

# District 11SR

## DCO Report: Q2 2023

TO: Gus Formato  
National Commodore

DATE: 01JUL 2023

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District 11SR Commodore

Via: Tiney Singler  
DNACO – Pacific Area/RBS

SUBJECT: D11SR DCO Report - Q2 2023

### Executive Summary

1. Engagement Task Force (ETF) - D11S has fulfilled 171 active duty augmentation roles year to date. An emphasis on engagement continues to be a priority in the second quarter. Release 1.0 of the Request For Forces Program (RFF) has been implemented and as of 30JUN, we have every ASC and AUC role filled. Specifically, we now have 33 Auxiliary members (ASC's and AUC's) dedicated to this program developing personal relationships with all the unit CO's and driving out augmentation roles throughout the AOR.

In preparation for rolling out Release 2.0 of the Request For Forces Program (RFF), we have completed a Districtwide data clean-up of the Skills Data Base on AuxData II. This was done in collaboration with the National DIR-U, Director IT User Support & Services. This will now allow us to expand the Skills Data Base and begin using it to identify members proactively when screening and fulfilling augmentation position requests.

In addition, D11S is a member of the "Help Wanted National Workgroup" lead by VNACO Mary Kirkwood. We are sharing the approach and progress with other Districts in support of developing a national solution.

2. Leadership Task Force (LTF) - After a successful "Future Leaders Academy" (taught in person over 2 days at our D-Train), the Leadership Task Force has been focused on following-up with the academy participants to support their Auxiliary goals and keep track of their individual progress.

Work has begun to develop a Leadership Center of Excellence, Online Knowledge Exchange, and a Flotilla Commander Roundtable.

3. Forces Task Force (FTF) - A "Member Benefits Package" was introduced at D-Train along with a 1 hour recruiting workshop. The Task Force has also implemented a formal recruiting Lead Management process to ensure potential member candidates that have reached out to us are followed up on to provide the counseling and direction necessary to navigate the application process.

A Recruiting Landing Page, Onboarding Guide, Certification Road Maps, and a Certification Compendium will be the focus for the last half of the year.

4. Finance Task Force (FinForce) - We have established a Finance Task Force this quarter focused on implementing a formal District Investment Committee and Unit Financial Best Practices. It will also include the development of a formal Fundraising Committee.

To date, FinForce has completed the design and implementation of our formal District Investment Committee. This includes the Rationale, Formal Process, and the supporting technology to receive and analyze investment ideas in preparation for board consideration. Additional deliverables this year include Unit Cash Reserve Guideline, Analysis of Member Dues Partitioning, and a Best Practice Guide for Unit Cash Management Disciplines.

5. Program Management Office - Completed an upgrade of our Districtwide Calendar with a number of enhanced features. To assist in member communications, the calendar will maintain all National, District, Division & Flotilla events. This includes all our RBS Activities, Unit Meetings, Member Training, and Fellowship.
6. Awards Committee - A newly developed "Awards Super Store" has been completed and implemented on the District Website. This landing page provides a 'one-stop-shop' for everything a member needs to complete and submit a USCG Auxiliary Award.

The Awards Committee is also working on the development of a "Flagship Flotilla Award" and a "Mentoring Award" scheduled to be implemented by year end.

#### **Support of the Auxiliary National Strategic Plan and District Operational Plan:**

The priorities in the 2023-2024 Plan are all in alignment with the National Strategic Plan. Specifically, all of our efforts will be focused on Engagement (Augmentation & RBS Missions), Leadership (Embracing a Servant Leadership Style), and Forces (Retention & Recruiting).

Effort was made to cross reference everything thing we do to these priorities. Not only are all the Goals and Key Deliverables tied to the priorities, but all the Flotilla & Division goals are too.

A full discussion on each of these Priorities can be found in the Operational Plan, as well as the District Goals and Key Deliverables for District Leaders, Committees, and Task Forces.

#### **Accomplishments in Recruiting and Retention:**

New materials and newly implemented Lead Management process outlined in the Executive Summary (Forces Task Force) has helped our Flotillas deliver on a net positive year thus far. While Engagement has dominated our focus year to date, Forces (Recruiting & Retention) will be the leadership priority going forward.

Thus far the District has brought in 49 new members and seen 28 DDRs as of 01JUL. This is the first net positive we've experienced in over five years. Note, that D11S has only seen five net positive years in the last two decades.

#### **Program performance (narrative, not AUXDATA info):**

All of our RBS programs are active and trending positive when compared to last year's number year to date. Exceptional Q2 results in three areas:

Culinary Assistance - 165 ChefAux augmentation assignments year to date. Assignments include working in the Galley at Sector LA/LB, working on a number of USCG Cutters, and supporting Active Duty Unit Changes of Watch.

Public Affairs - The number of PA events are at an all time high. Our most recent event was in tandem with the Active Duty participating in the televised July 4th Parade in Huntington Beach, California. This parade was televised and represents the largest July 4th Parade west of the Mississippi.

Vessel Examinations - Vessel Exams are also trending positive compared to last year and this is in spite of very hard weather conditions in the beginning of the year. In addition, we are reestablishing our "Catalina VE Run" this year by transporting 10-12 VEs to Catalina Island to perform exams for the day. While still in the planning phase this has typically included stops at 5 different ports on the island, resulting in 500 exams.

**Problems/obstacles/challenges (known or potential) and suggested solutions:**

Recognizing attrition as our #1 threat to the organization, nearly everything in our Operational Plan is targeted at making a significant change in this trend. A total of 6 new task forces all focused on major change initiatives has stretched our key leaders and many of our members dedicated to these District level activities. Front loading our plan was intentional as we wanted to show our members we are listening and working hard to make a difference. After an intense first 6 months, we will be consciously easing up on the timelines next quarter to allow RBS to take center stage and to give some of our overworked contributors time to reset.

We are starting to experience some tangible, and sometimes remarkable progress, which has begun to make a positive impact in our organization’s moral. However, finding the needed technical skills for some of these initiatives has been challenging. Cognizant of not competing with finite resources during our RBS busy season has contributed to this challenge. Once our RBS activities slow in Fall and with a more robust Skills Bank data base to draw from, we are confident we’ll find the resources we need to continue our mission set.

**Action items:**

Q3 will be focus on the following:

- Implement RFF Release 2.0 (Automated Position Request and Fulfillment)
- Establish a Leadership Center of Excellence and Knowledge Exchange that unit and program leaders can leverage.
- Implement District Recruiting Landing Page with QR code and related materials (Member Benefits, Certification Road Maps, Onboarding Guide, etc.)
- Develop Unit Cash Reserves Guideline and Member Dues Partitioning Analysis
- 2024 D-TRAIN Planning

**Assistance needed from the Coast Guard, NEXCOM, or National Staff:**

None at this time.

**Future plans and milestones:**

- JUL - Districtwide Calendar 2.0 (PMO)
- AUG - RFF 2.0 (Engagement)
- SEP - Skills Bank Update Campaign (Engagement)
- SEP - Recruiting Landing Page (Forces)
- SEP - Implement Unit Cash Management & Reserve Fund Guidelines (Investment Committee)
- 09SEP - District Board & Staff Meeting
- 09SEP - District Memorial Marker Ceremony

Respectfully submitted,

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D11S Commodore