



United States Coast Guard
U.S. Department of Homeland Security

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TO: ALAUX
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Subj: COMMANDANT'S STATE OF THE COAST GUARD ADDRESS AND NEW COAST GUARD RECRUITING LOGO

1. Admiral Linda L. Fagan, Commandant of the U.S. Coast Guard, delivered her first annual State of the Coast Guard Address in Washington, D.C. on March 7, 2023. The address can be watched on YouTube at the following link: [State of the Coast Guard 2023 - YouTube](#).
2. Here are some of the key points she made and will continue to communicate to the entire Coast Guard workforce in the coming weeks and months:
 - a. The Coast Guard is ready to meet the challenges of a changing world. Thanks to the dedication, professionalism, and passion of our active duty, reserve, civilian, and Auxiliary workforce, we uphold the Nation's trust and set the example for other navies and coast guards around the world.
 - b. The Coast Guard workforce is our top priority. We are transforming our talent management system, investing in housing, healthcare, and childcare access, and investing in our recruiting system to make Coast Guard service meaningful and rewarding, and to enhance mission execution.
 - c. We protect the Marine Transportation System in our ports, on our inland rivers, and on the Great Lakes.
 - d. We protect the safety of life at sea throughout U.S. waters – and especially along our maritime borders. Our crews are responding to a surge in maritime migration, many on cutters more than 50 years old.
 - e. The impacts of climate change, our national security interests in the Polar Regions, and aging shore infrastructure all demand action today.
 - f. We are a global Coast Guard. In the Indo-Pacific, and around the world, our work strengthens the Nation's standing and provides enduring security benefits for the American people.

g. We are a small Service, but we are incredibly capable. Everywhere the United States has maritime interests, we protect, we defend, and we save. Every day, our crews do difficult work. You brave wind and waves to complete your missions. We will apply that same determination to confront the challenges we face as a Service and will emerge even stronger sentinels of our maritime safety, maritime security, and economic prosperity.

3. Admiral Fagan also shared the new branding for the Coast Guard's Recruiting Logo – unveiled on the updated [Recruiting website](#) and pictured below. We continue to invest in new recruiting initiatives to attract the talented workforce our Service needs!



4. All Auxiliarists are encouraged to watch this year's address as we advance our Coast Guard and meet the demands of tomorrow.

5. Internet release is authorized.

For many reasons including the value of keeping communication lines clear and open as well as facilitating access to training and educational tools, all Auxiliarists are urged to have their own email address and to keep it updated in AUXDATA II.

*All ALAUX's are posted on the Chief Director of Auxiliary web site located at: [CHDIRAUX ALAUX](#)

If you have a question regarding this ALAUX, please seek resolution within your Chain of Leadership and Management (COLM) including up to your servicing District Director of Auxiliary (DIRAUX). If your question still cannot be resolved after that, then please email CGAUX@uscg.mil.