



Strategic Plan 2024-29

Vision

Leading the way in consumer protection and financial services regulation.

Mission

We protect consumers and advance the financial health of Washington State by providing fair regulation of financial services and educating consumers to make informed financial decisions.

Our Values



People First



Trust



Innovation



Accountability



Diversity,
Equity, Inclusion
and Belonging

Goal 1

Consumer Protection

Protecting consumers from bad actors and harmful practices

Objectives

- Promote a financial services marketplace safe from illegal and deceptive practices and products
- Conduct fair, effective, and efficient regulatory programs
- Safeguard consumer data and assets

Goal 2

Education and Outreach

Empowering residents to be informed consumers of financial services

Objectives

- Provide education and outreach to Washington residents
- Reach underserved communities and vulnerable residents with meaningful information
- Enhance DFI visibility as a trusted entity and broaden communities served

Goal 3

Healthy and Prosperous Economy

Supporting the health and growth of responsible financial service providers

Objectives

- Support and enhance consumer confidence in the marketplace
- Embrace and encourage responsible technological advancement in the marketplace
- Develop and implement innovative strategies to more effectively supervise emerging financial products and services

Goal 4

Diversity, Equity, Inclusion and Belonging

*Delivering innovative, effective,
and culturally relevant services*

Objectives

- Seek and support greater financial equity for underserved groups in Washington State
- Address the racial wealth gap
- Create a work culture that embraces diversity, equity, inclusion and belonging

Goal 5

Leading Agency

Innovating and improving to drive efficiency and performance

Objectives

- Promote and/or implement modernizing improvements to laws and regulations
- Participate in and influence activities of relevant national and regulatory groups
- Adopt and integrate modern technologies to transform and streamline our business processes
- Manage agency resources effectively
- Maintain and grow a knowledgeable, engaged, highly trained, and diverse workforce who are committed to making a difference