

District 11SR

DCO Report: Q3 2024

TO: Mary Kirkwood
National Commodore

FROM: Michael D. Bozarth
District 11SR Commodore

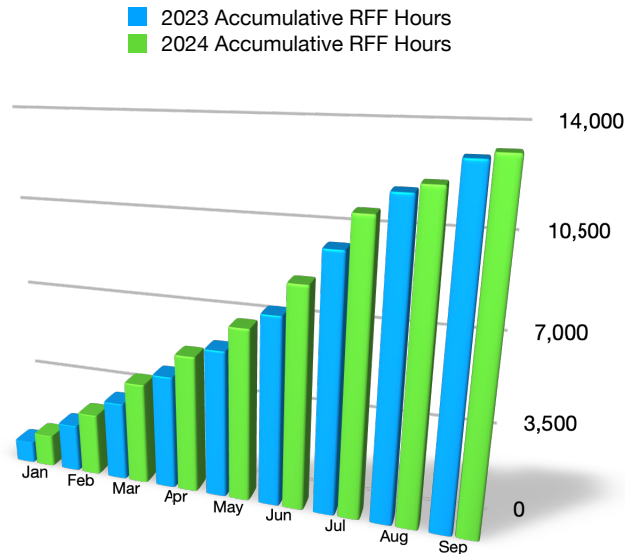
Via: Tiney Singler
DNACO – Pacific Area/RBS

SUBJECT: D11SR DCO Report - Q3 2024

DATE: 01OCT 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 13,200 RFF hours as of 30SEP - outperforming last year’s total hours at this same time last

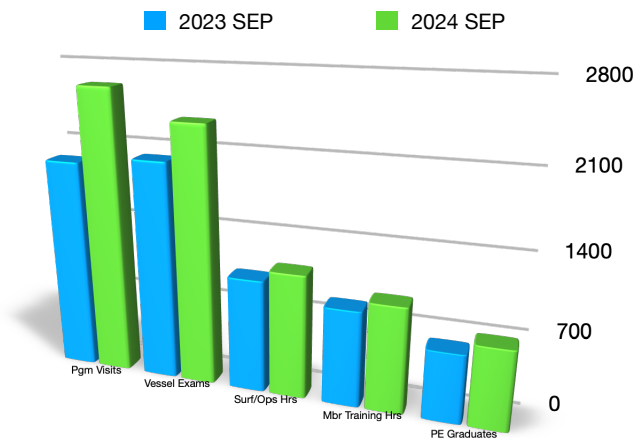


year.

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 6 new Culinary Assistants this year to bring our CA cadre to 19;
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.

- b. **Recreational Boating Safety (RBS)** - Continues to have an outstanding year by significantly outperforming 2023 across all our major RBS Programs:



Program	2023:2024 YTD Performance		
	2023 SEP	2024 SEP	VAR
Pgm Visits	1949	2622	35%
Vessel Exams	2019	2363	17%
Surf/Ops Hrs	1048	1146	9%
Mbr Training Hrs	889	980	10%
PE Graduates	637	737	16%

In addition, Public Affairs activity calendar is also ahead of last year and showing increased cooperation across Divisions. Major events this quarter included:

- i. Wings over Camarillo, Camarillo, CA (Aug 17-18, 2024)
- ii. Miramar Air Show, San Diego, CA (Sept 27-29, 2024)
- iii. Pacific Air Show, Huntington Beach, CA (Oct 4-6, 2024)

All three of these events drew thousands of people throughout each of their weekends. Auxiliary and active duty was key to the success at all three events. Also, Coastie was active in two of these events which added to the draw.

- c. **District Elections** - On Saturday, September 14, elections were held at the District Board Meeting on Base LA/LB. The District Leadership Team for 2025:

- i. District Commodore (DCO) - Rodney Donohoo
- ii. District Chief of Staff (DCOS) - Chris Milano
- iii. District Captain LA/LB-North (DCAPT LA/LB-N) - Robert Hamming
- iv. District Captain LA/LB-South (DCAPT LA/LB-S) - Wayne Palmer
- v. District Captain San Diego/Inland (DCAPT SD/I) - Leslie Pelosi

- d. **Memorial Marker Ceremony** - In addition to the Board and Staff Meetings on September 14th, the District Memorial Marker Ceremony was conducted with over one hundred guests in attendance. 30 Auxiliary Members who passed the bar in the last year were recognized in a formal ceremony and their names engraved on the Auxiliary headstones overlooking the LA Main Channel.

- e. **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 has begun working with Creative Services. We expect to share preliminary logo designs and slogans with the Members in Q4. 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 Q12025 - in time for District wide reveal at our 2025 DTRAIN in Spring.

- f. **Leadership Pipeline** - A formal Succession Planning process is under design and will be implemented in Q4 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.
- g. **Uniform Inspection Program** - D11S is piloting a Uniform Inspection Program working in collaboration with "H-Directorate." Division Commanders have appointed Division Uniform and Protocol Officers (UPO) across all our Divisions to provide a knowledgeable and local POC to drive the process. The District Uniform Inspection Compliance is at 52.3%.
- h. **DCO Transition** - In response to a DNACO start date of 01NOV, an accelerated DCO Transition Plan has in place and critical tasks are currently on track.

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 82 new Members as of September 30th. And while the New Member pace has slowed this last month, we are to experiencing an improved retention rate with a total net increase of 53 Members YTD (4.7% inc).

Retention

A 2 1/2 hour "New Member Academy (NMA)" was developed this year that is currently being 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 each of the first two NMA's (JUN & SEP). Feedback from the initial classes is 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.

Task Force onboarding and retention deliverables were finalized this quarter and will be implement next month. These include:

- D11S New Member Retention Guideline
- D11S New Member Success Guideline
- D11S New Member Fast-Start Guide
- D11S Member Disenrollment Interview

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. New District Logo and Slogan (Brand Task Force)

Q4 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:

- 04OCT - Pacific Airshow
- 31OCT - 2025 DTRAIN Site Selection
- 11NOV - Veteran's Day Parade
- 07DEC - Q4 Board & Staff Meeting

Respectfully submitted,

Michael D. Bozarth
D11SR Commodore