leaders Directory
- Special Trustee for American Indians
Trace Indian Ancestry
Secretary Indian Water Rights Office
Office of Subsistence Management
Indian Arts & Crafts Board

Powering Our Future

Renewable Energy @BLM
Hydropower @USBR
US Extractive Industries Transparency Initiative

By May 12, 2017, the “Priorities” menu in the DOI website header had been altered and downsized to include:

American Energy
Climate Change
Jobs
Regulatory Reform
Stewardship
Tribal Nations

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5 The link text changed from “Powering Our Future” to “American Energy,” but the linked URL remained www.doi.gov/energy.
6 The link text changed from “Powering Our Future” to “American Energy,” but the linked URL remained www.doi.gov/energy.
Screenshot 3.2a (February 25, 2017)

Screenshot 3.2b (May 12, 2017)
**Screenshot 3.3**
This screenshot shows the removal of “Climate Change” as a priority from the DOI’s “Priorities” header menu. As EDGI previously reported in greater depth, the removal took place sometime between July 17th and 25th of 2018. Emphasis added (bold text) for the removed term.

The “Priorities” menu in the DOI website header on July 17, 2018 included:

- American Energy
- Climate Change
- Jobs
- Regulatory Reform
- Stewardship
- Tribal Nations

The “Priorities” menu in the DOI website header on July 25, 2018 included:

- American Energy
- Jobs
- Regulatory Reform
- Stewardship
- Tribal Nations
Screenshot 3.3a (July 17, 2018)

American Energy

1. Create a conservation stewardship legacy second only to Teddy Roosevelt.
2. Sustainably develop our energy and natural resources.
3. Restore trust and be a good neighbor.
4. Ensure tribal sovereignty means something.
5. Increase revenues to support the Department and national interests.
6. Protect our people and the border.
7. Strike a regulatory balance.
8. Modernize our infrastructure.
9. Reorganize the Department for the next 100 years.
10. Achieve our goals and lead our team forward.

Screenshot 3.3b (July 25, 2018)

American Energy

1. Create a conservation stewardship legacy second only to Teddy Roosevelt.
2. Sustainably develop our energy and natural resources.
3. Restore trust and be a good neighbor.
4. Ensure tribal sovereignty means something.
5. Increase revenues to support the Department and national interests.
6. Protect our people and the border.
7. Strike a regulatory balance.
8. Modernize our infrastructure.
9. Reorganize the Department for the next 100 years.
10. Achieve our goals and lead our team forward.
Screenshot 3.4
This screenshot shows the addition of “Recreation” to the Priorities header menu between March 18 (as seen on www.doi.gov archives due to a lapse in archiving of the Our Priorities webpage) and March 26, 2019. Emphasis added for the added priority. This change has been previously reported by EDGI as well.

The “Priorities” menu in the DOI website header on March 18, 2019 included:

American Energy
Jobs
Regulatory Reform
Stewardship
Tribal Nations

The “Priorities” menu in the DOI website header on March 26, 2019 included:

American Energy
Jobs
Recreation
Regulatory Reform
Stewardship
Tribal Nations
Screenshot 3.4a (March 18, 2019)

Screenshot 3.4b (March 26, 2019)
4: Our Priorities

- URL: [www.doi.gov/ourpriorities](http://www.doi.gov/ourpriorities)
- Screenshot 4.1 Earliest snapshot of “Our Priorities,” September 5, 2015 5:20 am ET
- Screenshot 4.2 Content and access changes occurred between February 25, 2017 11:35 pm ET and May 12, 2017 10:10 pm ET (4.2a) and May 12, 2017 10:10 pm ET (4.2b)
- Screenshot 4.3 Content and access change occurred between February 28, 2018 9:43 pm ET (4.3a) and March 12, 2018 8:40 pm ET (4.3b)
- Screenshot 4.4 Content and access change occurred between August 7, 2018 4:20 am ET (4.4a) and August 8, 2018 4:31 am ET (4.4b)

**Screenshot 4.1**
This screenshot shows the earliest snapshot of DOI’s “Our Priorities” webpage in the Internet Archive Wayback Machine, on September 5, 2015.

On September 5, 2015 the main body of the “Our Priorities” page included:

Our Priorities

America's Great Outdoors
Interior fosters the intrinsic link between healthy economies and healthy landscapes, increasing tourism and outdoor recreation in balance with preservation and conservation.

- [Land and Water Conservation Fund](#)
- [Climate Change](#)
- [Reducing Interior’s Carbon Footprint](#)
- [Conservation Awards](#)

Tribal Nations
Interior builds upon progress made over the past four years to establish strong and meaningful government-to-government relationships with tribes, deliver services to American Indians and Alaska Natives, and advance self-governance and self-determination.

- [Land Buyback Program](#)
- [Cobell](#)
- [Let’s Move! In Indian Country](#)
- [First Americans](#)
- [Tribal Leaders Directory](#)
- [Special Trustee for American Indians](#)
- [Trace Indian Ancestry](#)
- [Secretary Indian Water Rights Office](#)
- [Office of Subsistence Management](#)
Powering Our Future
In recognition of the significant role that Interior plays in securing an energy future for the Nation that is self-reliant and sustainable, Interior promotes the President's all-of-the-above energy strategy and taking a landscape-level approach to energy development, modernizing programs and practices, improving transparency, streamlining permitting, and strengthening inspection and enforcement.

- Renewable Energy @BLM
- Hydropower @USBR
- US Extractive Industries Transparency Initiative

The Next Generation
To address the growing disconnect between young people and the outdoors, Interior is promoting public-private partnerships and collaborative efforts across all levels of government to connect young people with the land and inspire them to play, learn, serve, and work outdoors.

- Youth Initiative
- Every Kid in a Park
- Let's Move!
- Pathways
- Volunteer
- Pages for Kids (for adults)

Healthy, Watershedsheds and Sustainable, Secure Water Supplies

WaterSMART

Landscape-level Understanding of Our Resources

- Landscape Conservation Cooperatives
- Climate Science Centers
**Screenshot 4.2**

DOI's “Our Priorities” webpage remained the same from at least September 5, 2015 until at least February 25, 2017. This screenshot shows the changes that occurred on DOI's “Our Priorities” webpage between February 25, 2017 and May 12, 2017. Text and links in bold are those that were removed after February 25th (screenshot 4.2a) or added by May 12th (screenshot 4.2b). Note that “Climate Change” was moved from a sub-priority link under “America's Great Outdoors” to become a primary priority link. “Jobs” and “Regulatory Reform” were added as new priorities. These changes are concurrent with changes made to DOI's header “Priorities” menu (Screenshot 3.2).

On February 25, 2017 the main body of the “Our Priorities” page included:

**Our Priorities**

**America's Great Outdoors**
Interior fosters the intrinsic link between healthy economies and healthy landscapes, increasing tourism and outdoor recreation in balance with preservation and conservation.

- [Land and Water Conservation Fund](#)
- [Climate Change](#)
- [Reducing Interior's Carbon Footprint](#)
- [Conservation Awards](#)

**Tribal Nations**
Interior builds upon progress made over the past four years to establish strong and meaningful government-to-government relationships with tribes, deliver services to American Indians and Alaska Natives, and advance self-governance and self-determination.

- [Land Buyback Program](#)
- [Cobell](#)
- [Let’s Move! In Indian Country](#)
- [First Americans](#)
- [Tribal Leaders Directory](#)
- [Special Trustee for American Indians](#)
- [Trace Indian Ancestry](#)
- [Secretary's Indian Water Rights Office](#)
- [Office of Subsistence Management](#)

**Powering Our Future**

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7 The link remained to [www.doi.gov/energy](http://www.doi.gov/energy) but the link text was changed from “Powering Our Future” to “American Energy” and the linked webpage had substantial content changes.
In recognition of the significant role that Interior plays in securing an energy future for the Nation that is self-reliant and sustainable, Interior promotes the President's all-of-the-above energy strategy and taking a landscape-level approach to energy development, modernizing programs and practices, improving transparency, streamlining permitting, and strengthening inspection and enforcement.

- Renewable Energy @BLM
- Hydropower @USBR
- US Extractive Industries Transparency Initiative

The Next Generation

To address the growing disconnect between young people and the outdoors, Interior is promoting public-private partnerships and collaborative efforts across all levels of government to connect young people with the land and inspire them to play, learn, serve, and work outdoors.

- Youth Initiative
- Every Kid in a Park
- Let's Move!
- Pathways
- Volunteer
- Pages for Kids (for adults)

Healthy Watersheds and Sustainable, Secure Water Supplies

- WaterSMART

Landscape-level Understanding of Our Resources

- Landscape Conservation Cooperatives
- Climate Science Centers

On May 12, 2017 the main body of DOI's “Our Priorities” webpage included:

Our Priorities

- American Energy
- Fast Facts
- Hydropower at USBR

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8 The link text stayed the same, but the linked URL changed from www.doj.gov/youth to www.doj.gov/public/teachandlearn_kids; the two webpages covered different content. www.doj.gov/youth has registered as “Access Denied” since sometime between February 25 and April 27, 2017.

9 The link text changed from “Healthy Watersheds and Sustainable, Secure Water Supplies” to “Clean Water,” but the linked URL has remained www.doj.gov/water. The linked webpage had substantial content changes.

10 The link remained to www.doj.gov/energy but the link text was changed from “Powering Our Future” to “American Energy” and the linked webpage had substantial content changes.
Renewable Energy at BLM
U.S. Extractive Industries Transparency Initiative

Climate Change
Bureau of Land Management
Bureau of Ocean Energy Management
Climate Science Centers
National Park Service
U.S. Fish and Wildlife Service
U.S. Geological Survey
U.S. Fish and Wildlife Service ¹¹
U.S. Geological Survey

Jobs
Bureau of Land Management
National Park Service
Office of Surface Mining Reclamation and Enforcement

Regulatory Reform
Executive Order on Reducing Regulation and Controlling Regulatory Costs

Stewardship
Clean Water ¹²
Conservation Awards
Hunting and Fishing on Public Lands
Land and Conservation Fund
Natural Resource Investment Center
The Next Generation ¹³
Theodore Roosevelt’s Legacy

Tribal Nations
Federal Subsistence Management Program
Indian Arts and Crafts Board
Land Buy-Back Program for Tribal Nations
Office of the Special Trustee for American Indians (OST)
Native One-Stop
Secretary’s Indian Water Rights Office
Trace Indian Ancestry
Tribal Leaders Directory

¹¹ The U.S. Fish and Wildlife Service and U.S. Geological Survey were erroneously listed twice.
¹² The link text changed from “Healthy Watersheds and Sustainable, Secure Water Supplies” to “Clean Water,” but the linked URL remained www.doigov/water. The linked webpage had substantial content changes.
¹³ The link text stayed the same, but the linked URL changed from www.doigov/youth to www.doigov/public/teachandlearn_kids; the two webpages covered different content. www.doigov/youth has registered as “Access Denied” since at least April 27, 2017.
Screenshot 4.3
DOI’s “Our Priorities” webpage remained the same from May 12, 2017 (Screenshot 4.2b) through at least February 28, 2018. This screenshot shows the changes that occurred between February 28 and March 12, 2018. A list of ten sentences related to DOI priorities was added, and link text and links to DOI’s sub-priorities were removed. Text and links in bold are those that were removed after February 28th (screen shot 4.3a) or added by March 12th (screen shot 4.3b).

On February 28, 2018 the main body of DOI’s “Our Priorities” webpage included:

Our Priorities

American Energy
   Fast Facts
   Hydropower at USBR
   Renewable Energy at BLM
   U.S. Extractive Industries Transparency Initiative

Climate Change
   Bureau of Land Management
   Bureau of Ocean Energy Management
   Climate Science Centers
   National Park Service
   U.S. Fish and Wildlife Service
   U.S. Geological Survey
   U.S. Fish and Wildlife Service
   U.S. Geological Survey

Jobs
   Bureau of Land Management
   National Park Service
   Office of Surface Mining Reclamation and Enforcement

Regulatory Reform
   Executive Order on Reducing Regulation and Controlling Regulatory Costs

Stewardship
   Clean Water
   Conservation Awards
   Hunting and Fishing on Public Lands
   Land and Conservation Fund
   Natural Resource Investment Center
   The Next Generation

14 The U.S. Fish and Wildlife Service and U.S. Geological Survey were erroneously listed twice.
Theodore Roosevelt’s Legacy

Tribal Nations

Federal Subsistence Management Program
Indian Arts and Crafts Board
Land Buy-Back Program for Tribal Nations
Office of the Special Trustee for American Indians (OST)
Native One-Stop
Secretary’s Indian Water Rights Office
Trace Indian Ancestry
Tribal Leaders Directory

On March 12, 2018 the main body of DOI’s “Our Priorities” webpage included:

Our Priorities

1. Create a conservation stewardship legacy second only to Teddy Roosevelt.
2. Sustainably develop our energy and natural resources.
3. Restore trust and be a good neighbor.
4. Ensure tribal sovereignty means something.
5. Increase revenues to support the Department and national interests.
6. Protect our people and the border.
7. Strike a regulatory balance.
8. Modernize our infrastructure.
9. Reorganize the Department for the next 100 years.
10. Achieve our goals and lead our team forward.

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Screenshot 4.4
DOI's “Our Priorities” webpage remained the same from March 12, 2018 (4.3b) until August 7, 2018. This screenshot shows the changes that occurred between August 7 and 8, 2018. Emphasis added (bold text) for items removed or added. Note that the list of ten items related to DOI priorities remained the same, but the list and links to the six priorities (also listed under the “Priorities” header menu) were removed. The “Our Priorities” webpage has remained the same from August 8, 2018 through the writing of this report on May 25, 2020.

On August 7, 2018 the main body of DOI's “Our Priorities” webpage included:

Our Priorities

1. Create a conservation stewardship legacy second only to Teddy Roosevelt.
2. Sustainably develop our energy and natural resources.
3. Restore trust and be a good neighbor.
4. Ensure tribal sovereignty means something.
5. Increase revenues to support the Department and national interests.
6. Protect our people and the border.
7. Strike a regulatory balance.
8. Modernize our infrastructure.
9. Reorganize the Department for the next 100 years.
10. Achieve our goals and lead our team forward.

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On August 8, 2018 the main body of DOI's “Our Priorities” webpage included:

Our Priorities

1. Create a conservation stewardship legacy second only to Teddy Roosevelt.
2. Sustainably develop our energy and natural resources.
3. Restore trust and be a good neighbor.
4. Ensure tribal sovereignty means something.
5. Increase revenues to support the Department and national interests.
6. Protect our people and the border.
7. Strike a regulatory balance.
8. Modernize our infrastructure.
9. Reorganize the Department for the next 100 years.
10. Achieve our goals and lead our team forward.
Our Priorities

1. Create a conservation stewardship legacy second only to Teddy Roosevelt.
2. Sustainably develop our energy and natural resources.
3. Restore trust and be a good neighbor.
4. Ensure that sovereign means something.
5. Restore historic landscapes of the Department and national monuments.
6. Reform our systems.
7. Strike a regulatory balance.
8. Have an impact.
9. Restore and protect the Department for the next 100 years.
10. Achieve our goals.

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U.S. Department of the Interior

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