



STRATEGIC PLAN

FLOTILLA 070-02-02

Lake Allatoona, Georgia

2023 - 2026

October 2022

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Preface

As it begins its 65th year of operations (chartered September 26, 1958), Flotilla 22 (Lake Allatoona) of the United States Coast Guard Auxiliary, embraces its vision to be one of the leading flotillas within the Auxiliary.

Answering the call to duty in performing its missions, Flotilla 22 embraces both the Coast Guard's core values of Honor, Respect, and Devotion to Duty as well as the Coast Guard Commandant's (Admiral Linda Fagan) principle of "*Tomorrow Looks Different...So will We.*"

This strategic plan identifies the key challenges and opportunities that Flotilla 22 faces, and the goals established to meet those challenges. Flotilla 22 seeks to look forward and be a part of that "different tomorrow."

Vision:

The United States Coast Guard Auxiliary is regarded by the United States Coast Guard as the best trained, most valued maritime volunteer boating safety organization in the world. Through this partnership the Auxiliary continues to share best practices and techniques with the American public and our colleagues in the maritime arena. Coast Guard Auxiliary members act as a force multiplier in support of Coast Guard authorized missions.

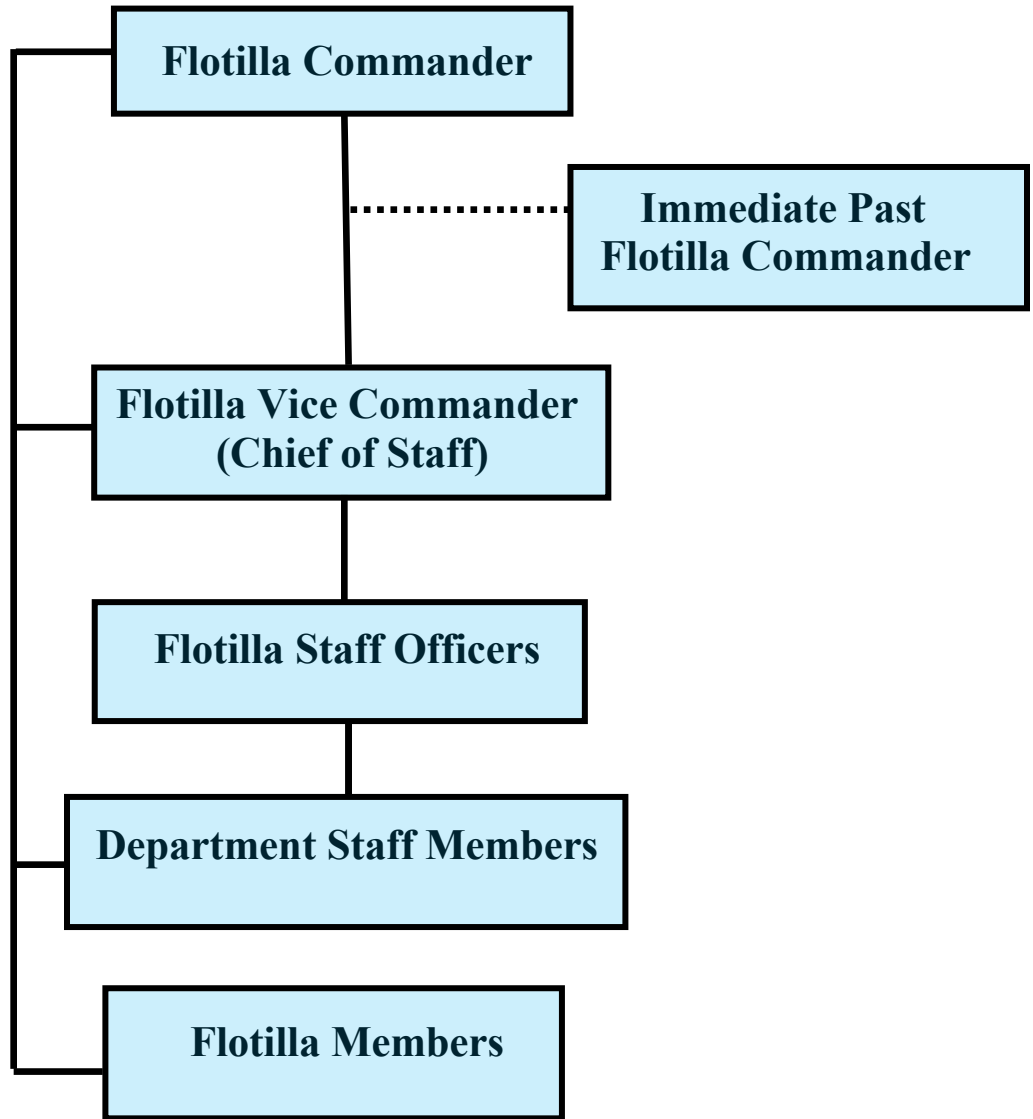
Mission:

The mission of Flotilla 22 (Lake Allatoona) is the reduction of fatalities, personal injury, and property damage to recreational boaters in the Lake Allatoona area. This mission is accomplished by providing high quality boating safety education classes, securing safe waterways through safety patrols, performing thorough courtesy vessel safety checks, and developing positive relationships and interaction with the boating public.

Strategy:

- Develop and/or maintain up-to-date and effective educational materials.
- Identify and then focus on the segment of the boating public most at risk.
- Recruit quality members who in turn carry out superior boating safety missions.
- Provide and promote ongoing quality member training.
- Use appropriate technological resources.
- Collaborate with outside organizations, e.g., the Army Corps of Engineers (ACOE), the Georgia Department of Natural Resources (DNR), America's Boating Club/U.S. Power Squadrons, BoatUS, TowBoatUS, Safe Kids Cherokee County, Safe Kids Cobb County to further boating safety.
- Maintain an adequate and balanced budget to meet the financial needs of the flotilla.
- Partner with and create relationships with local communities to provide outreach and participation with local events.
- Create a leadership succession plan that identifies potential elected and appointed staff officers for leadership training.

ORGANIZATIONAL CHART



Solid line represents direct line of leadership.

Broken line represents indirect or informal line of leadership.

Missions and Programs Involving Flotilla 22 (Alphabetical):

While there are many opportunities for Auxiliarists to complement and work alongside Coast Guard missions, the list below represents only those currently involving members of Flotilla 22. There are many other opportunities available in the Coast Guard Auxiliary.

Administrative Support to the Coast Guard: Auxiliarists are authorized assignment-to-duty to assist and to augment administrative functions of any Coast Guard unit (e.g., watch-standing, DIRAUX office, etc.).

Aids to Navigation (ATON): Qualified Auxiliarists and their facilities are authorized assignment-to-duty to support and augment the Coast Guard's ATON Program. After training and qualifying as an Aids Verifier, Auxiliarists verify the position and characteristics of private aids to navigation (PATONs) and the U.S. Army Corps of Engineers in updating charts.

America's Waterway Watch Program (AWW): Boaters and families are invited to participate in this program that is a nationwide initiative like the well-known Neighborhood Watch program that asks community members to report suspicious activities to local law enforcement.

Auxiliary Chaplain Support: Qualified members support Navy Chaplains serving with the Coast Guard by expanding Religious Ministry within the Coast Guard to better meet the needs of Coast Guard members and their families.

Coast Guard Academy Admissions Program: Auxiliarists are authorized assignment-to-duty to assist the Coast Guard Academy with recruitment of cadet candidates. This assignment includes orienting and counseling high school students, attending college fairs, and participating in AIM Week each summer at the US Coast Guard Academy (USCGA).

Coast Guard Recruiting Support: Members assist the Active Duty and Reserve recruiting efforts in which the USCG is currently engaged.

Contingency Preparedness: Qualified Auxiliarists and their facilities are authorized to provide platforms and personnel and to develop plans and support contingency response operations for disaster and lesser incidents.

Culinary Assistance: Enhances Coast Guard mission readiness, effectiveness, and execution by providing food services support to Coast Guard units, both on land and at sea.

Diversity, Equity, and Inclusion: Diversity & Inclusion is about acknowledging differences and adapting practices to create an inclusive environment in which diverse skills, perspectives and backgrounds are valued. It is about understanding the individual differences among our members that arise from a broad range of backgrounds and lifestyles, recognizing the value of using those different perspectives and ideas to enhance the quality and outcomes of our mission.

Information and Technology Services: Qualified Auxiliarists perform the duties of record keeping and/or using technology tools, systems, and services. These systems include AuxData II, meeting records and correspondence, webpages, Facebook, the *Allatoona Log* Newsletter, and other public information platforms used by the Flotilla.

Member Training: Members deliver the highest possible quality training, resources, and timely materials in support of our flotilla missions.

Operational Support (OPS): Qualified Auxiliarists and their facilities are authorized to patrol local waterways and/or support all Coast Guard operational units. Auxiliarists must be qualified per current Coast Guard and Auxiliary manuals and directive provisions and must serve under orders from an active-duty unit commander's direction (OIA).

Public Affairs Support (PA): Auxiliarists are authorized to support both Coast Guard and Auxiliary public affairs programs.

Public Education (PE): The Education Department's mission is twofold:

- To provide exceptional boating safety education with the aim of reducing loss of life, personal injury, and property damage to recreational boaters.
- To deliver the highest possible quality training, resources, and timely materials in support of our flotilla instructors.

Recreational Boating Safety (RBS): Qualified Auxiliarists and their facilities may be assigned to support the recreational boating safety program by:

- Performing recreational Vessel Safety Checks (VSCs)
- Participating in marine program visitations (PVs), boat shows etc.
- Participating in State Liaison Programs (SLO and LLO)

Search and Rescue: As a part of Operations, qualified Auxiliarists and their facilities are authorized to assist the Coast Guard in support of search and rescue operations. These duties include search planning, search operations, and the conduct of rescues at sea.

Sea Scouts: Coast Guard Auxiliary members are authorized to provide shore side and underway training to Sea Scouts under a program that is an outgrowth of the Auxiliary's Memorandum of Agreement (MOA) with the Boy Scouts of America (BSA).

While there are many other missions in which Auxiliarists may participate, the above list is only those primarily involving members of Flotilla 22. In addition, U.S. Coast Guard Auxiliary members can perform any mission as directed by the Commandant of the U.S. Coast Guard or Secretary of Homeland Security except for law enforcement or military operations.

Flotilla 22 Lake Allatoona Profile: 2022

About the Flotilla: U. S. Coast Guard Auxiliary Flotilla 22 (Lake Allatoona, GA) was first chartered on September 26, 1958. The flotilla conducts recreational boating safety missions within the primary area on and around Lake Allatoona, Georgia. This area includes the counties of Bartow, Cherokee, and Cobb. Flotilla 22 is part of Coast Guard Auxiliary District Seven, Division Two (070-02-02). The Flotilla is part of Coast Guard Sector Charleston.

The mission of Flotilla 22 (Lake Allatoona) is the reduction of fatalities, personal injury, and property damage to recreational boaters in the Lake Allatoona area. This mission is done by providing high quality boating safety education classes, securing safe waterways through safety patrols, performing thorough courtesy vessel safety checks, and developing positive relationships and interaction with the boating public.

The flotilla is dedicated to the Coast Guard core values of Honor, Respect, and Devotion to Duty. Flotilla 22 maintains a higher-than-average member activity ratio with sixty-four percent (64%) of its members actively engaged in activities and/or recording mission and activity hours in AuxData II. Even in challenging circumstances (e.g., COVID-19 pandemic), the flotilla maintained its readiness and performed permitted duties to the maximum degree possible.

The present membership (January 2024) of 54 Auxiliarists consists of the following demographics:

Male:	77%					
Female:	23%					
White:	74%					
African-American:	14%					
Hispanic-American:	12%					
By Age	Under 40	41 - 50	51 - 60	61 - 70	71 - 80	Over 80
	6%	15%	22%	30%	14%	13%
By Years in Auxiliary	10 or Under	11 - 20	21 - 30	31 - 40	41 - 50	Over 50
	58%	26%	11%	0%	4%	1%
By Status	AP	IQ	BQ	AX(2)		
	17%	1%	56%	26%		
By FSO Positions	Male:	Female:				
	73%	27%				

Recent Flotilla Demographic History:

	2022	2023	2024	2025	2026
Membership	49	51	54		
Male	76%	70%	77%		
Female	24%	30%	23%		
White	84%	79%	74%		
African-American	10%	17%	14%		
Hispanic-Latino	6%	4%	12%		
By Age					
Under 40	6%	10%	6%		
41 - 50	12%	8%	15%		
51 - 60	20%	32%	22%		
61 - 70	36%	31%	30%		
71 - 80	20%	22%	14%		
Over 80	6%	8%	13%		
By Years in AUX					
10 or Under	54%	55%	58%		
11 - 20	34%	31%	26%		
21 - 30	6%	8%	11%		
31 - 40	0%	0%	0%		
41 - 50	6%	4%	4%		
Over 50	0%	2%	1%		
By Status					
AP	14%	18%	17%		
IQ	4%	1%	1%		
BQ	58%	60%	56%		
AX	24%	21%	26%		
By FSO Positions					
Male	75%	80%	73%		
Female	25%	20%	27%		

Flotilla 22 Strengths:

Leadership

- Dedicated and committed leadership
- Dedicated, committed, and active staff officers
- Meetings well organized
- High membership representation on division, district, and national levels (over 20% of flotilla membership)

Member Services

- Secure financial base
- Public Affairs outreach
- Stable flotilla membership and retention
- Effective communication and a high-quality publication (Allatoona Log)

Recreational Boating Safety

- Public Education courses
- Regularly scheduled vessel safety check events
- Expansive Partner Visitation program with over 200 partners

Operations and Marine Safety

- Well qualified and trained boat crew
- Well qualified and trained coxswains
- Dedicated and effective TCO and CM members

Fellowship

- Effective communications
- “Bring Your Own Money” (BYOM)” fellowship events and comradeship

Flotilla 22 Challenges:

- Need of a succession plan to identify future leaders (elected and appointed)
- Leadership training to help prepare flotilla leadership
- Need for a mentor program for new members of the flotilla
- Development of a guide for new members entering the flotilla
- Need to better target recruiting to expand diversity of membership
- Fewer surface facilities for lake patrols and crew training opportunities
- Need to further expand presence about the flotilla within the community
- Expand opportunities to increase revenue to the flotilla

Flotilla 22 Action Plan for Next Three Years (2023 - 2026): Each action plan item will have a lead member assigned. Some will have assignments based on staff position, others will be open for volunteers through the creation of Ad-Hoc Committees for specific purposes.

Goal 1: Create a succession plan for both elected and appointment positions to identify potential appointed officers from the membership, and potential elected officers from the appointed staff.

Crew: Flotilla Leadership Team (FC, FVC, and IPFC)

Goal 2: All elected and appointed flotilla officers will complete at least one Auxiliary leadership course within one year of election/appointment.

Crew: Flotilla Leadership Team (FC, FVC, and IPFC)

Goal 3: A specific mentoring program will be developed for new members through the first year of membership.

Crew: Ad Hoc New Member Committee

Goal 4: A “new member guide” will be developed to help new members navigate through their initial training and advancement.

Crew: Ad Hoc New Member Committee

Goal 5: Create a new member recruiting plan that targets specific needs of the flotilla to include surface facilities and increased diversity of membership within the flotilla.

Crew: FSO-HR, FSO-D, Other member(s)

Goal 6: Develop a plan to further expand the flotilla's presence within the community in addition to our regular RBS missions, e.g., parades, speaking engagements, community events, etc.

Crew: FSO-PA, FSO-PB, FSO-CS Other member(s)

Goal 7: Create a financial plan that identifies increased revenue resources to the flotilla.

Crew: FSO-FN, Finance Committee

Goal 8: Develop a youth boating education program to use in local schools or youth programs.

Crew: FSO-PE and instructors

Strategic Plan Cycle

The first cycle of this strategic plan is designed to continue through three years. Each year after it should continue an ongoing cycle of five years. Ideally it should follow a progression that includes:

