

District 11SR

DCO Report: Q2 2024

TO: Gus Formato
National Commodore

FROM: Michael D. Bozarth
District 11SR Commodore

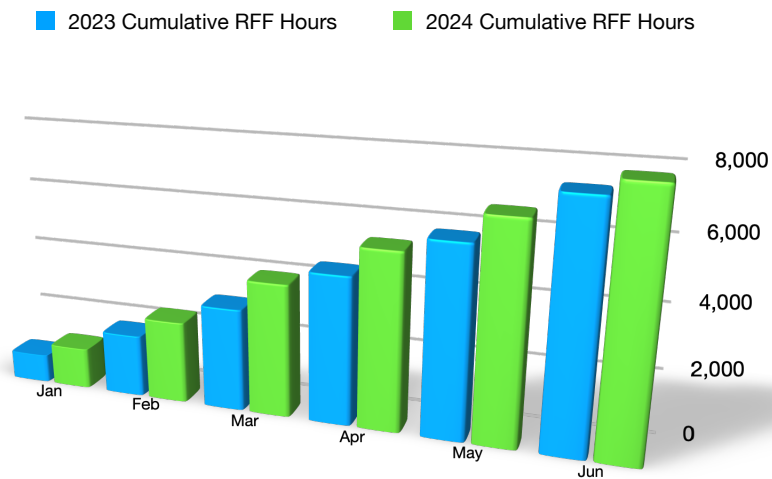
Via: Tiney Singler
DNACO – Pacific Area/RBS

SUBJECT: D11SR DCO Report - Q2 2024

DATE: 01JUL 2024

Executive Summary

- a. **Request For Forces (RFF)** - Eleven Southern continues to improve on the success of our first formal “Request for Forces Program” we put in place last year. Our Members have contributed 8,000 RFF hours as of 30JUN - outperforming last year’s total hours at this same time last year by 10%.

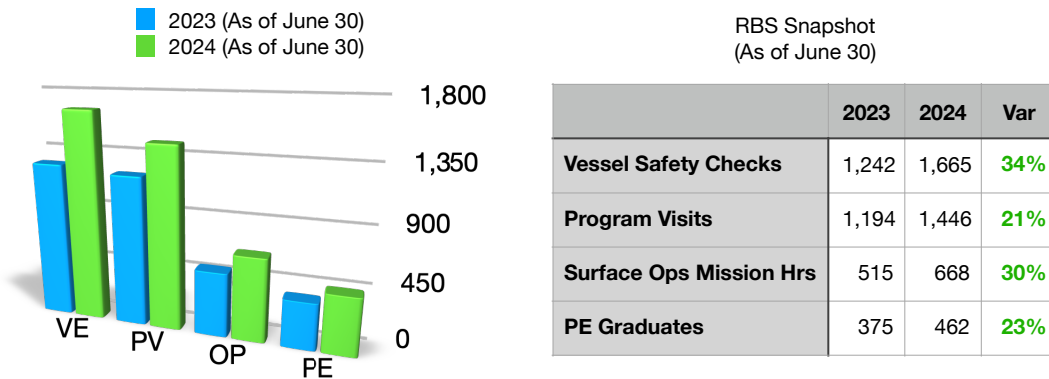


Key investments in our RFF Program in 2024 include:

1. Increasing our AUC cadre from 25 to 30 Members with an emphasis on our coverage at Sector San Diego;
2. Certified 3 new Culinary Assistants this year to bring our CA cadre to 18;
3. Established a new District level position, “Watchstander Lead,” reporting to the DDC-Response to provide the coordination necessary to meet the augmentation demand. Working with the ASC’s, we now have 9 qualified Watchstanders and 8 Break-ins working at STA LA/LB, STA Channel Islands, Sector San Diego, and the San Diego Joint Harbor Operations Center.

D11S continues to participate on the National “Help Wanted Task Force” to assist with the development of a national solution to automate the process of identifying and fulfilling augmentation opportunities.

- b. **Recreational Boating Safety (RBS)** - D11S is off to an outstanding year and significantly outperforming 2023 across all our major RBS Programs:



In addition, Public Affairs activity calendar is also ahead of last year and showing increased cooperation across Divisions and activating AAMS protocol at PA Events to improve recruiting response and close. Major events this quarter included: Armed Forces Day Parade (18MAY), NSBW (18-24MAY), LA Fleet Week (24-27MAY), and Point Vicente Lighthouse (11MAY; 415 guests plus 11 CG Aux and Scout Docents).

- c. **Brand Task Force** - The Brand Task Force was established this quarter and is charged with developing a new District Logo, Slogan, and a Style Guide for it use. The Task Force has completed a Design Principles document and will share preliminary logo designs and slogans with the Members in Q3. This will be the start of a “Crowd Sourcing” program to engage the Members personally in the process and to solicit both their feedback and design ideas. This final work phase is scheduled to complete in Q3 - in time for a District wide reveal in Q4.
- d. **Leadership Pipeline** - A formal Succession Planning process is under design and will be implemented in Q3 for Unit Leaders. This will be done as part of the management and tracking process for all the upcoming District, Division, and Flotilla Election process. Once in place, this same program will be implemented for Program Leaders as part of the 2025 appointment process.
- e. **Uniform Inspection Program** - D11S has offered to pilot a Uniform Inspection Program working in collaboration with “H-Directorate.” Division Commanders are currently appointing Division Uniform and Protocol Officers (UPO) across all our Divisions to provide a knowledgeable and local POC to drive the process.
- f. **Air Station Ventura** - U.S. Coast Guard's newest air station at Naval Base Ventura County, Point Mugu was commissioned in June. The Air Station consists of a 43,000 sqft hangar, 12,000 sqft administration facility, and will house three MH-60 Jayhawk helicopters and approximately 100 personnel.

The air station will serve a crucial role in protecting the busy maritime region from Orange County to San Luis Obispo County including the vital ports of Los Angeles and Long Beach.

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 has recruited 52 new Members as of June 30th, representing a 6% increase over 2023 at this same time. Currently, we are at 1,149 Members, a net increase of 26 Members so far this year.

Retention

Developed a 2 1/2 hour "New Member Academy (NMA)," that will be taught quarterly over videoconference. The goal is to do a better job of onboarding our new members and to assist our Members (new and old alike) to quickly move from AP to BQ status. 25 new Members signed up for the first NMA taught on 25JUN. Feedback from the initial class was positive and confirmed the goal of assisting new Members with basic knowledge on Coast Guard Customs and Courtesies, Uniforms, and Core Training. The second NMA is schedule in September.

Designed and implemented a formal Exit Interview process. This program is now a requirement in D11S and will be managed by our DSO-HR in cooperation with Flotilla Commanders.

Program Performance (narrative, not AUXDATA info):

See Executive Summary

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

Nothing at this time

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. 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:

- 16JUL - District Election LOI's due
- 17JUL - D11 Change of Command
- 13AUG - NACON
- 14SEP - Memorial Marker Ceremony
- 14SEP - District Board (Elections) & Staff Meeting
- 27SEP - Pacific Airshow
- 30SEP - 2025 DTRAIN Site Selection

Respectfully submitted,

Michael D. Bozarth
D11SR Commodore