

Commodores and District Chiefs of Staff,

The U and C Directorate teams are working to improve our member's effectiveness with improved tools, services, and support.

We owe **every member** a better experience. We owe **members who choose to lead** a set of tools that allow them focus their energy on their members -- not get lost in tedious manual processes, falter due to poor tools to communicate, or be constantly forced to defuse member frustration about finding and using resources.



We are in a position to fundamentally change the member experience for the better. While we operate within significant Auxiliary financial constraints, and are harnessed to the poorly funded and antiquated Coast Guard provided AuxData, the confluence of a number of factors are in our favor:

- Significant groundwork has been laid within AuxIT:
 - We have embraced an approach focused on providing service vs. building software – examples extend from iContact for member communication, to Kissflow for workflow, to ongoing cgauxnet.us efforts, to our opportunity with Microsoft 365 E1 to put every member on a unified platform for applications, email, and social communication.
 - The WOW platform empowers staff and unit leaders to communicate with members and the public.
 - Our Help Desk serves thousands of member requests for assistance per year supported by a robust and growing KnowledgeBase
 - Plus many additional ongoing initiatives briefly discussed in the following pages.
- Technology is maturing and moving into the cloud. This simplifies providing complex services to large numbers of our members without needing to maintain our own infrastructure and platform. These services are becoming available to us at reasonable not-for-profit costs.
- There is clarity at the NEXCOM level that not only do we need to do better, but we need to do so with a clear set of tactics which support the strategic plan.

We believe the member is at the center of our efforts, enhancing leadership capability and capacity is critical, success requires disciplined initiative, and that we must innovate or become ineffective and irrelevant.

We have the talent we need within the organization -- unlocking that talent requires articulating a focused vision, communicating clearly, collaborating openly, and listening respectfully to the needs of you, our member leaders.

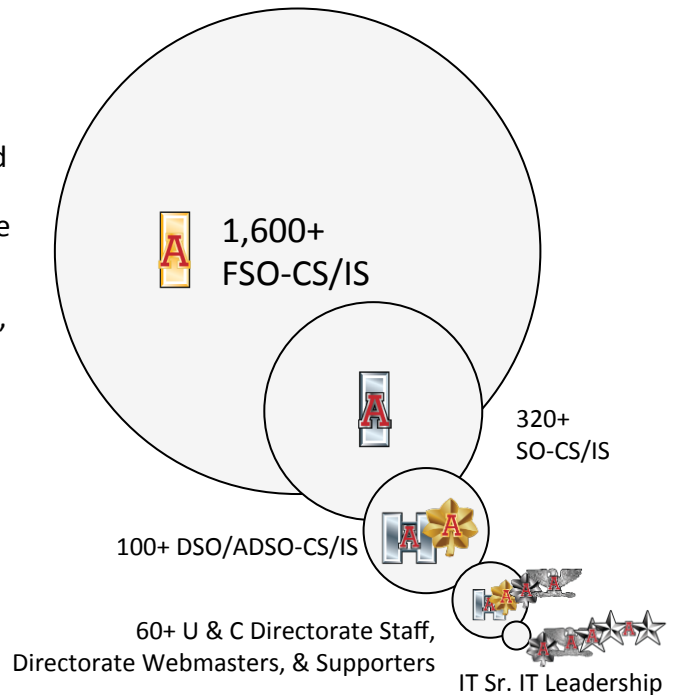
Very respectfully,
Jan, Kevin, Jeff, and Daren

The AuxIT Community

Every day thousands of our Auxiliary shipmates perform their duties. Each of these duties is supported by a system of record keeping, tools, systems, and services developed and maintained by members of the Auxiliary information technology community.

From Flotilla Staff Officer to the National IT leadership, our mission is the same. We support our members so they can efficiently, effectively, and safely accomplish their missions.

There are 2,010 AuxIT roles filled by over 1,500 members - with almost 300 members filling multiple roles. A conservative estimate is that these members contribute over 12,000 hours monthly in their AuxIT roles.



New AuxIT Initiatives

Value to 2014-2020 Strategic Plan		Create communities of interest	Streamline organizational processes and administration
Auxiliary Forum Capability: Support our people, missions, and programs by developing communities of interest backed by robust technical and community management capabilities	Core to effort (Near term)	Supporting	
Existing National Web Usability: Pursue immediate improvements to the cgaux.org websites to improve public and member usability with existing capabilities pending my.cgaux.org	Supporting	Core to effort (Near term)	
Auxiliary Enterprise Architecture: Pursue an approach that aligns with the Coast Guard Enterprise Architecture while maintaining our flexibility and independence – reducing organizational risk	Core to efforts (Long term)		
my.cgaux.org: Develop a member experience/dashboard my.cgaux.org that brings the resources of Auxiliary IT customized to the individual member (portal, document management, workflows, social collaboration, etc.)			
AuxBridge: Develop inbound-to-AuxData data exchange capability to match outbound-from-AuxData capability and pursue a long term data exchange capability to bridge limitations in AuxData and enable adding capability to AuxData with Auxiliary developed user interface	Fundamental: Technical Foundation		
AuxIT Community: Develop the concept of the 1,500+ members with IT related assignments, anchored by our FSO-IS/CS as a community for mutual support, to recognize contributions, and to discover technical/technical leadership talent	Fundamental: Develop current , and build future, IT/IT leadership capability		
Event Management: Deploy the selected event management solution, CVENT, to streamline management of National events and provide support to other Auxiliary components as appropriate. The solution includes support for registration, on-site management, and participant surveys			Core to effort

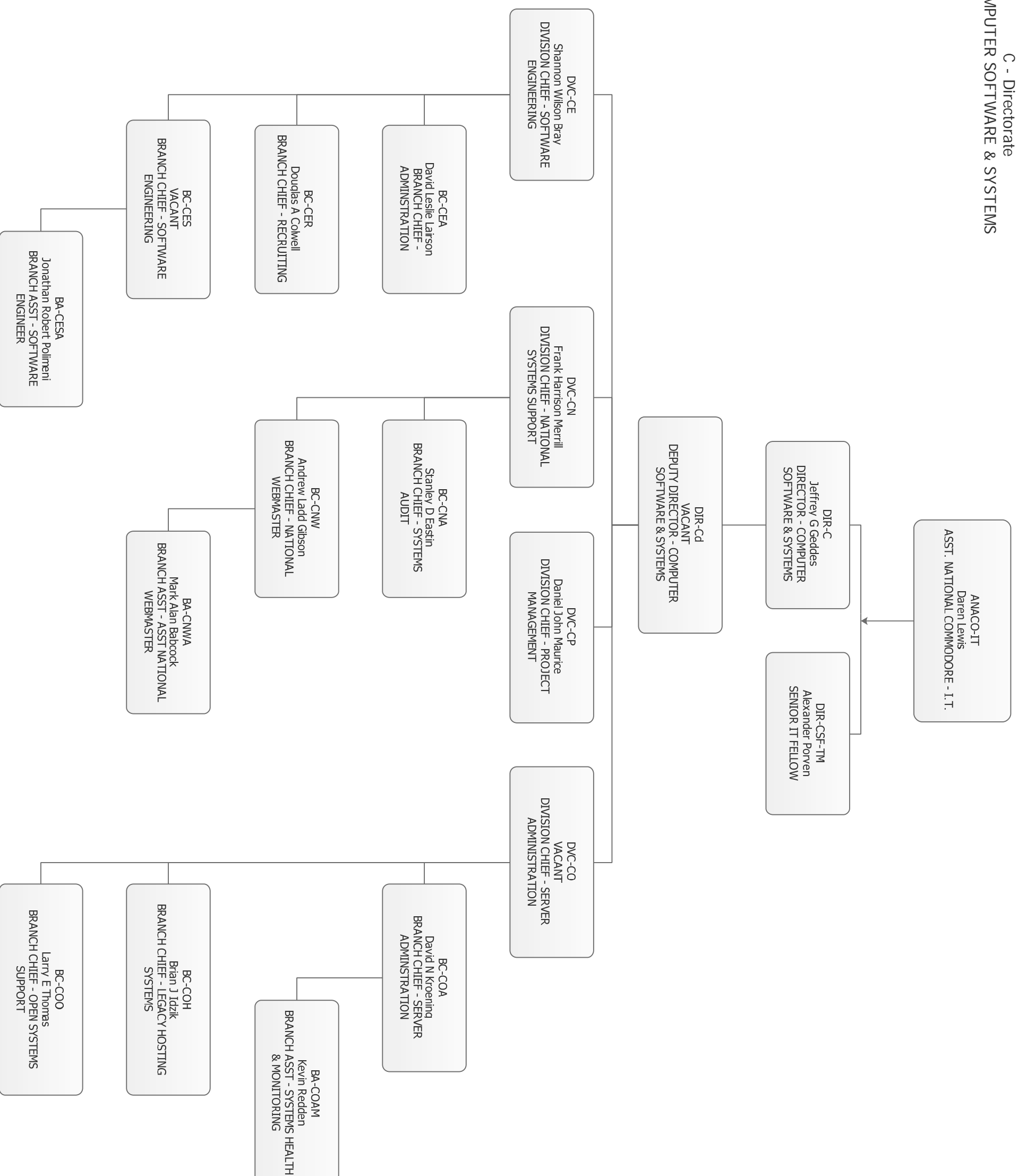
Ongoing AuxIT Initiatives

Value to 2014-2020 Strategic Plan	Create communities of interest	Streamline organizational processes and administration
Help Desk & Knowledge Base: Support members with an active, responsive helpdesk and rich knowledge base	Core to effort (Ongoing)	
Reliable Direct-to-Member Communications: Leverage current progress via iContact by adding automation with Aux systems, guidance on effective use, and policy recommendations to improve member communications – develop email support team to manage assured delivery via all channels	Supporting	Core to effort (Ongoing)
Virtual Meeting Support: Support the NEXCOM, National Staff, and DIRAUX offices with virtual meeting capability – extend discounts based on National negotiations with vendors to Districts and perhaps Divisions, and Flotillas	Supporting	Core to effort (Ongoing)
Workflow: Continue deployment of workflows to aid the National Staff processes and learn what processes are needed to support the organization via my.cgaux.org		Core to effort (Ongoing)
Electronic Voting: Deploy the electronic voting system and associated guidance – make policy recommendations to promote effective use of remote meetings		Core to effort (Near term)
Mission Codes: Complete review, and champion adoption, of better mission code descriptions that are simple for the membership to understand and use while providing necessary data to programs, minimizing impact on AuxData and Coast Guard stakeholders, and standardizing across Districts/Regions/Areas		Core to effort (Ongoing)
Information Security: Improve our capability to secure our member’s personal information and the Coast Guard information entrusted to us	Stewardship: Service to Nation and Duty to People	
Train IS & CS Officers: Continue to train IS and CS officers in their basic duties and update training (within constraints) to support the emerging AuxIT toolset – C-Schools and District options for IS/CS training supported by policy	Stewardship: Required for effective member service	
U & C Directorate Staffing: Identify staff needs - recruit, retain, and develop the team necessary to support AuxIT initiatives	Stewardship: Required for effective IT	
Application Reengineering: A number of critical applications have opportunities for growth (e.g. National Testing Center) or have significant limitations that need to be addressed (e.g. the ID Card System)		Supporting (Ongoing)
Portfolio Management: Continue to develop a portfolio management approach to AuxIT for proactive management of our resources	Stewardship: Required for effective IT	
Project Management and Requirements Driven IT: Continue to develop a project management Division in C to support smart development of solutions for the Auxiliary based on well developed requirements	Stewardship: Required for effective IT	

Key Contacts

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