



# Partners in Auxiliary Diversity

## PAD Bulletin

*"Moving Beyond Simple Tolerance"*

*Promoting an inclusive atmosphere of acceptance and respect and creating an environment, which fosters an appreciation of the values, skills, and abilities of each individual member.*

Nancy L. Rudiger, ANACO-DV

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Award presentations are made to District Commodores each year at NACON. From NACON 2013 are: (L to R) Ken Jacobs, COMO Hal Marschall, COMO Vincent Pica, and COMO Nancy Rudiger. (U. S. Coast Guard Auxiliary file photograph)

### **NATIONAL COMMODORE'S THREE STAR AWARD FOR EXCELLENCE IN DIVERSITY MANAGEMENT**

by Ken Jacobs, ANACO-DVd

This edition of the PAD Bulletin is dedicated to the NACO Three Star Award for Excellence in Diversity Management Program. We will explain each goal in detail, discuss the various action items, and layout the requirements for success.

The purpose of the NACO Three Star Award for Excellence in Diversity is to recognize Flotillas and Divisions for distinction in managing and valuing diversity. Why is this important you might ask? Your local program will be measured by how well your leaders can identify and capitalize on our members talents by finding the best in everyone.

We must work to ensure that trust is at the foundation of each of our initiatives. Our members must know where the lines are drawn and understanding acceptable behavior toward others. We must use training at all levels to build an inclusive environment, promoting diversity of thoughts, of ideas, and of competencies. We must also be certain that all members know their role in diversity and how it ties to the mission. This will enable us to work on building high performance teams and empower us to mission readiness and excellence.

One of the most important keys to success is communication. We encourage local Diversity officers to contact the District Diversity Staff Officers to discuss plans and goals. Ask if there is an ADSO-DV assigned to your area.

All members across all levels are responsible for fostering an inclusive team atmosphere. The National Commodore has stated that we must promote an atmosphere of acceptance and respect while creating an environment which fosters an appreciation of the values, skills, and abilities of each member.

*Continued on Page 2*

As we travel this road together, we must be keenly aware of the hurdles we face in removing barriers. As diversity leaders, we must meet the challenge, embrace new ideas, support and celebrate differences, and build upon the foundation established by the NACO's Strategic Plan and we must always be guided by the United States Coast Guard values; *Honor, Respect, and Devotion to Duty.*

PDF Forms for Auxiliaries	
<b>About PDF Forms</b>	
This page contains the most recently released versions of Auxiliary forms. They are the official versions. New and revised forms will be made available here as soon as they are released.	
<i>Note:</i> Be sure to check the <i>Forms News Page</i> for information on updated forms. Trouble? See the <i>FAQ</i> page first! If you would like to search this page for a form you can do so by using CTRL+F on PC systems. Prior to ever reporting an error to the help desk, please check the <i>Forms News</i> page, to insure the form you are looking for has not been updated or removed.	
Bookmarks:   Basic Forms   USCG Travel Forms   Association Forms   Other Forms	
<b>Basic PDF Forms</b>	
This section provides U.S. Coast Guard Auxiliary Forms	
7001 - Enrollment Application (10-12) Rev001	
7060 - Training Evaluation Form	
7061 - National Staff Appointment Request <i>Acrobat Reader X required</i> [Download]	
7062 (4-13) - National Staff Application	
7063 - Assignment of Copyrights - AUX	
7064 - NACO Three Star Award for Excellence in Diversity	
7065 - Vehicle Offer of Use	
7104 (CG-3883) - RapidDraft Letter	

## THE APPLICATION FORM

The application for the award is found on the Auxiliary National web site in the Auxiliary Forms Warehouse. It is listed as PDF Form 7064. The link is included below for your convenience:

<http://forms.cgaux.org/forms.php>

## DEVELOPING THE UNIT'S GOALS AND ACTION ITEMS

Units competing for the NACO Three Star award must complete three of the defined Action Items in each of the four Goal areas to earn the award. Below we will discuss each Goal and the corresponding Action Items in detail and provide examples when necessary.



COMO Renelle LeBlanc, District 1 Northern Region, takes the oath from COMO Carolyn Bellmore. U.S. Coast Guard Auxiliary D1 NR file photograph.

## GOAL 1 - CREATE A POSITIVE ENVIRONMENT

### 1.1 *Appoint a Flotilla Diversity Advisor.*

This requirement was created before local unit diversity officers had been approved. Appointing a FSO-DV or SO-DV meets the requirements for this item.

### 1.2 *Publish at least one article on diversity awareness in the Flotilla newsletter per year.*

The requirement here is that all local units will publish an article about Diversity in an Auxiliary publication. The article should help members understand the Diversity program and promote individual responsibility to move beyond simple tolerance. Articles can be printed in Flotilla, Division or District publications.

### 1.3 *Conduct one in-Flotilla/Division diversity member training session per year.*

Training can be scheduled in conjunction with regular Flotilla/Division meetings or as a stand-alone event. Training materials are available on the National Diversity web site or you can contact your District Diversity Staff Officer for more information.

*Continued on Page 3*

1.4 *Target all local neighborhoods and cultures in the community of the Flotilla/Division in the Flotilla/Division recruiting action plan.*

The first step is to create a unit recruiting plan. Include information about your plans to outreach in local neighborhoods and to under reached areas in your community.

1.5 *Document a minimum of six meetings per year attended by 50% of the Flotilla membership.*

Now we know this can be a tough one, but some units find the means to get the members out. Ask your FSO-IS to keep track of this data and to validate that you have completed the task.

1.6 *Unit leaders must have attended leadership training at the District or National level as per AUXDATA.*

One of the elected leaders from each unit must complete a District or National leadership class or program. This can include the increasingly popular FC and DCDR Academies being presented by Districts.

## **GOAL 2 –VALUE ALL MEMBERS**

2.1 *Document informal awards and recognition programs and specify the actions taken for a positive reinforcement of member actions and behavior.*

Recognize members with certificates, letters, plaques, or other public recognition during meetings or use other means of reinforcing of member participation.

2.2 *List a minimum of two routine communications with all members.*

This requirement is met by publishing a Flotilla newsletter, employing a calling crew or telephone tree for phone messages, distributing messages or Flotilla meeting minutes, staff meetings minutes, etc. You might also consider creating a Members Only section on your unit web site where communications with members can be posted.



Recognizing Your Members For Their Contribution is Essential to Your Unit Success. U.S. Coast Guard Auxiliary file photograph. CDR Desarae A. Janszen, DIRAUX 11SR, COMO Harry M. Jacobs, IPDCO 11SR, and Suzanne M. White, IPDCDR, Division 10, Arizona.

2.3 *Conduct exit interviews for all members leaving the Auxiliary and forward to the DSO-HR via the SO-HR.*

Conducting exit interviews provides valuable input into why members leave the Auxiliary. Fleeting that information up the chain to the DSO-HR will provide a permanent record.

2.4 *Maintain 90% of members each year – less than a 10% member Disenrollment or retirement each year.*

This requirement is all about balance. Recruiting enough members to offset the number who retire or otherwise depart the ranks of your membership will fulfill the requirement.

2.5 *Show 65% of members are involved in Auxiliary activities according to AUXDATA.*

This requirement is simple. Using your AUXINFO data, you must confirm that 65% of your members engaged in at least one mission during the year. Make sure your members are submitting their mission hours to your FSO-IS to be included in the unit's record.

*Continued on Page 4*



Fellowship helps members to bond as a team. At least four planned fellowship events are required for the award. U.S. Coast Guard Auxiliary file photograph.

*2.6 List a minimum of four fellowship activities sponsored by the Flotilla throughout the year for all members and their families and friends.*

You must list the four fellowship events your Flotilla sponsored during the year on the form. Examples might include social gatherings before or after unit meetings, annual picnics, joint events with other organizations, and holiday parties, etc.



Mentoring helps promote individual success. Image by Darren Lewis FL76, D13.

## **GOAL 3 -PROMOTE INDIVIDUAL SUCCESS**

*3.1 Assign a formal mentor to each new member for his/her first year of membership.*

New members need assistance navigating through the many requirements set forth in the Auxiliary Manual. Any member can serve as a mentor for new members to help them learn

about the Coast Guard and the Auxiliary and feel welcomed and valued as new members. Mentors should be available for the first year.

*3.2 Utilize the Mentor Involvement Plan to help new members plan their involvement and training.*

Your unit should develop a written plan to help new members become active in the unit. For this requirement you must simply indicate that your unit has such a plan on file.

*3.3 Provide written goals and expectations for all Flotilla staff and committee positions to all members at the beginning of the year.*

The job specifications for both Flotilla and Division staff officers are provided online. Knowing the duties and responsibilities for each staff member will help your team to develop written goals. Ensure that you provide written goals and expectations to staff in order to meet this requirement.

*3.4 Provide all Staff Officers with specific written job descriptions upon appointment.*

The job descriptions for each staff position are available online. Print and distribute the job specifications to your staff in order to meet this requirement.

*3.5 Establish a Flotilla mentoring program for potential staff officers.*

Succession planning is critical to the future success of all Auxiliary units. Members must be trained and prepared to move up at a moment's notice. Develop and implement a plan for potential staff development and training to meet this requirement.

*3.6 Provide adequate access to meetings for members and potential members with disabilities.*

Members should make every effort to meet at facilities which are accessible to people with disabilities.



Members of Flotilla 2-76, 5NR participating in an outreach event in their local community. U.S. Coast Guard Auxiliary file photograph.

## **GOAL 4 - CARRY OUT DIVERSE OUTREACH ACTIVITIES IN THE COMMUNITY**

*4.1 Flotillas and/or Divisions that have intent to achieve this award must expand their outreach to the underrepresented populations in the community where they exist.*

To meet this requirement distribute information about membership opportunities throughout your AOR and make a plan to visit new areas or to participate in new events reaching out to under reached populations not previously considered for membership.



An AUP outreach effort at the College of William and Mary's Fall Activity Fair. Left to right Daniel Sieh, Ben Silliman, Garrett Hendrickson, Christopher Webber photo by Jonathan Roth W&M AUP Class of 2015

*4.2 The applicant must show through data, portfolio, or some other means that it has completed not less than three outreach recruitment activities/events that have taken the membership into a diverse area of their AOR.*

List diverse activities and events in which your unit has participated. Examples:

1. University Outreach
2. Cultural Events or Celebrations
3. NAACP sponsored events
4. Events celebrating People with Disabilities
5. Gay, Lesbian, Bisexual and Transgender events
6. Any event where new cultures or under reached communities are embraced.

*4.3 The outreach activity should be used to reinforce what has been learned in a diversity training to optimize and sustain a culturally competent organization.*

Define what your unit is doing to optimize and sustain a culturally competent organization. Example: developing enduring relationships with local ethnic/cultural organizations.

*4.4 Sustain an inclusive organization through actions such as a booth at a cultural event, share the Auxiliary experience in a unique way and share what has been learned.*

After participating in new events, share that experience with members at various levels through direct communication, newsletters, web site communication, or other social media forums. To meet this requirement, simply indicate that your experiences are being shared to help others build their outreach strategy.

*4.5 Develop leaders, strengthen relationships, and enhance trust within the diverse community in the Flotilla AOR.*

*Continued on Page 6*

Reaching out and building relationships with leaders of your local diverse and under reached community will help to build trust. Share these experiences with leaders and members at all levels through direct communication, newsletters, web site communication, or other social media forums.

*4.6 The organization does not just do something new, but builds capacity for ongoing change in the thinking of the organization, strategies, and structure internally and externally.*

## ***In Conclusion...***

Commodore Mallison has asked that we strive to “*Move Beyond Simple Tolerance.*” This means that we must work to build an organization that mirrors the society of today and embraces people of all demographics, and this starts at the local level.

We are currently conducting outreach efforts to recruit younger members. The Auxiliary University Program has made great strides forming chapters at several universities. Diversity has partnered with AUP to assist with their outreach efforts.

The Nation’s Hispanic population is escalating and will become the majority in our country by 2050. Some estimates are predicting that majority will come much sooner. Currently Hispanics constitute only 3 percent of our membership. We must step up our outreach efforts to keep pace to this under reached community.

Building a more diverse membership is a difficult undertaking, requiring more outreach in new and different communities. We must focus more of our efforts on recruitment in areas which have been ignored or overlooked in the past.

The leaders of tomorrow will come from the ranks of the deck plate units of today; somewhere out there among the legion of the flotilla commanders serving today is the National Commodore of the future. This person

must be prepared to lead a diverse Coast Guard Auxiliary. It is our responsibility to not only help build the organization of tomorrow, but to give our future leaders the tools to lead and to prepare them for the challenges they will face.

Working today to build the capacity for ongoing change in the thinking of the organization, its strategies, and its structure is a plan for success on all levels. It will serve to enlighten our membership and carve a path to the future. All members and all units at all levels should strive to meet this challenge.



Flotilla outreach effort in an under reached local community. U.S. Coast Guard Auxiliary file photograph.

### **DIVERSITY WEB SITE LINK:**

<http://ddept.wow.uscgaux.info>

### **DIVERSITY FACEBOOK PAGE LINK:**

<https://www.facebook.com/CGAUXDiversity>

### **DIVERSITY STAFF 2013/14**

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