

U S COAST GUARD AUXILIARY



BUSINESS PLAN 2005-2007

NIGHTH CENTRAL REGION BUSINESS PLAN

INTRODUCTION

The purpose of this Business Plan is to provide a schematic for the *Ninth Central Region* (USCGAUX) for the years 2005-2007. This plan describes the present and future paths of the 9CR under guidance of the DCO. The Business Plan will be updated as the needs change from the Coast Guard, Department of Homeland Security, the *District Executive Committee* (EXCOM), and the *Division Captains* (DCPs). The plan is intended to provide not only present, but also future direction for the years to come.

~District

As volunteers in America we have noted an increase in membership due to the sudden and devastating impact of September 11, 2001 (9/11). Our resources were brought forward to support the newly formed Department of Homeland Security and Coast Guard in making the people safe on the water and safe from the water.

~Coast Guard

The Auxiliary support to the Coast Guard has been done in a true “Team” spirit and done so through many changes in the past and with even more changes to come. We have been asked to help meet many challenges in keeping alive the USCG RBS and MDA missions. We will meet those challenges as true “Team”

~Auxiliary

Due to 9/11, our interest has increased in being a strong “Team” player along side of the Coast Guard in support of MDA efforts. The direction of the Auxiliary will continue to support the USCG through the RBS mission areas of *public education* (PE), *vessel safety check* (VSC), and *recreational boating safety visitor* (RBSVP) programs.

ORGANIZATIONAL CONCERNS

~Staff Officer Paths

Staff officer job descriptions for the *District Staff Officer (DSO)*, *Division Staff Officer (SO)*, and *Flotilla Staff Officer (FSO)* need to be reviewed to make sure we are in keeping with the requests of USCG, DHS, and the National Staff. The job should not only describe what is expected of the Staff Officer, but, should include the responsibility of each Staff Officer as well. Many Staff Officers take a position not knowing what their duties will be or what is expected in the performance of those duties. The FSO must remember that the roots of a tree feed the branches, and not the branches feeding the roots.

~Operations

This program is a grouping of safety patrols, regatta patrols, marine safety and homeland security. In the Auxiliary, an objective to increase our facilities to meet the demands of currency by our membership and support of our local Coast Guard units has to be stressed to our leadership and membership. Shortage of assets creates hardships on a few with eventual loss of that small band of assets. The platform is a fix to these shortages and proper accountability is needed to help give rise to present and future needs by both the Coast Guard and Auxiliary.

~Administrative

The Auxiliary in the Ninth Central Region has units close in some areas (the south) and great distances apart (the north) in other areas. The need to save on the costs of travel by representing *Rear Commodores (RCO's)* into the vast areas of the North should be studied on adding further RCO's. With re-alignment to meet the new Coast Guard Sectoring, areas and membership will expand and the presence of local RCO Representation will reduce costs and time of travel.

Members being transferred into the Ninth Central Region due to Sectoring must be kept informed on all meetings and have an indication that they are welcomed into their new Sector. A welcome letter to each member being transferred in should be initiated prior to the transfer to give an air of welcome and friendship.

~Financial Commitment

The Auxiliary is a business, be it at National, District, Division or Flotilla level. The need to properly manage moneys that are received as well as expenditures is a must. The very reason a budget should be established and followed throughout each year is to manage cash flow. With the steady decline in *Public Education (PE)* revenues at all levels, a different means of raising revenue should be studied.

COMPLETION OF TASKS

This part of the Business Plan is a check off of tasks to ensure their necessary results. These are as follows:

- Ø Review of this Business Plan with DIRAUX, EXCOM, and the DCP's. After their review, the Business Plan will be revised as necessary. The District website will post the plan to ensure prompt dissemination to the membership. The Business Plan should also be reviewed at the first District Meeting and as often as needed. The first presentation of this Business Plan will be completed on 07 January 2006 at the District Meeting to all DCP's.
- Ø Revise the duties of District Staff to include newly established duties and their respective responsibilities. The newly appointed Staff will be forwarded for inclusion in the 2006 Edition of the *National Program*. This should be completed by 15 December 2005
- Ø The RBS Program will have a District Representative to work closely with the National RBS Directorate and work closely developing a plan with the DSO-VSC, DSO-PV and DSO-PE on course completions. The RBS District Representative will work with each of these DSO's on setting performance targets for each of these areas and means of tracking how effective they are. The plan that is established should include the connection of MDA and RBS programs. This plan should be established no later than 07 April 2006
- Ø Appoint a committee to develop a plan to increase our on the water operational assets. The committee will begin work on 01 February 2006 and report no later than 01 March 2006. The plan should be in place for the year 2006.
- Ø The need to have more RCO's was sent out 20 July 2005 to the District Board in an Amendment to the District Standing Rules to allow three (3) RCO's at large. Electronic voting of each member with copies of the votes will be supplied to the DSO-SR by the DCO by 23 August 2005. Upon approval of the District Board, the plan to have three (3) RCO's if elected will become effective 01 January 2006.
- Ø Letters will be sent out to those members that are being transferred into this District due to Sectoring, will start after the District Board and Staff Meeting being held on 23 September 2005. Completion of task to be by 01 January 2006
- Ø Establish a committee tasked with creating a plan on increasing the Districts' Revenue through the PE courses. The committee will begin work on 01 February 2006 and report no later than 01 March 2006. The plan should be in place for the year 2006.

BUSINESS PLAN UPDATES

As indicated at the beginning of this plan, updates as necessary or appropriate, will

have a revision number and date in the upper left hand corner of each page.