

**U.S. COAST GUARD  
AUXILIARY**



**BUSINESS PLAN**

**2007-2008**

**8<sup>TH</sup> WESTERN RIVERS REGION**  
**Revised 3-14-08**

## **INTRODUCTION**

The purpose of this Business Plan is to provide a plan for the Eighth Western Rivers (8WR) Region of the U.S. Coast Guard Auxiliary for the years 2007-2008. This plan describes the present and future paths of the 8WR under guidance of the District Commodore. This Business Plan will be updated as the needs change from the Coast Guard, Department of Homeland Security, and the District Board. This plan is intended to provide not only present, but also future direction for the years to come.

## **DISTRICT**

Our District through the Division Captains and flotillas are committed to grow and gain back the members we have lost. We will continue to support the Department of Homeland Security and the Coast Guard in making the people safe on the water and safe from the water.

## **COAST GUARD**

The Auxiliary is a part of Team Coast Guard and will continue to work side by side on the challenges of Recreational Boating Safety and Operation missions. We will meet those challenges as a part of the same team.

## **AUXILIARY**

Since 9/11/01, the Auxiliary interest and efforts have increased to assist the Coast Guard in support of Operation efforts. The direction of the Auxiliary will attempt to find a balance between the Operation efforts and through the Recreational Boating Safety mission areas of public education, vessel safety checks, and recreational boating safety visitor programs.

## **ORGANIZATIONAL ISSUES**

In 2006 all district staff officer position descriptions were updated. During the next two years we will review and update all Division and Flotilla staff officer position descriptions. This will assure that the District is keeping up to date with U.S. Coast Guard, Department of Homeland Security and National Staff needs. It is felt that many persons accept staff officer positions without really knowing what is expected of them. In the future we need to share these position descriptions with tentative new officers to be sure they understand what is expected of them prior to accepting the position.

## **OPERATIONS PROGRAM**

This program is made up of a small grouping of safety patrols, regatta patrols, river and inland lake patrols, marine safety and homeland security patrols. In this District we will increase our facilities to meet the demands of currency and support of our local Coast Guard units. We realize that shortage of assets creates hardships on a few members with

possible eventual loss of the assets and members from burn out. We will consider proper accountability to meet the present and future needs of the Auxiliary and the Coast Guard.

## **ADMINISTRATIVE**

The Auxiliary in the 8WR has two Sectors, Sector Upper Mississippi River with headquarters in St. Louis, Missouri and Sector Lower Mississippi River with headquarters in Memphis, Tennessee. We have three Divisions who are a part of Sector Lower and nine Divisions who work with Sector Upper. Travel across the District is always a challenge. As a result travel costs are a big part of our budget. We will find ways to find travel funds to review and evaluate what we are doing across the District.

## **FINANCIAL COMMITMENT**

Since the Auxiliary is similar to a small business, be it at the National, District, Division or Flotilla level, there is a strong need to manage our funds properly and appropriately. We encourage all levels to establish budgets and do their best to stick to them through the year to manage what funds are received. With the decline in traditional resources such as public education, we all will find other means of raising resources to assist in our expenses of operation.

## **COMPLETION OF TASKS OF THE DISTRICT**

This section of the plan is a reminder of the tasks to complete and ensure their necessary results. These tasks are as follows:

1. Review this Business Plan at each Spring and Fall Conferences with Director of Auxiliary and the District Board. After this review, the plan will be updated and re-posted on the District's web page, so members can review it if they wish.
2. Review the position descriptions of all District, Division and Flotilla staff officers in accordance to what the District Staff Officer (DSO) position descriptions indicate what the job includes. This task should be completed by the end of 2009.
3. The Chief of Prevention over the Recreational Boating Safety Program will work closely with the DSO-VE (vessel examiner), DSO-PV(program visitor) and DSO-PE (public education) on developing a plan on course completions and setting performance targets for each of these areas and a means of tracking how effective they are. The plan that is agreed upon should include the connection of Operation and Recreational Boating Safety programs. This plan will be established by Fall Conference 2008.

The Recreational Boating Safety Program provides three programs that are the cornerstones of our public outreach efforts: the Vessel Examiner (VE) program,

the Public Education (PE) program, and the Recreational Boating Safety Visitation Program (RBSVP) program. Each of these has operated successfully as standalone programs. The concept of Task 3 is that the three can be successfully synergized to promote, strengthen, and enhance each other. In addition to benefiting the boating public directly, it is envisioned that the three programs will have a positive effect on efforts to recruit new members for the Auxiliary.

## **ORGANIZATION**

To successfully synergize the three programs, the Chief of Prevention (D-CP) will engage the Chief of Logistics (D-CL) in the planning process, with particular emphasis on inclusion of the DSO-PS and DSO-PA for recruitment and marketing efforts. The D-CP will engage the D-CR in the planning process as well, with particular emphasis on the inclusion of the DSO-OP to ensure connection between the Operations Program and the Recreational Boating Safety Program. The D-CP will further engage the DSO-VE, DSO-PE, and DSO-PV in specific efforts to enhance each of their programs to market and promote the others.

The synergized outreach program will require involvement of the Chain of Leadership and Management from District through Flotilla levels. Parallel Staffing in the VE, PE, PV, OP, PS, and PA chains will also be required at all levels, including some coordination with Division Chiefs at the National Staff level.

## **LOGISTICS**

Task 3 will be implemented at the least cost to the District, using existing administrative and promotional materials to execute the plan.

## **IMPLEMENTATION**

Successful implementation will require the three programs to promote and/or leverage each other to achieve mutual benefit. The greatest application of effort will occur at the Flotilla level, but Divisions are encouraged to coordinate and support cooperative efforts between Flotillas wherever possible.

Activities for cross-promotion will include:

1. Promotion of PE and VE events at public appearances during the winter months. Flotillas are encouraged to schedule PE and VE opportunities early and to register participants during boat shows and other PA events.

2. Promotion of online resources for Vessel Safety Checks at PE and PA events. Flotillas are encouraged to familiarize their members with the “I Want a VSC” web site at <http://safetyseal.net/GetVSC/> , and with the “Virtual VSC” at [http://safetyseal.net/what\\_is\\_vsc.asp](http://safetyseal.net/what_is_vsc.asp) . Members may find it useful to print copies of the Virtual VSC as handouts for those who ask what a VSC entails.
3. Promotion of PE and VE events through the RBSVP program. Materials distributed through partner sites must always present the Coast Guard Auxiliary in its most professional light; locally produced schedules, registration forms, etc., must reflect our professional standards.
4. Promotion of VE opportunities at PE events. PE students represent a unique opportunity because of their extended contact with Auxiliary members. Flotillas are encouraged to offer special opportunities to students to have their vessels checked by a qualified VE. This additional contact with students provides an opportunity for members to demonstrate the Auxiliary’s “real world” mission and contribution to boating safety. In turn, it becomes an opportunity to recruit students as potential members and to build a network for the promotion of VSCs to other boaters.
5. Promotion of Recruiting, VE opportunities, and visits to public appearance locations through use of AUXPlusPE follow-up contacts.
6. Promotion of scheduled Coast Guard Auxiliary events through unit PA officers. Flotillas are encouraged to redouble efforts to ensure the public is aware of where and when members will be available to answer questions, register students, conduct VSCs, etc.
7. Promotion of VE opportunities at RBSVP partner locations and events. Flotillas are encouraged to reach out to marine-oriented partners to determine whether it is possible and/or desirable to conduct VSCs at their businesses, whether on a special basis or in conjunction with a promotion or marketing event. Non-marine partners should not be ignored; other businesses may have facilities or events suitable for VE and boating safety activities as well.
8. Promotion of VE, PE, and Recruiting during public contacts incidental to Operations patrols.
9. Promotion of Auxiliary Membership. Members participating in any public outreach activity should have recruiting materials available for anyone inquiring about Auxiliary membership. Flotillas are encouraged to procure and familiarize members with the many materials available through the Personnel Services chain.

## **PERFORMANCE MEASUREMENT**

Performance and targets and measurements are as follows. Where a percentage of increase is indicated, it may be assumed that the measurement is against the previous year:

### Vessel Examination

1. 5% increase in VSCs over the previous year
2. An increase of 1 VE event held in conjunction with RBSVP partners

### Public Education

1. 100% accuracy in reporting the number of students enrolled and the number of actual graduates via ANSC-7030
2. 5% increase in PE hours over the previous year
3. (Include use of AUXPlusPE; develop baseline for follow-up contacts)

### RBSVP

1. 10% increase in Program Partners
2. 10% increase in Visitations

### Recruiting Efforts

1. Tracking of recruiting sources by program
2. Use 2008 to establish a baseline of how many recruits come from the various sources (VE, PE, PV, PA, etc.) to set course for 2009 improvements

## **COORDINATING INSTRUCTIONS**

### Chief of Prevention (D-CP)

1. Coordinate with the D-CL for PA and PS support
2. Track progress against established performance measurements
3. Provide regular updates to 8WR EXCOM on progress

### Chief of Response (D-CR)

1. Coordinate with the D-CP to ensure delivery of Operations support
2. Provide guidance to the DSO-OP as appropriate

### Chief of Logistics (D-CL)

1. Coordinate with the D-CP to ensure delivery of PA and PS support
2. Provide guidance to the DSO-PA and DSO-PS as appropriate
3. Provide tracking and results of recruiting efforts through VE, PE, and PV activities

DSO-VE

1. Provide guidance to Division and Flotilla VE staffs on promotion of online VE resources
2. Provide guidance to Division and Flotilla VE staffs on promotion of PE events and Recruiting during VSCs
3. Provide guidance to Division and Flotilla VE staffs on early coordination of VE event schedules to promote such activities during winter PA events
4. Track program effectiveness against established targets and provide regular updates to the D-CP

DSO-PE

1. Provide guidance to Division and Flotilla PE staffs on promotion of VE opportunities and Recruiting during PE events
2. Provide guidance and impetus for implementation of AUXPlusPE across 8WR
3. Provide guidance to Division and Flotilla PE staffs on offering special VE event opportunities to students
4. Track program effectiveness against established targets and provide regular updates to the D-CP

DSO-PV

1. Provide guidance to the DSO-VE and PE on acceptable materials for promoting their activities through the RBSVP
  2. Provide guidance to Division and Flotilla PV staffs on promoting PE and VE activities through Visitation activity
  3. Analyze and advise the respective DSOs on opportunities to conduct VE, PA, and PE activity at Partner locations and events
  4. Track program effectiveness against established targets and provide regular updates to the D-CP
- 
4. The Chief of Response will appoint a committee to develop a plan to increase our on the water operational assets. The committee will begin work on this 4-1-2007 and report at the Fall Conference on ideas they have at that point with a final conclusion at the next Spring Conference in 2008.
  5. Chief of Prevention will establish a working committee tasked with creating a plan on increasing the Districts' revenue through the PE courses. The committee will begin work on this 4-1-2007 and report at the Fall Conference 2008 on ideas

Revised 3-08

they have at that point with a final conclusion at the next Spring Conference in 2009.

### **BUSINESS PLAN UPDATES**

As written in the beginning of this plan, updates as necessary or appropriate, will have a revision number and date in the upper right hand corner of each page.