

District 11SR

DCO Report: Q1 2024

TO: Gus Formato
National Commodore

FROM: Michael D. Bozarth
District 11SR Commodore

Via: Tiney Singler
DNACO – Pacific Area/RBS

SUBJECT: D11SR DCO Report - Q1 2024

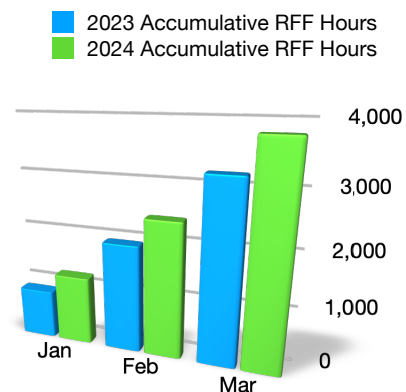
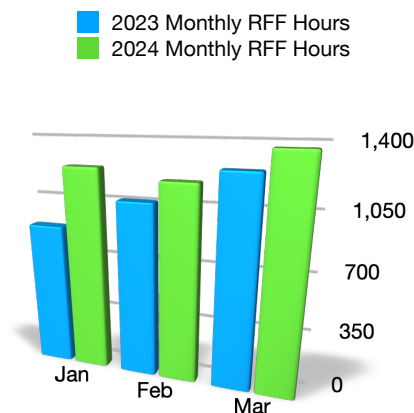
DATE: 01APR 2024

Executive Summary

1. **State of the District (SOTD)** - We just completed our first “STATE OF THE DISTRICT” document. This deck provides our Members an insider view of what our District looks like, Highlights on our 2023 results, Priorities for 2024, and deeper dive on the performance of a select number of RBS Programs.

It is my intent to establish an annual “State of the District” Report to the Members that can be released at future DTRAINS, so that it can then be discussed among the Members at their next Unit Meetings. It is my hope that giving our Members an opportunity to understand and identify with their District Capabilities, Priorities, and Accomplishments will create a stronger sense of *Esprit de Corps* in or Unit. A copy of the “2024 D11S State of the District” will be sent under different cover later this month.

2. **Request For Forces (RFF)** - Eleven Southern designed and implemented our first formal “Request for Forces Program.” Once in place, our Members responded by volunteering 17,500 RFF mission hours in CY2023, lead by our Culinary Assistance Cadre who contributed 20% of those hours. The Program’s success was due to our Active Duty CO’s taking us up on our offer, and our Member’s willingness to roger-up when asked. Of the 16 Districts, our total contribution to augmenting the Active Duty last year put us as the 3rd most active District in RFF hours across the country. Putting that in context, we are the 7th largest District and the two we’re chasing are 2 1/2 and 3 1/2 times our size. An outstanding result for Eleven Southern our first year out. And while the budget CR extensions effected our activity, we are up nearly 20% so far in 2024.



3. **Recreational Boating Safety (RBS) - Every single one of our Programs are in significant rebound:**
 - a. Vessel Safety Checks - Up over 40%
 - b. RBS Visits - Up over 20%
 - c. Public Education is up, and is already operating above Pre-Pandemic levels
 - d. Surface Operations is up as we methodically retrain and rebuild
 - e. Public Affairs is running at full speed with over 40 individual Events and 30 Band performances resulting in a conservative visibility estimate of over 150,000 people last year. Add to that the amazing work we are doing at the Pt. Vicente Lighthouse and it has been a banner year for our PA Program.

4. **“Putting Our Members First”** was the theme at DTRAIN this year. With over 200 attendees (up by 20%) and both our Luncheon and Formal Dinner Banquet sold out, the feedback we received was enthusiastic.

Like last year, our D-Train Committee made sure that this was a “Member-Driven Event.” We surveyed our Members on what was important to them personally:

- a. Priority 1: Meaningful training and certification opportunities. In response, we provided:
 - i. Over 40 workshops
 - ii. Multiple Certifications on site (Flotilla Leadership Course, Vessel Examiner, Program Visitor, Instructor, TCO, and Coastie Operator
 - iii. Workshops for Surface Operations and Telecomm
- b. Priority 2: Fellowship. In response, we provided:
 - i. Friday Night Member Reception with a live band
 - ii. Subsidized Luncheon with Award Winner Pictures
 - iii. DSO Trade Show where each of our RBS Programs and Task Forces set up tables for Members to visit to get introduced and find out more about how to get involved
 - iv. Formal Dinner Banquet to recognize our top performers, Future Leader Academy graduates, and listen to our keynote speaker, ADM Sugimoto.
- c. Priority 3: Connect with Active Duty and Hear from Senior Leadership. In response, we had 20 Active Duty as guests for the weekend, including both of our Sector Commanders and the Eleventh District Commander, ADM Sugimoto.

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:

Recruiting

D11S brought in 119 New Members in CY2023, representing a 45% increase over 2022. In addition to the proactive work at the Flotilla level, we dedicated resources to a process redesign around how we manage the Automated Application Management System (AAMS).

Retention

Developed "Sinbad," an AI ChatBot to assist members with completing nominations for Coast Guard Auxiliary Awards. As a result, D11S saw a 300% increase in Coast Guard Auxiliary Award nominations over 2022.

D11S was net positive when comparing New Members (119) to Disenrollments (113). However, with the addition of 70 Deaths and Retirements, we experienced a total net reduction of 5% (64).

All in, this is still an improvement over 2022, where we had a total net reduction of 9% (112).

Bottom Line: we set out to both increase our new members and decrease our DDRs over last year.

We've done both. Reversing a decades long trend of annual decline will take time, but we are seeing tangible results from our focused efforts in both recruiting and retention.

Program Performance (narrative, not AUXDATA info):

See Executive Summary

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

There are three new Task Forces that we have had difficulty staffing and unable to get off the ground until now:

- Technology Task Force: Develop and maintain a new District website, a coordinated Social Media presence, and offer Unit & Program Leadership Services. Specific applications include support for RFF, select RBS Programs, Recruiting, and Retention.
- Brand Task Force - Develop a new District logo, slogan, and Style Guide
- Fundraising Task Force - Build a District program to formally pursue donations and grants.

Technical skills in these disciplines are scarce. By using both or newly refreshed Skills Bank and a targeted recruiting strategy, we expect to see some progress on all three fronts this year.

Action items:

2024 District Priorities

1. Request For Forces Program (RFF)
2. Recreational Boating Safety (RBS)
3. Servant Leadership (Leadership Task Force)
4. Putting Our Members First (Forces Task Force)
5. Administrative Excellence
 1. DCO Instructions
 2. New Systems Platform (Technology Task Force)
 3. Brand Task Force
 4. Fundraising Task Force

Additional Key Deliverables

1. Develop District Emergency Management Plan
2. Implement Formal Succession Plan across all Units and Programs
3. Develop Certification Road Maps & Training Compendium
4. Implement Formal Exit Interview Process
5. Reestablish PDCA to inherit Leadership Task Force initiatives

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

None at this time.

Future plans and milestones:

- MAR - Sector LA/LB Change of Command
- APR - Publish and socialize the "D11S State of the District"
- APR - Base LA/LB Change of Command
- MAY - National Safe Boating Week
- JUN - District Election Cycle Begins
- JUN - District Board & Staff Meeting

Respectfully submitted,

Michael D. Bozarth
D11SR Commodore