

**Department of Homeland Security**

**United States Coast Guard**

**United States Coast Guard Auxiliary**



## **RECRUITING, RETENTION, AND SUCCESSION STRATEGIC PLAN FOR D5NR, Feb 2018.**

### DCAPTs

#### Recruiting:

- 1) Present information gathered by Recruiting and Retention Committee at Division Meetings.
- 2) Assist Division leadership in the development of Recruiting, Retention, and Succession plans for their units.
- 3) Provide follow-up to insure plans are activated, progress is evaluated, areas of success and areas of concern are identified, and plans are adjusted to address results of evaluation successes and concerns.
- 4) Emphasize "Every member is a recruiter." With the change in focus for the Auxiliary, there is a much broader need for members with a variety of skills in many areas. While maritime activity will continue to be a strong drawing point for members, the emphasis on Incident management and support for active duty can be effective in reaching prospective members.
- 5) Use member contacts to search for prospective academic institutions that would be suitable matches for Auxiliary University Programs. Download and review the AUP manual, coordinate with DCAPT E for suggestions and recommendations for starting a program.

### IPDCO

- 6) Upon completion of the Promotional video, disseminate to units with instructions for use as a recruiting tool.
- 7) Upon completion of handout cards. Distribute to members for dissemination to the public.
- 8) Review and revise promotional brochure, acquire adequate printed copies for dissemination to units and distribution at events.

## Retention and Succession:

### DCAPTS:

- 1) Review and revise “Flotilla Procedures Guide” to fit the needs of the D5NR. Develop standardized forms where needed to assist management of individual units, clarify the reporting procedures, and provide management tools for unit leaders to utilize in the performance of their leadership tasks.
- 2) Encourage utilization of the “Flotilla Health Evaluator- GAR” form to gauge health of each unit. Results should be utilized in planning strategic efforts to overcome identified areas in need of attention.
- 3) Assist units in developing Succession Plans for incorporating successive leadership in area units.
- 4) Encourage members to engage in Auxiliary Leadership Training Programs some of which are found on the National Website under “Training”
  - Flotilla Training Mini Courses
  - Leadership Topics
  - Basic Qualifications II Course
  - Staff Officer Training Series
- 5) Encourage participation in Auxiliary “C” school training programs:
  - AUXLAM parts A & B
  - AMLOC

Note: The Schedule for these courses is available on line. They are offered at many units throughout the country and expenses for attending is provided by the Coast Guard. There are deadlines for application which should be noted on the schedule. Applicants should complete a “Short Term Training Request” form available on the national website.

These courses have also been offered regularly at D5NR D-Train programs. Because they are “C” Schools, interested personnel must complete the STTR to be eligible to participate even though they are offered in the D5NR.
- 6) Encourage participation in D-Train training conferences. Many valuable programs are offered at these events along with the opportunity to meet with Auxiliarists across the District.
- 7) Develop a yearly calendar to include dates and events of need to Divisions and flotillas. Post information on District Calendar available on the D5NR website.

8) Encourage unit leaders to spread the workload for identifying and appointing staff officers. The “20-80” rule (20% of the people do 80% of the work) is only a statistic that is ripe for change. The greater the involvement of the membership, the greater the opportunity for success and improvement.

9) Utilize “Go To Training” to encourage participation in leadership training programs.