




U.S. Immigration
and Customs
Enforcement

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MEMORANDUM FOR: Executive Associate Directors
Principal Legal Advisor
Assistant Directors

FROM: Kumar C. Kibble 
Deputy Director

SUBJECT: Marketing of ICE Public-Facing Programs

Purpose

This memorandum provides guidance regarding the enhanced marketing and public messaging of U.S. Immigration and Customs Enforcement's (ICE) public-facing program offices to promote increased public awareness regarding the breadth and scope of our agency's public safety and homeland security mission and capabilities.

Background

Although ICE's Office of Public Affairs (OPA) has made great strides in affirmatively promoting the full range of ICE's law enforcement mission, reactive media coverage surrounding ICE is dominated by stories covering our agency's role in immigration enforcement. This skewed media coverage minimizes the public's awareness of the agency's additional mission sets. While our agency is widely known and our mission sets are widely distributed throughout the Department's strategic framework embodied in the Quadrennial Homeland Security Review, the general public and many stakeholders maintain an incomplete understanding of the full range of our national security, border security, and public safety capabilities.

The public safety mission of the Enforcement and Removal Operations (ERO) directorate is second to none. ERO is charged with identifying, arresting, and removing aliens who present a danger to national security or are a risk to public safety, as well as those who enter the United States illegally or otherwise undermine the integrity of our immigration laws and our border control efforts. ERO's ability to repeatedly conduct simultaneous enforcement operations targeting criminal aliens in each of the 50 states draws extensive, positive public attention to this aspect of our agency's mission. Despite the increased coverage of ERO's impact to public safety, media coverage and public perception of ICE remains focused on the unique role ERO proudly maintains in enforcing the civil immigration laws of our country.

Homeland Security Investigations (HSI), the largest criminal investigative program in the Department of Homeland Security (DHS) and the second largest in the U.S. Government, is another ICE program that remains misunderstood by the public. The public and many stakeholders are often unaware of HSI's global investigative capabilities. HSI conducts criminal investigations against terrorist and other criminal organizations who threaten national security; the directorate combats worldwide criminal enterprises who seek to exploit America's legitimate trade, travel and financial systems and enforces U.S. customs and immigration laws at and beyond our nation's borders.

The public and many stakeholders are largely unaware of the scope of the Office of the Principal Legal Advisor's (OPLA) role within the agency. OPLA is the largest legal program in DHS, providing legal advice, training and litigation support in cases related to the full scope of the ICE mission. OPLA is also the exclusive legal representative for the U.S. Government in proceedings before the Department of Justice's Executive Office for Immigration Review. In these hearings, OPLA prosecutes cases that involve criminal aliens, terrorists, and human rights abusers, as well as cases that involve protection law issues. OPLA also provides critical legal support to ICE programs both as agency counsel and as special assistant U.S. Attorneys.

Discussion

In an effort to create broader public awareness of the full range of ICE's capabilities, we will focus more attention on the proud but distinct identities of the public-facing programs that compose the unified ICE team. For example, the Federal Air Marshal Service, the Federal Protective Service and the Border Patrol maintain well-recognized, public identities within their parent agencies. By adopting a similar approach at ICE, over time the public and our stakeholders will better understand each public-facing program's unique role and capabilities.

To this end, all ICE employees are reminded to adopt consistent messaging on all internal and external correspondence and communications:

- ERO and HSI Executive Associate Directors should be referenced as "Directors" of their programs.
- Field Office Directors (FODs) should be referenced as ERO FODs and offices as ERO El Paso, etc.
- Chiefs Counsel (CCs) should be referenced as OPLA CCs and offices as OCC Denver, etc.
- Special Agents in Charge (SACs) should be referenced as HSI SACs and offices as HSI Baltimore, etc.
- Attachés should be referenced as HSI Attachés and offices as HSI Mexico City, etc.
- In all correspondence, preface the public-facing program (ERO, OPLA/OCC or HSI) with our agency name (ICE) in the first reference, *but only use the program name thereafter.*

OPA guidance regarding the branding of ICE, its directorates and programs remains unchanged.

By shifting emphasis to the identities of ICE's public-facing programs we will better promote their unique roles and capabilities. The *enforcement* role of ERO will be greater emphasized. The *investigations* role of HSI will be more broadly understood. The *legal* role of OPLA will be better highlighted. The public and our stakeholders will better understand how we fuse these capabilities to protect the homeland as "one team engaged in one fight."