

ISR Prevention District Directorate Goals

MEMBER SERVICES GOALS (MT, PA)

Member Services is dedicated to training, retaining and support of Auxiliary membership, programs and missions that provides a qualified, well-trained and enthusiastic support organization to:

- Meet the Coast Guard's needs,
- Meet the needs of the recreational boating public,
- Maintain the integrity of the Auxiliary infrastructure, and
- Insure the continued growth of the organization.

Goal 1: To meet the needs of the Coast Guard by training our members to be Semper Paratus in field missions and classroom efforts. We will utilize National and Headquarter programs, seek new partnerships, and coordinate with all program managers.

Goal 2: To strengthen the Auxiliary's ability to meet the needs of the recreational boating public by building bridges between the departments of the Member Services Directorate and the other national departments and the Coast Guard in order to provide desired quality training, and support opportunities.

Goal 3: To promote the Auxiliary and its activities in a professional way to the Auxiliary members, public and Coast Guard.

RECREATIONAL BOATING SAFETY (VE, PE, RBS)

Recreational boating safety program provides staff support to provide outreach in our Public Education, Vessel Safety, and Security missions. It is vital link between the National Department programs Public Education, Recreational Boating Safety Visitation, and Vessel Safety Check.

Goal 1: Ensure that Auxiliary sustains and increases performance as the leading provider in Public Education and Vessel Safety Checks programs.

Goal 2: Expand the role of recreational boating safety visitation program to provide and maintain pertinent informational reporting needed by the Coast Guard and increase the total number of contact information for recreational boaters.

Goal 3: Initiate and maintain liaison relationships with governmental, business, private and volunteer organizations involved in recreational boating safety.

Goal 4: Provide proactive support to States, Possessions and Territories in support of local and regional RBS activities.

Goal 5: Form mutually supportive partnerships with outside organizations to improve and advance RBS results.

Goal 6: Work with the other Directorates to increase overall partnership results and public affairs effectiveness.

MARINE SAFETY GOALS (MSEP, AN)

The Marine Safety program assists the US Coast Guard by mobilizing the capabilities of the Auxiliary to provide direct operational support in (M) missions. We strive to recruit, prepare and provide a volunteer workforce that is READY, RELIABLE and has the appropriate resources to fulfill our present and future support commitments.

Goal 1: Determine the Coast Guard's needs for Marine Safety and Marine Environmental Protection assets in normal and surge operations. Emphasize safety in all missions.

Goal 2: Provide strategies for the training and qualification of Auxiliarists.

Goal 3: Improve our organizational structure and systems with clear message and goals to our members to align our vision with mission objectives.

Goal 4: Ensure that the supporting organizational infrastructure is in place to improve M program efficiency and effectiveness and accommodate change.

Goal 5: Collaborate with the programs within member services enhancing recruitment efforts for qualified members to meet the challenges of direct operational programs and Coast Guard augmentation.

Goal 6: Value the contribution and be responsive to the needs of the member. We will obtain, review and disseminate best practices from the field.

In order to be successful in our mission, we will seek to meet our goals to benefit the Coast Guard, General Public, and Auxiliary. We will listen, learn, train, communicate, and lead our membership into the future as effective leaders.

11/13/08
DCC DDC-P