

## USCG Auxiliary – Flotilla 013-02-01 Casco Bay Flotilla Strategic Plan – 2018

The Flotilla Commander and Vice Commander have developed this flotilla Strategic Plan for 2018 by considering goals and strategies expressed in the National United States Coast Guard Auxiliary Strategic Plan for 2016-2022 issued on November 1, 2016 and local resources and needs.

The overall theme for 2018 is “**Reaching our Full Potential**”. In keeping with the National Strategy, members of USCG Auxiliary Flotilla 02-01 should be the best trained, most valued maritime volunteers in our region. The following is a summary of the planned strategies and initiatives for the coming year. They include general strategies and strategies for each staff officer position.

### General Strategies

The Commander and Vice Commander will schedule a working session with Flotilla Staff Officers in the first quarter of 2018 to conduct a SWOT analysis of the flotilla. A SWOT analysis looks at the Strengths, Weaknesses, Opportunities and Threats and seeks to establish plans in response to the analysis.

Leadership will work to develop a “Special Ops” team of Auxiliarists that will attain special qualifications to reach out to Paddlecraft users both in ocean and fresh water settings.

Leadership will schedule a meeting with USCG Base representatives early in the year to review needs and align Flotilla resources to meet those needs to the extent possible.

Leadership will investigate the development of additional resources and training for Auxiliary members who wish to enhance their ability to respond to disasters directly or provide greater support to SNNE.

Leadership along with key members of the flotilla will begin to develop an outreach and recruitment effort targeting local higher education institutions.

Leadership will continue to work with Flotilla Staff Officers to create Assistant Officer Positions and identify candidates for the positions in order to establish greater continuity and depth in Auxiliary programs.

Leadership will continue to work with the FSO-Membership Training to simplify research and communication of service opportunities and establish outreach and tracking of PQS testing and requirements.

Leadership will work to better staff a Coastie coordinator in 2018 and seek more opportunities to deploy Coastie.

Leadership will work to fill all officer positions for 2018.

## **Staff Officer Strategic Plan Initiatives**

### **Administration**

#### **Flotilla Staff Officer – Secretary**

A new Secretary will be appointed at the beginning of the year to relieve dual duty now handled by Lorelle Courtois who is also FSO-HR. Lorelle and the Vice Commander will work with the new secretary to establish procedures for generating and reviewing minutes of staff and flotilla meetings. Minutes will be forwarded to FSO-Communication Services for publication.

#### **Flotilla Staff Officer – Finance**

The FSO-Finance will develop a budget for 2018 early in the year. Reports will be rendered quarterly that compare actual expenditures to budgets. A written plan for handling member dues will be drafted and presented to Staff Officers prior to 6/1/2018. The plan will include sample communications notifying members of dues and 2 follow up letters/emails to be sent to members to notify them that their payment is overdue. The FSO-Finance will initiate communications to other successful flotillas to inquire about best practices with respect to funding sources and use of funds.

#### **Flotilla Staff Officer – Diversity**

This position has been inactive due to limiting personal circumstances experienced by the appointed officer. A new appointment will be made early in the year if the existing officer continues to be unable to fulfill the requirements of the position. The new officer who has been identified and who has agreed to serve will submit a plan for 2018 that reintroduces a focus on Diversity.

## **Prevention**

### **Flotilla Staff Officer – Public Education**

The FSO-Public Education will continue offering classes that are responsive to the needs of the public with respect to Recreational Boating Safety. The FSO-PE will continue to evaluate partnerships and marketing efforts and the potential for offering classes in other locations should the need be justified.

### **Flotilla Staff Officer – Vessel Examination**

The FSO-VE will organize a “Back to Basics” training program to be offered prior to boating season for the purpose of training new members who wish to get involved with vessel examinations (including Paddlecraft) and for development of best practices among existing vessel examiners. The FSO-VE will work with the Chief of Staff to identify and recruit an assistant to his position to help offload the ever increasing physical demands of the position.

### **Flotilla Staff Officer – Program Visitor**

The FSO-PV will continue existing outreach programs and be available for disseminating information when requested. The FSO-PV will work with the Chief of Staff to identify and recruit a suitable assistant.

### **Flotilla Staff Officer – Navigation Systems**

The FSO-NS will continue to successfully meet the inspection goals set forth for this flotilla and work cooperatively with Operations.

### **Flotilla Staff Officer – Marine Safety**

The FSO-MS will continue to direct and enhance training opportunities for Auxiliary members who wish to achieve credentials in the area of Marine Safety.

## **Response**

### **Flotilla Staff Officer – Operations**

The FSO-Operations will continue to work with Boat Crews and Facility owners to make sure that all equipment and facilities meet inspection requirements timely and that PPE workshops are

completed. The FSO-Operations will work with the Chief of Staff to begin to initiate a succession plan for future years.

#### Flotilla Staff Officer – Communications

The FSO-CM is a Staff Position that has been vacant for several years. A candidate has been identified and an appointment will be made in 2018 and the new officer will work to set goals for the New Year and integrate other officers and members into his plans where possible.

#### **Logistics**

#### Flotilla Staff Officer – Communications

The FSO – CS will continue to maintain and improve the flotilla’s website and provide communications that support all officers and flotilla activities.

#### Flotilla Staff Officer – Human Resources

The FSO-HR will set recruitment goals for 2018 and continue to serve on the New Member and Member Training committee along with the Chief of Staff, Commander and FSO - Member Training. Continuing efforts will be made to identify new members that have a specific interest in Paddlecraft. The FSO-HR will submit a brief recruitment plan for 2018 identifying activities and target audiences. The FSO-HR will also work with members who volunteer for the “Speakers Bureau” overseen by the FSO-PA.

#### Flotilla Staff Officer – Materials

The FSO-MA will continue to provide marketing and other materials to support all missions of the Auxiliary. Continuing efforts will be made to better organize the storage closet and to consolidate all materials held by officers. The FSO-MA will work with the Chief of Staff to identify and recruit an assistant that can implement an inventory control program that documents all materials on hand at all times and tracks usage of materials by event.

#### Flotilla Staff Officer – Public Affairs

The FSO-PA will continue to maximize USCG Auxiliary exposure at all boat shows in the region. The FSO-PA will collaborate with WGME again this year and seek to create new opportunities for media coverage of the Recreational Boating Safety message and various Auxiliary activities with WGME and other media outlets. The FSO-PA will take over the “Speakers Bureau” and actively seek opportunities to send Auxiliary members to other public service organizations to promote the Auxiliary and to recruit new members. The FSO-PA will

establish a plan to increase outreach through social media. The FSO-PA will work with the Chief of Staff to identify and recruit an assistant.

#### Flotilla Staff Officer – Information Services

The FSO-IS will continue to encourage membership to record their time contemporaneously and report on a monthly basis and remind members of the importance and financial value associated with reporting time. The FSO-IS will help to keep track of mandated training of new members by providing a training report on a monthly basis.

#### Flotilla Staff Officer – Membership Training

The FSO-MT will continue to evolve all training initiatives developed in the prior year. The FSO-MT will continue serving on the New Member and Member Training Committee and continue to work with the SNNE and Leadership to concisely identify and communicate flotilla training needs and opportunities. The Vice Flotilla Commander will work to assist the FSO-MT in all initiatives related to member training, new member mentoring and credential tracking projects until a qualified assistant is found. The FSO-MT will introduce an advance training program for AUXOP candidates in the first quarter of 2018. The FSO-MT will work with leadership to create training opportunities that lead to credentials needed to support missions that respond to natural disasters. The FSO-MT will work with other flotillas in coordinating training resources and opportunities. The FSO-MT will develop and maintain an ongoing dedicated member training calendar and make the information available to all members.

#### Flotilla Staff Officer – Publications

This position has been inactive for some time. A critical need exists for some form of publication to be sent to members regularly in 2018. The Chief of Staff will work with the FSO-HR to identify a candidate among new members that is willing to develop a Meeting Notice publication that will be distributed regularly to membership.