



Seventh Coast Guard District Commander's Intent



Coast Guard operations are critical to our Nation, and we in the Seventh Coast Guard District shall safeguard our maritime domain in the Southeastern United States and Caribbean. In order to succeed, we will grow a collaborative and communicative culture across our Coast Guard and with our local, state, DHS, DoD, and other federal and foreign partners. This enables us to safely and effectively assist mariners on the seas and diligently protect our environment while actively deterring and preventing threats from reaching our shores.

Our guiding principles are the waypoints along a safe and consistent course to meet our district mission and the Atlantic Area's Operational Direction while ensuring our Seventh District Team feel a sense of pride and accomplishment. Critically, our guiding principles must be anchored in our steadfast commitment to embodying our shared core values of honor, respect, and devotion to duty.

1. **PERSONNEL**: We shall focus on individual and group readiness and resiliency initiatives to improve our effectiveness. Our workforce will be successful in the long term if provided with wellness services, training, and collaborative opportunities. The foundation of our Coast Guard begins with taking care of our personnel which will drive positive operational outcomes.
2. **PROFICIENT OPERATIONS**: We shall balance operational prioritization and risk-based assessments to maintain our success. Our duty to ensure the operational foundations of training, maintenance, Cybersecurity, and planning shall endeavor to secure our borders and safeguard our ports and waterways. Our best long-term operational outcomes require collaboration amongst every member of our Coast Guard and our operational partners beyond the Coast Guard.
3. **PROGRESSIVE STEWARDSHIP**: We shall continually seek innovative and improved methods to accomplish our missions. We will embrace data management as an operational and mission support imperative. Cultivating innovation in new technology and processes across all levels of our organization while assimilating best practices from our partners into our operations is vital to our success in the future.

I am excited to be part of the Seventh District Team. By adhering to our guiding principles, empowering others, communicating often, and embracing collaboration we will be...

SEMPER PARATUS!

Douglas M. Schofield
Rear Admiral, U.S. Coast Guard
Commander, Seventh Coast Guard District