

COMMUNICATIONS ACTION PLAN



APRIL 2026

NAVITA

MARINE TRANSPORTATION SYSTEM (MTS)

BACKGROUND

The U.S. Coast Guard's [Mariner Credentialing Program](#) supports over 200,000 merchant mariners who are critical to the Nation's economy, supply chain, and national security. Each year, the Coast Guard processes thousands of credentialing applications to ensure a qualified and ready maritime workforce.

The current Merchant Mariner Licensing and Documentation (MMLD) database used by the National Maritime Center (NMC) to issue Merchant Mariner Credentials has relied heavily on manual, paper-based processes that can lead to delays, errors, and inefficiencies for mariners and industry since the 1990's.

[Navita™](#) is the Coast Guard's new digital credentialing system designed to modernize this process by improving speed, accuracy, and access.

PURPOSE

This Communications Action Plan provides a coordinated framework to support awareness, understanding, adoption, and successful implementation of Navita™, the Coast Guard's new digital mariner credentialing platform. The plan supports stakeholder readiness ahead of launch and subsequent capability releases. These efforts represent a significant modernization of how the Coast Guard supports the flow of commerce through the Marine Transportation System (MTS) by improving service to mariners, strengthening port risk awareness, and enhancing national economic security and resilience.

This plan aligns messaging across internal and external audiences and positions the Coast Guard as a forward-looking organization delivering real operational impact through technology, data, and partnership.

STRATEGY

This phased communications campaign is informed by change management principles, to support awareness, understanding, and the steps leading to full mission capability of Navita™ for mariners, maritime stakeholders, and the Coast Guard.

Execute a phased communications campaign that:

- Introduces Navita™ as a tangible modernization success.
- Builds awareness of upcoming changes to the credentialing process before launch.
- Explains how Navita™ works, including account creation, Login.gov identity verification, application submission, and status tracking.
- Highlights the benefits of Navita™, including improved transparency, reduced paperwork, and a more user-friendly experience.
- Addresses common questions and concerns identified through stakeholder engagement and usability testing.
- Equips Coast Guard leadership, field units, and public affairs personnel with consistent messaging and communications resources.
- Leverages stakeholder engagement opportunities, testing events, demonstrations, webinars, and digital content to support user readiness.

- Reinforces adoption through sustained communications before, during, and after launch.
- Collects and incorporates stakeholder feedback to support continuous improvement and long-term platform adoption.

COMMUNICATIONS METHODOLOGY

The methodology focuses on delivering clear, consistent messaging through multiple channels, aligned to key milestones and audience needs. It combines external outreach to mariners and maritime stakeholders with internal alignment to ensure Coast Guard personnel are equipped to communicate effectively.

This approach uses a sustained cadence of communications, introducing Navita™, reinforcing its benefits, and supporting understanding as capabilities evolve.

This approach is designed to:

- Reach mariners through the channels they already use
- Provide timely, relevant information at each stage of rollout
- Reinforce key messages through repetition and multiple touchpoints
- Support both awareness and full implementation of Navita
- Equip Coast Guard field units and leadership with consistent messaging and tools

Phases:

1. **Phase 1:** Awareness (Pre-Launch) 6–8 weeks pre-launch
Focus: Introduce Navita™ and set expectations
2. **Phase 2:** Value (Launch Window) Launch week + 2–3 weeks
Focus: Demonstrate value and help users understand what's changing and how the process works
3. **Phase 3:** Adoption and Confidence (Post-Launch / Sustainment) 90 days post-launch, with continued integration as milestone events occur
Focus: Support use, build confidence, and reinforce adoption through ongoing engagement

This effort will also leverage key Navita™ milestones and related developments as communication opportunities to sustain momentum, reinforce messaging, and maintain engagement with stakeholders over time.

COMMUNICATION OBJECTIVES

1. Increase awareness of Navita™ as the Coast Guard's new digital credentialing platform
2. Reinforce the Coast Guard's role in enabling a secure and efficient MTS
3. Build trust with maritime stakeholders by highlighting tangible improvements and responsiveness
4. Increase awareness among Congressional stakeholders of Coast Guard modernization efforts and their impact on economic security and national defense

AUDIENCE(S)

- Maritime industry (mariners, port operators, shipping companies)
- Congressional stakeholders and policymakers
- Federal (e.g., DHS, DOT, interagency stakeholders), state, and port partners
- Coast Guard workforce (enablers and communicators)
- The public

KEY MESSAGES/TALKING POINTS

5. Navita™ modernizes an outdated, paper-heavy process into a more user-friendly digital experience.
6. Economic prosperity and national security are closely interconnected.
7. Reducing credentialing delays helps keep America's supply chain moving and supports a ready maritime workforce.
8. This is about national security and economic stability.
9. A stronger MTS directly supports defense readiness and economic resilience.
10. The Coast Guard is investing in smarter, data-driven operations.
11. From credentialing to risk assessment, these efforts improve decision-making across the system.
12. A strong and efficient MTS is essential to the Nation's economy and national security, and these efforts directly support both.

PRODUCTS/TARGET DATES

This effort will prioritize direct engagement with mariners through digital platforms, industry outreach, and field-level communication channels to ensure messaging reaches end users effectively.

Core Products:

- Communications Action Plan (CAP + Narrative)
- Press Release (Navita™ launch)
- Leadership Talking Points
- FAQs
- Fact Sheet

Campaign / Ongoing Content:

- Social Media Campaign (pre-launch, launch, post-launch series)
- Website / NMC Page Updates (user-focused content and updates)
- Visual Content (graphics, short explainer video, before/after comparisons)

Direct Outreach to Mariners (critical):

- Industry briefings and webinars
- Sector-level engagement with port partners and mariners
- Media Relations/ stakeholder engagement opportunities
- Field-level talking points for Captains of the Port and units

Internal Alignment:

- MyCG article
- Internal messaging toolkit for field units

EVENTS

- **National Maritime Center (NMC) Change of Command, 27 July 2026:** Opportunity for targeted outreach during a leadership transition at the NMC.
- **Navita™ Milestone Announcement:** Communications tied to key system development or rollout milestones to maintain visibility and engagement.
- **Ongoing** – Industry engagement (port stakeholder briefing or webinar)

ENGAGEMENT SCHEDULE/TICK-TOCK

Timeline will align with key Navita milestones (e.g., pre-launch awareness, initial release, post-launch updates).

Time	Activity	POC(s)	Status
Apr 2026	Kickoff alignment with CG-0922 and stakeholders	CG-OPA / CG-0922	Complete
Apr 2026	Initiate coordination with CG-C5I (Navita materials, storyboards)	CG-OPA / CG-C5I	Complete
May 2026	Identify leadership priorities and sensitivities	CG-OPA / CG-0922	Complete
May 2026	Draft core narrative (Navita)	CG-OPA	Complete
May 2026	Develop initial messaging framework and key themes	CG-OPA	Complete
Jun 2026	Internal sync and refine narrative/messaging	CG-OPA / CG-0922	Complete
May 2026	Draft Communications Action Plan (CAP)	CG-OPA	Complete
Aug 2026	Develop press release (Navita)	CG-OPA	In Progress
May 2026	Draft leadership talking points	CG-OPA	Complete
Jun 2026	Develop fact sheet (Navita)	CG-OPA	Complete
Jun 2026	Draft digital media plan (social + web content)	CG-OPA	Complete
Jun 2026	Update Navita website	CG-OPA	Complete
Jun 2026	Internal review and revisions	CG-OPA / CG-0922	In Progress
Jun 2026	Deliver draft products brief to team	CG-OPA	Complete
May 2026	Draft MyCG article	CG-OPA	Complete
Jun 2026	Maritime Commons Blog #1: Why the Coast Guard Is Modernizing Mariner Credentialing	CG-OPA/CG-5P	Complete
Jun 2026	Maritime Commons Blog #2: Building Navita Around the Mariner Experience	CG-OPA/CG-5P	Complete
Jul 2026	Maritime Commons Blog #3: Pain points OR Digital Transformation Strategy	CG-OPA / CG-5P	Complete
Jul 2026	Maritime Commons Blog #4: Pain points OR Digital Transformation Strategy	CG-OPA / CG-5P	Complete

Jul 2026	Maritime Commons Blog #5: What mariners can expect before launch	CG-OPA/ CG-5P	Complete
Aug 2026	Maritime Commons Blog #6: Inside Navita testing and development	CG-OPA / CG-5P	Complete
Jul 2026	Final approvals and clearance up the chain	CG-OPA/ Leadership	Complete
Jul 2026	Field Tool Kit Distributed	CG-OPA	Complete
Aug 2026	Release 1 st press release and publish web content	CG-OPA	In Progress
Aug 2026	Launch coordinated social media rollout	CG-OPA	In Progress
Aug 2026	Conduct stakeholder outreach (industry + partners)	CG-OPA/ Program Offices	In Progress
Sep 2026	Congressional engagement / briefings	CG-OPA/ Leadership	In Progress
Ongoing	Monitor media coverage and engagement metrics	CG-OPA / CG-0922	In Progress

METRICS

- Media coverage (volume and tone)
- Stakeholder engagement (industry feedback, inquiries)
- Website traffic / content views
- Social media engagement
- Internal adoption of messaging
- Congressional engagement (briefings, inquiries, feedback)

ATTACHMENTS

- Attachment 1: Narrative
- Attachment 2: Holding Statement
- Attachment 3: Digital media plan
- Attachment 4: Social media metrics reports
- Attachment 5: Maritime Commons articles
- Attachment 6: FAQs
- Attachment 7: Field Talking Points
- Attachment 8: Public Affairs Guidance
- Attachment 9: Subsequent press release on new Navita features

ATTACHMENT 1: NARRATIVE

The Coast Guard is modernizing how it supports the nation's maritime workforce and safeguards its ports.

For years, mariners have navigated an outdated credentialing process that slowed access to necessary documentation and introduced unnecessary delays into the efficiency of the supply chain. Navita™ changes that. By moving to a modern, cloud-based platform, the Coast Guard is making the process faster, more accurate and more accessible, ensuring qualified mariners can get to work without delay.

At the same time, the Coast Guard is addressing a different but equally critical challenge: understanding and managing risk across the Marine Transportation System.

Navita™ represents a major step forward in the Coast Guard's efforts to modernize the mariner credentialing process. By improving accessibility, transparency, and efficiency, Navita™ will help mariners navigate credentialing requirements more effectively while supporting a strong, ready, and resilient maritime workforce.

These efforts represent a broader shift toward a Coast Guard that is faster, smarter, and better connected to the needs of the maritime industry and the nation.

ATTACHMENT 2: HOLDING STATEMENT

The U.S. Coast Guard is modernizing the Merchant Mariner Credentialing Program with the development of Navita™, a secure, user-friendly digital platform scheduled for an initial phased rollout in September 2026. This modern online experience replaces outdated, paper-heavy processes to simplify credentialing for the Nation's 200,000 merchant mariners, who are critical to the Marine Transportation System (MTS) and national security. By leveraging Login.gov for secure access and guiding users step-by-step to prevent missing information or incorrect fees prior to submission, NAVITA™ will significantly reduce processing errors and administrative delays, getting mariners back to work faster. This system-wide modernization directly supports the President's Executive Order to ensure United States maritime dominance, bolster supply chain resilience, and strengthen the national economy. While paper applications will eventually be phased out as NAVITA™ is fully implemented, the platform will enhance rather than replace the Coast Guard's existing support services, and both the National Maritime Center (NMC) Customer Service Center and Regional Examination Centers (RECs) will remain fully operational to assist mariners throughout this transition.

ATTACHMENT 3: DIGITAL MEDIA PLAN

[Digital Media Action Plan NAVITA .docx](#)

DATE	POST	
XXXX	Post. Read more here: [add link]	
XXXX	Post. Read more here: [add link]	
XXXX	Post. Read more here: [add link]	

ATTACHMENT 4: SOCIAL MEDIA METRICS REPORT

Metrics Report on the 1st LinkedIn Post:

[LinkedIn Metrics Report 1](#)

Metrics Report on the 2nd LinkedIn Post:

ATTACHMENT 5: MARITIME COMMONS ARTICLES

[Coast Guard to modernize mariner credentialing experience through Navita](#)

[Why the Coast Guard Is Modernizing Mariner Credentialing](#)

[Building a Modern Credentialing System Around the Mariner Experience](#)

[Navita™ and the Coast Guard's Digital Transformation](#)

[How Navita™ Addresses Major Mariner Pain Points](#)

[What Mariners Can Expect Before the Navita™ Launch](#)

[Mariner Credentialing Program \(MCP\) Transformation](#)

ATTACHMENT 6: FAQs

Q. What is Navita?

Navita™ is the Coast Guard's new digital system for mariner credentialing. It modernizes how mariners, maritime training providers, and credentialing stakeholders interact with the Coast Guard by replacing paper-based processes with a more efficient, secure and user-friendly digital platform.

Q. Why is the Coast Guard making this change?

The current process is antiquated and time-consuming for both mariners and Coast Guard personnel. Navita™ improves efficiency, reduces errors, and provides better service to mariners.

Q. What will change for mariners?

Mariners will be able to submit applications electronically through a guided process, making it easier to provide complete and accurate information.

Q. Will this reduce processing times?

Navita™ is designed to reduce delays by minimizing incomplete applications and streamlining the overall process.

Q. When will Navita be available?

Navita™ is being rolled out in phases, with the initial release expected in September. Additional capabilities will be added over time.

Q. Is the Coast Guard replacing its workforce?

No. Navita™ is designed to support the workforce by reducing manual tasks and improving efficiency, not replace personnel.

Q. Will requirements for mariners change?

No. Credentialing standards and requirements remain the same. Navita™ improves how applications are processed, not the standards themselves.

Q. Will mariners still be able to get help if they need it?

Yes. Mariners will continue to have access to support through the Coast Guard, including the NMC and Regional Examination Centers (REC).

Q. How will the Coast Guard communicate updates?

Updates will be shared through official Coast Guard channels, including the NMC website and direct engagement with maritime stakeholders.

Q. Will public mariners be able to provide feedback on Navita™?

Yes, the Coast Guard will hold public "hands-on events" before the first release to get direct feedback from mariners and credentialing stakeholders.

Q. Can mariners still use third-party services to help with their credential applications?

NA Navita™ VITA is designed to be easy and intuitive for mariners to use on their own however, mariners can still choose to use a third-party service to assist with their applications.

Q. Why do mariners have to enter information that the Coast Guard already has?

A. Navita is a new, secure digital platform that requires users to establish an account and verify their identity. While some information may already exist in Coast Guard systems, the initial setup process helps ensure records are accurate, secure, and associated with the correct mariner. Once your account is established, that

information can be reused for future transactions, helping reduce paperwork and improve the overall credentialing experience.

Q. Will mariners need a Login.gov account to use Navita?

A. Yes. Navita uses Login.gov to provide a secure sign-in experience and protect user information. Mariners will be guided through the account creation and identity verification process before accessing Navita services.

Q. Why are mariners being asked to create a new account?

A. Navita is a new credentialing platform that allows mariners to securely submit, track, and manage credentialing transactions online. Creating an account ensures your information is properly linked to your credentialing record and helps support a more efficient user experience moving forward.

ATTACHMENT 7: FIELD TALKING POINTS

[NAVITA Cleared Talking Points](#)

ATTACHMENT 8: PUBLIC AFFAIRS GUIDENCE

[Public Affairs Guidance](#)

ATTACHMENT 9: FOLLOW-UP NAVITA PRESS RELEASE

[Press Release](#)