



Environmental Data & Governance Initiative Website Monitoring Report

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

June 1, 2020

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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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4. "Our Priorities" webpage	23

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](#))



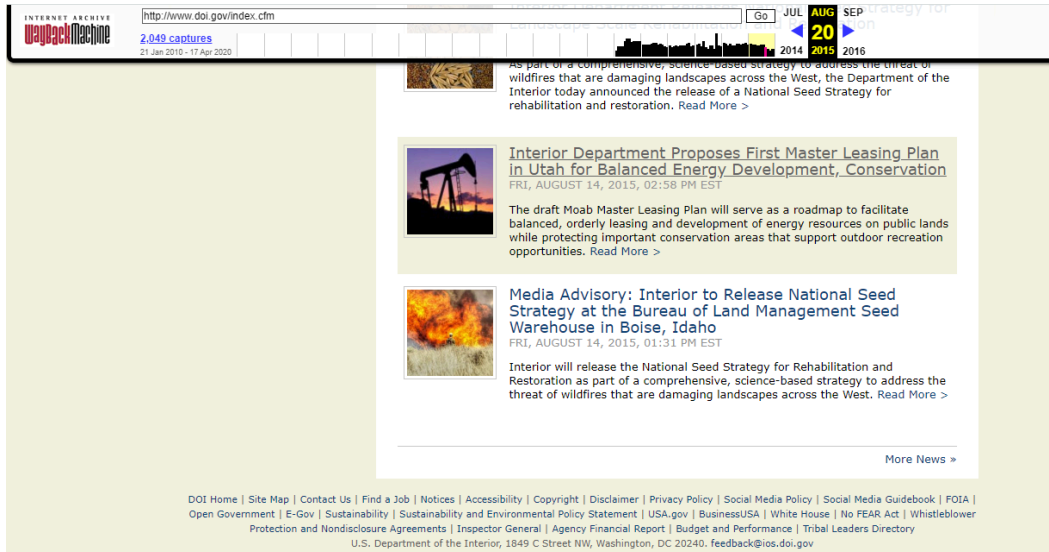
Screenshot 1.1b ([January 19, 2010](#))



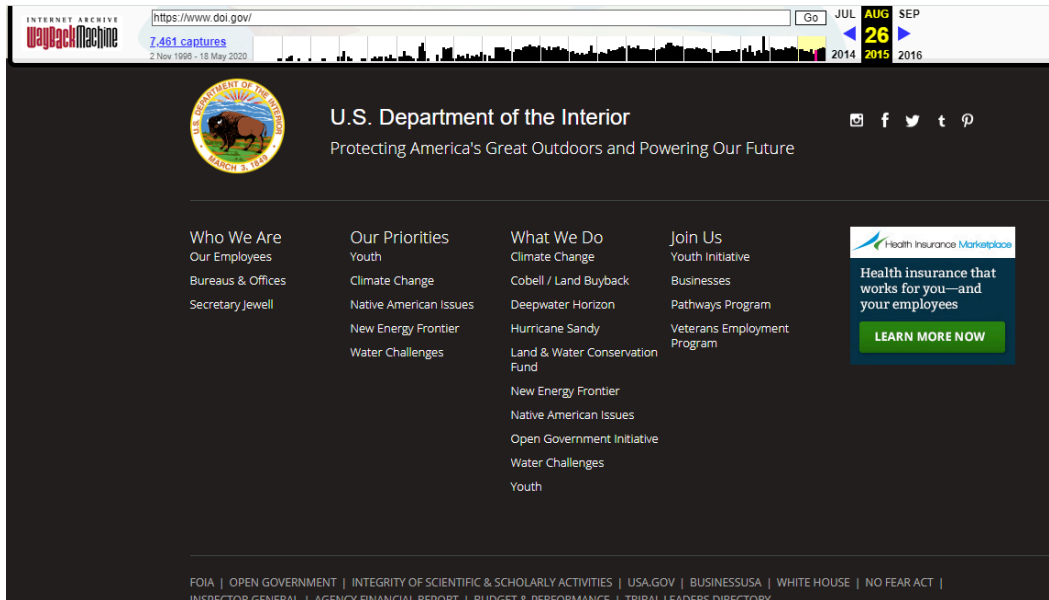
Screenshot 1.2

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.

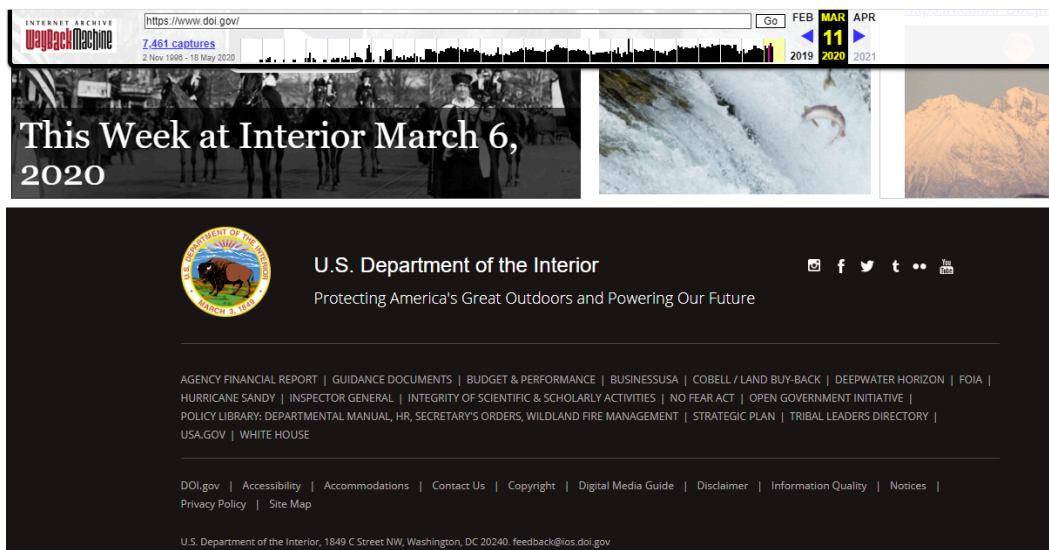
March 11, 2020:

“Protecting America’s Great Outdoors and Powering Our Future”

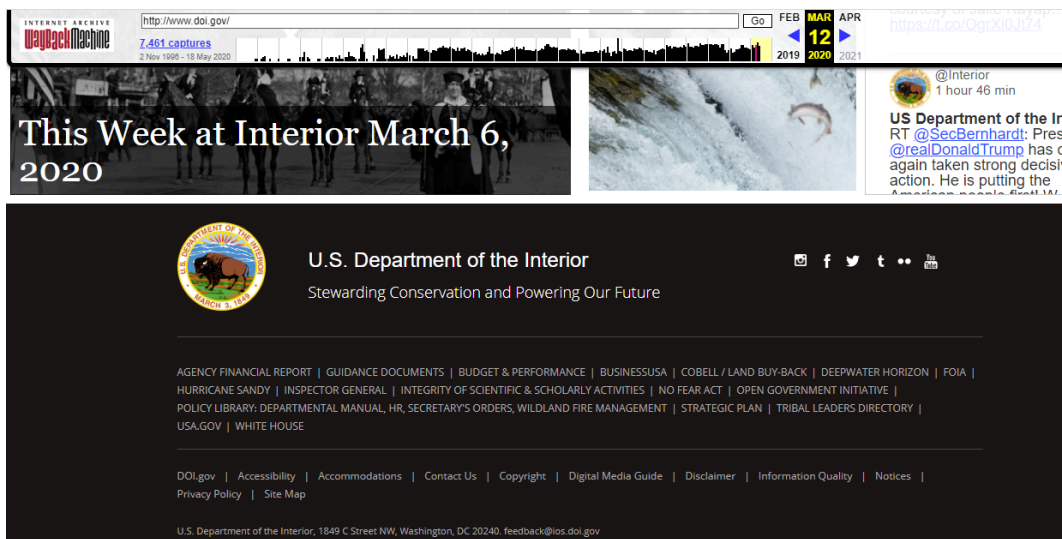
March 12, 2020:

“Stewarding Conservation and Powering Our Future.”

Screenshot 1.3a ([March 11, 2020](#))



Screenshot 1.3b ([March 12, 2020](#))



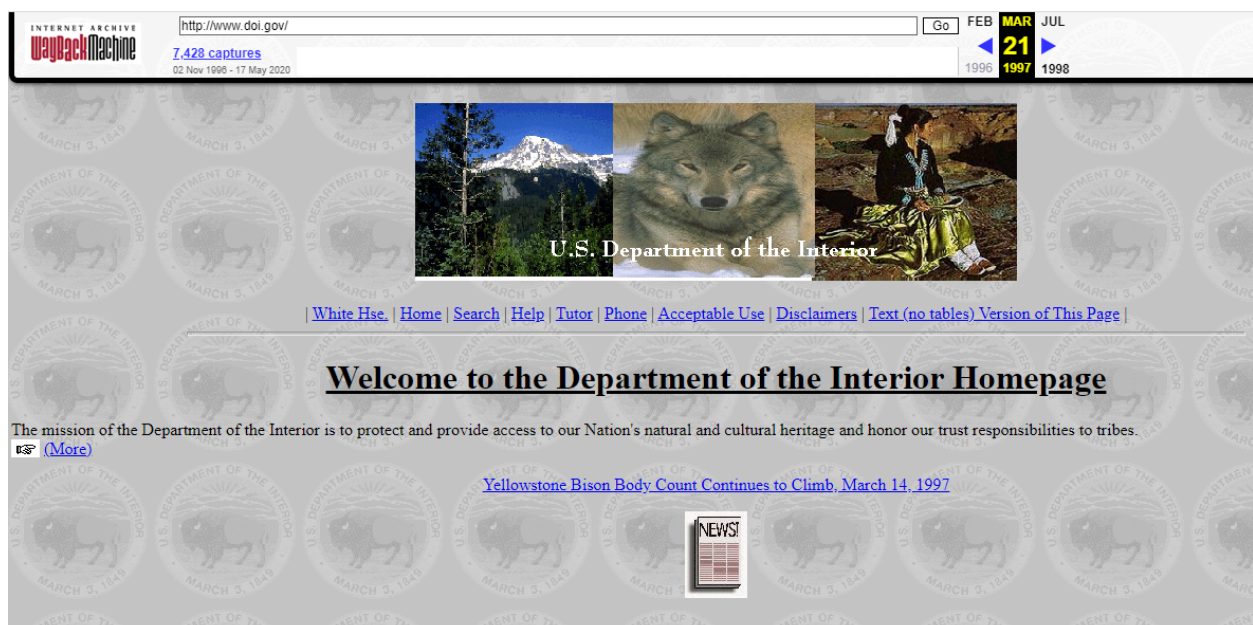
2. DOI Mission Statement

- 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](http://www.doi.gov/secretary/mission))

The screenshot shows the Internet Archive Wayback Machine interface at the top, with the URL <https://www.doi.gov/secretary/mission.html> and a date selector for December 10, 2003. Below the browser bar is the website header for the U.S. Department of the Interior, featuring a navigation menu with 'Welcome', 'Index', 'DOI News', 'Contact Us', and 'DOI Home'. The main content area is titled 'DOI Mission' and contains the following text:

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.

Goals:

Interior has established five Departmental goals that encompass the major responsibilities of the Department. These goals provide a framework for the strategic plans of Interior's bureaus. The Departmental goals are as follows:

- Protect the Environment and Preserve Our Nation's Natural and Cultural Resources.
- Provide Recreation for America.
- Manage Natural Resources for a Healthy Environment and Strong Economy.
- Provide Science for a Changing World.
- Meet Our Trust Responsibilities to Indian Tribes and Our Commitments to Island Communities.

On the left side of the page, there is a sidebar with a search bar and several menu items: 'Initiatives more', 'Healthy Forests', 'Improving National Parks', 'Water 2025', 'Cooperative Conservation', 'Take Pride in America', 'National Energy Plan', 'Management Excellence', 'Issues of Interest', 'How do I? more', 'Get a National Parks Pass?', 'Trace Indian Ancestry?', and 'DOI Quick Facts'. Below the 'DOI Quick Facts' link is a small photograph of two young children in traditional Native American attire.

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](#))

INTERNET ARCHIVE
WaybackMachine

http://www.doi.gov/secretary/mission.html

199 captures
26 Oct 2003 - 22 Sep 2019

JUL SEP OCT
2008 **02** 2009 2011



U.S. Department of the Interior

DOI Home Secretary Salazar Interior News Contact Us Sitemap RSS Feeds Podcasts Search

HOW DO I? >

- > Get a National Parks Pass?
- > Trace Indian Ancestry?
- > Comment on Proposed Regulations?
- > Find Jobs in DOI
- > Law Enforcement?
- > DOI FEATURE VIDEO
- > DOI FEATURE AUDIO
- > BUDGET AND PERFORMANCE
- > DOI EN ESPAÑOL
- > EMERGENCY MANAGEMENT
- > FOR DOI EMPLOYEES

Select one

DOI Mission

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.

Goals:

Interior has established five Departmental goals that encompass the major responsibilities of the Department. These goals provide a framework for the strategic plans of Interior's bureaus. The Departmental goals are as follows:

- 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](#))

INTERNET ARCHIVE
WaybackMachine

http://www.doi.gov/secretary/mission.html

199 captures
26 Oct 2003 - 22 Sep 2019

AUG SEP OCT
2008 **10** 2009 2011



U.S. Department of the Interior

DOI Home Secretary Salazar Interior News Contact Us Sitemap RSS Feeds Podcasts Search

HOW DO I? >

- > Get a National Parks Pass?
- > Trace Indian Ancestry?
- > Comment on Proposed Regulations?
- > Find Jobs in DOI
- > Law Enforcement?

DOI Mission

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.

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, 2018.⁴ 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.doi.gov/whoweare/Mission-Statement) began redirecting to the main “Who We Are” webpage seen in the August 10th snapshot (www.doi.gov/whoweare) sometime between August 7 and 13, 2018. The “Who We Are” webpage began redirecting to a new “About” webpage (www.doi.gov/about) with the same content sometime between September 18 and 21, 2019.

Screenshot 2.4a ([August 7, 2018](#))

The screenshot shows the top portion of the U.S. Department of the Interior website. At the top left is the Wayback Machine logo with the URL <https://www.doi.gov/whoweare/Mission-Statement>. A calendar navigation shows August 7, 2018, is selected. Below the navigation bar is the U.S. Department of the Interior logo and name. A search bar and social media icons are on the right. The main navigation menu includes 'Who We Are', 'About', 'Bureaus & Offices', 'Priorities', 'Join', and 'News'. The 'Our Mission / Mission Statement' link is highlighted.

Who We Are

About Bureaus & Offices Priorities Join News

Our Mission / Mission Statement

Share

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.

Screenshot 2.4b ([August 10, 2018](#))

The screenshot shows a large banner on the U.S. Department of the Interior website. The banner features a background image of a rugged, reddish-brown mountain range under a blue sky. Overlaid on the image are three statistics: '70,000 employees', '280,000 volunteers', and '2,400 operating locations.' To the right of these statistics is the text 'One mission.' in a large, white, sans-serif font. The Wayback Machine logo and URL are visible at the top left, and a calendar navigation shows August 10, 2018, is selected.

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.

Items 3 and 4: “Priorities” Header Menu and “Our Priorities” Webpage

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](#)

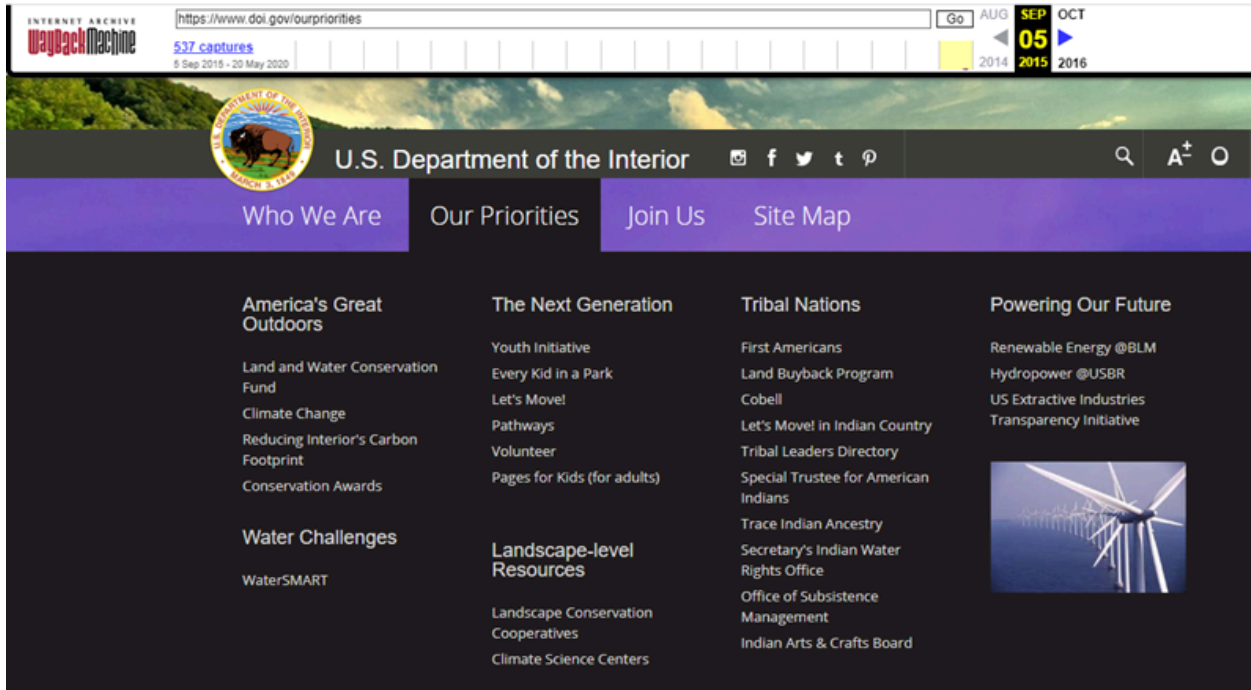
[Office of Subsistence Management](#)

[Indian Arts & Crafts Board](#)

[Powering Our Future](#)

[Renewable Energy @BLM](#)
[Hydropower @USBR](#)
[US Extractive Industries Transparency Initiative](#)

Screenshot 3.1 ([September 5, 2015](#))



Screenshot 3.2

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](#)⁵

[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](#)⁶

[Climate Change](#)

[Jobs](#)

[Regulatory Reform](#)

[Stewardship](#)

[Tribal Nations](#)

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)

INTERNET ARCHIVE
waybackmachine

https://www.doi.gov/ourpriorities Go JAN FEB APR
537 captures
5 Sep 2015 - 20 May 2020
2015 2017 2018

U.S. Department of the Interior

Who We Are Our Priorities Join Us News Site Map

America's Great Outdoors
Land and Water Conservation Fund
Climate Change
Natural Resources 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 Buy-back Program
Native One Stop
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 3.2b (May 12, 2017)

INTERNET ARCHIVE
waybackmachine

https://www.doi.gov/ourpriorities Go FEB MAY JUN
537 captures
5 Sep 2015 - 20 May 2020
2016 2017 2018

U.S. Department of the Interior

About Bureaus Priorities Join News

American Energy
Climate Change

Jobs
Regulatory Reform

Stewardship
Tribal Nations

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](#)

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](#))

The screenshot shows the U.S. Department of the Interior website with the 'Priorities' menu item selected. The page lists ten priorities, with the first one partially visible: '1. Create a conservation stewardship legacy second only to Teddy Roosevelt.'

American Energy

Screenshot 3.3b ([July 25, 2018](#))

The screenshot shows the U.S. Department of the Interior website with the 'Priorities' menu item selected. The page lists ten priorities, with the first one partially visible: '1. Create a conservation stewardship legacy second only to Teddy Roosevelt.'

American Energy

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)

INTERNET ARCHIVE Wayback Machine <https://www.doi.gov/> Go FEB MAR APR 2018 18 2019 2020 7,462 captures 2 Nov 1996 - 20 May 2020

U.S. Department of the Interior

About Bureaus & Offices **Priorities** Join News

American Energy Jobs Regulatory Reform Stewardship Tribal Nations

Trailblazing Women: National Historical Sites Honoring Women
The National Park Service preserves important cultural and historic sites across our nation.

Screenshot 3.4b (March 26, 2019)

INTERNET ARCHIVE Wayback Machine <https://www.doi.gov/ourpriorities> Go DEC MAR APR 2018 27 2019 2020 537 captures 8 Sep 2015 - 20 May 2020

U.S. Department of the Interior

About Bureaus & Offices **Priorities** Join News

American Energy Jobs Recreation Regulatory Reform Stewardship Tribal Nations

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.

4: Our Priorities

- URL: 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](#) (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](#)

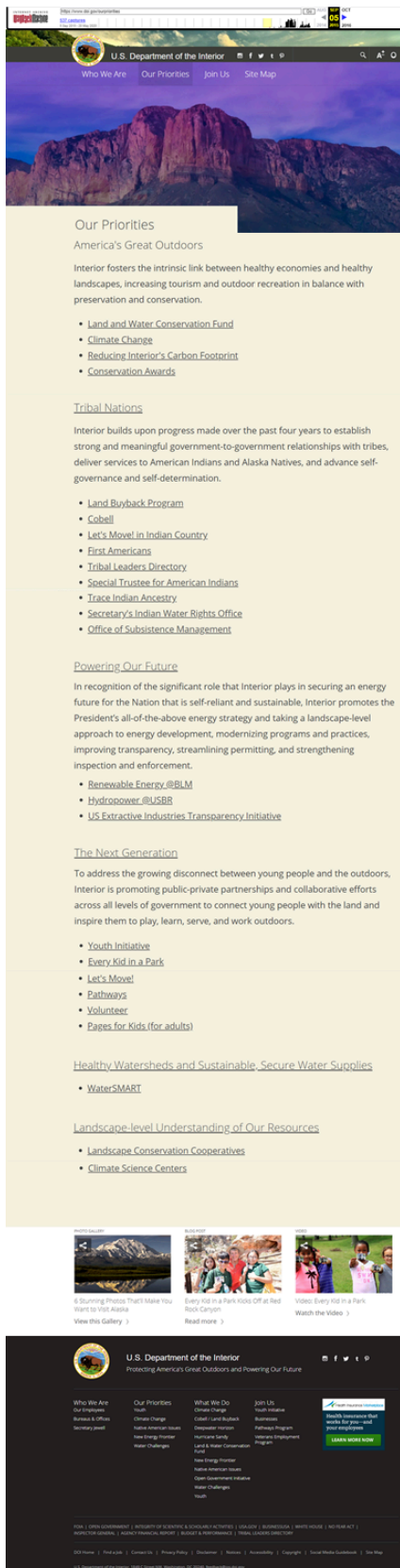
[WaterSMART](#)

[Landscape-level Understanding of Our Resources](#)

[Landscape Conservation Cooperatives](#)

[Climate Science Centers](#)

Screenshot 4.1 ([September 5, 2015](#))



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](#)

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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](#)⁷

⁷ The link remained to 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](#)⁸

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](#)⁹

[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](#)¹⁰

[Fast Facts](#)

[Hydropower at USBR](#)

⁸ The link text stayed the same, but the linked URL changed from www.doi.gov/youth to www.doi.gov/public/teachandlearn_kids; the two webpages covered different content. www.doi.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.doi.gov/water. The linked webpage had substantial content changes.

¹⁰ The link remained to 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.

[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](#)

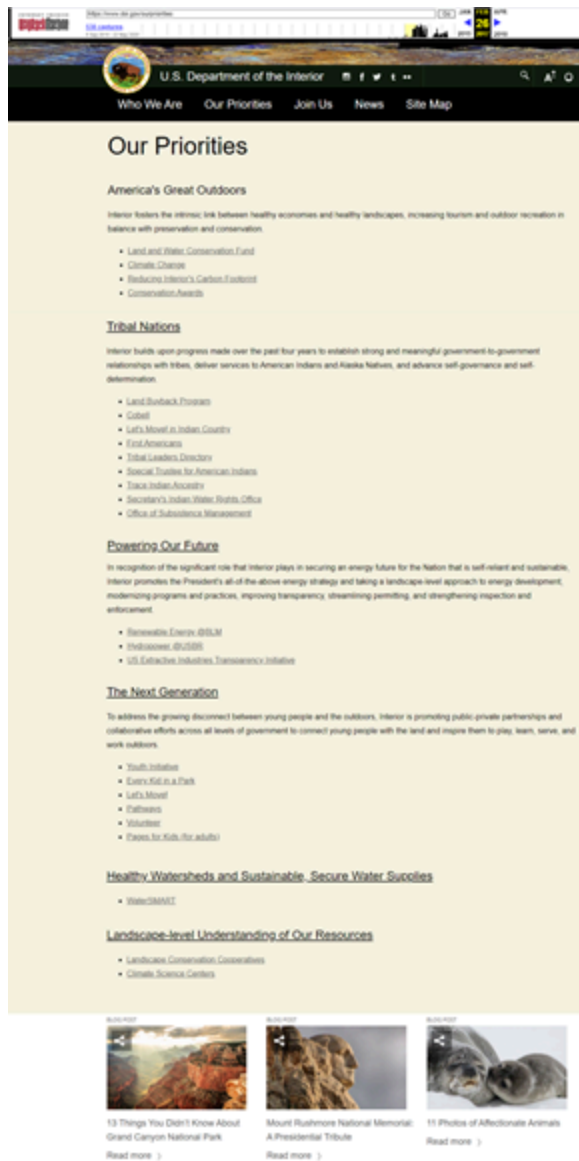
[Federal Subsistence Management Program](#)
[Indian Arts and Crafts Board](#)
[Land Buy-Back Program for Tribal Nations](#)
[Office of the Special Trustee for American Indians \(OST\)](#)
[Native One-Stop](#)
[Secretary's Indian Water Rights Office](#)
[Trace Indian Ancestry](#)
[Tribal Leaders Directory](#)

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.doi.gov/water. The linked webpage had substantial content changes.

¹³ The link text stayed the same, but the linked URL changed from www.doi.gov/youth to www.doi.gov/public/teachandlearn_kids; the two webpages covered different content. www.doi.gov/youth has registered as "Access Denied" since at least April 27, 2017.

Screenshot 4.2a (February 25, 2017)



Screenshot 4.2b (May 12, 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 (screenshot 4.3a) or added by March 12th (screenshot 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 Service¹⁴

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.**

[American Energy](#)

[Climate Change](#)

[Jobs](#)

[Regulatory Reform](#)

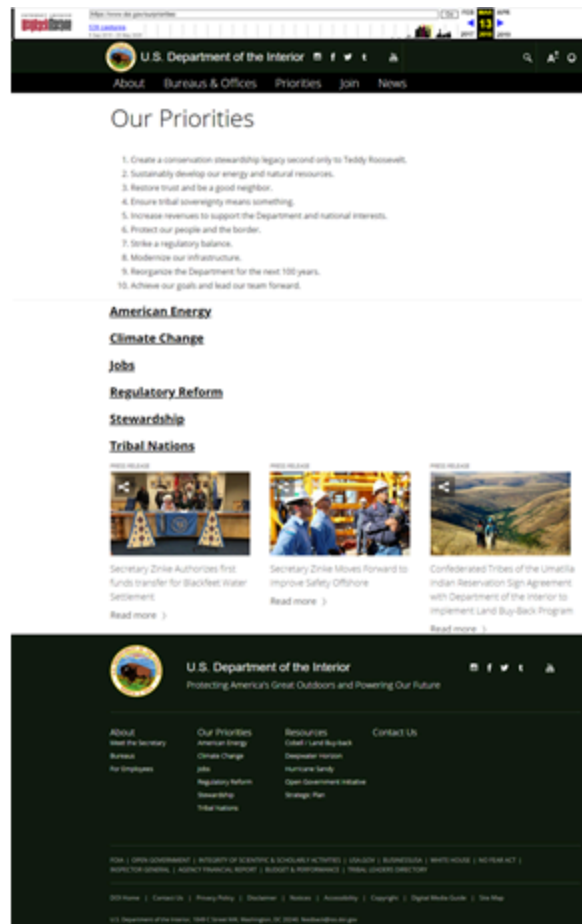
[Stewardship](#)

[Tribal Nations](#)

Screenshot 4.3a (February 28, 2018)



Screenshot 4.3b (March 12, 2018)



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.
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10. Achieve our goals and lead our team forward.

[American Energy](#)

[Climate Change](#)

[Jobs](#)

[Regulatory Reform](#)

[Stewardship](#)

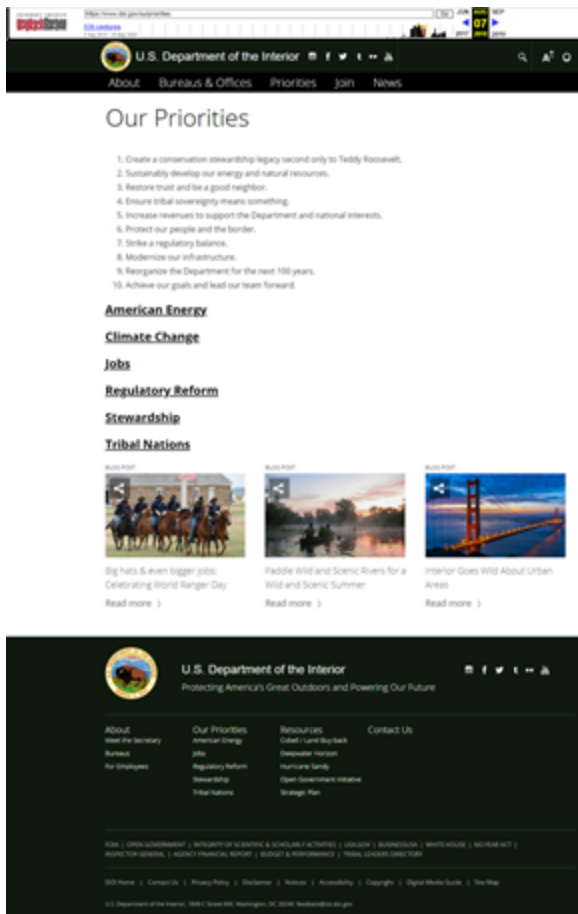
[Tribal Nations](#)

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.

Screenshot 4.4a (August 7, 2018)



Screenshot 4.4b (August 8, 2018)

