

Net Three Campaign

AUXILIARY “A” SCHOOL **Onboarding and Year-One Experience** **District 11, Northern Region**

Prepared By:
US, Meaning You!

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DOCUMENT PURPOSE

- Create a shared understanding of the challenges of taking a Prospective Member from Onboarding to BQ, and continued Year-One development;
- Share our plan of action regarding the District Onboarding – First 100 Days and Year-One Experience

*Maintain our Readiness,
Relevance, and
Responsiveness as an
integrated member of the
USCG*



USCGC EAGLE (WIX-327) & OPFAC SILVER CHARM in San Francisco

COURSE OF ACTION – COA

- Strategy Statement
- Part 1 – Where We Are
- Part 2 – Where We Want To Be
- Part 3 – How We Are Going To Get There
- Major Takeaways
- Appendices



MISSION AND PURPOSE

- Our mission is to recruit high-quality, motivated new members who will eventually view themselves as dedicated Coast Guard Auxiliary volunteer professionals.

We will create Service Ready Auxiliarists!

- The purpose is to CENTRALLY FACILITATE a year-one Auxiliary A-School “Bootcamp” where New Members are managed through a prescribed On-Boarding Process and Year-One progression;
- Resulting in productive members that are contributing to the mission, and are leadership ready.



OUR MISSION CADENCE



Organizations don't drift toward excellence;
it is deliberate!

Our march toward creating Service Ready
Auxiliarist will be a₅ very deliberate journey.



PART 1



WHERE WE ARE

SITUATION ANALYSIS

The steps, processes and requirements to achieve BQ status have become more complex to complete, resulting in:

- Frustration
- Technical Challenges
- Extended time to become BQ
- Disillusionment
- Giving Up

Lost Opportunity

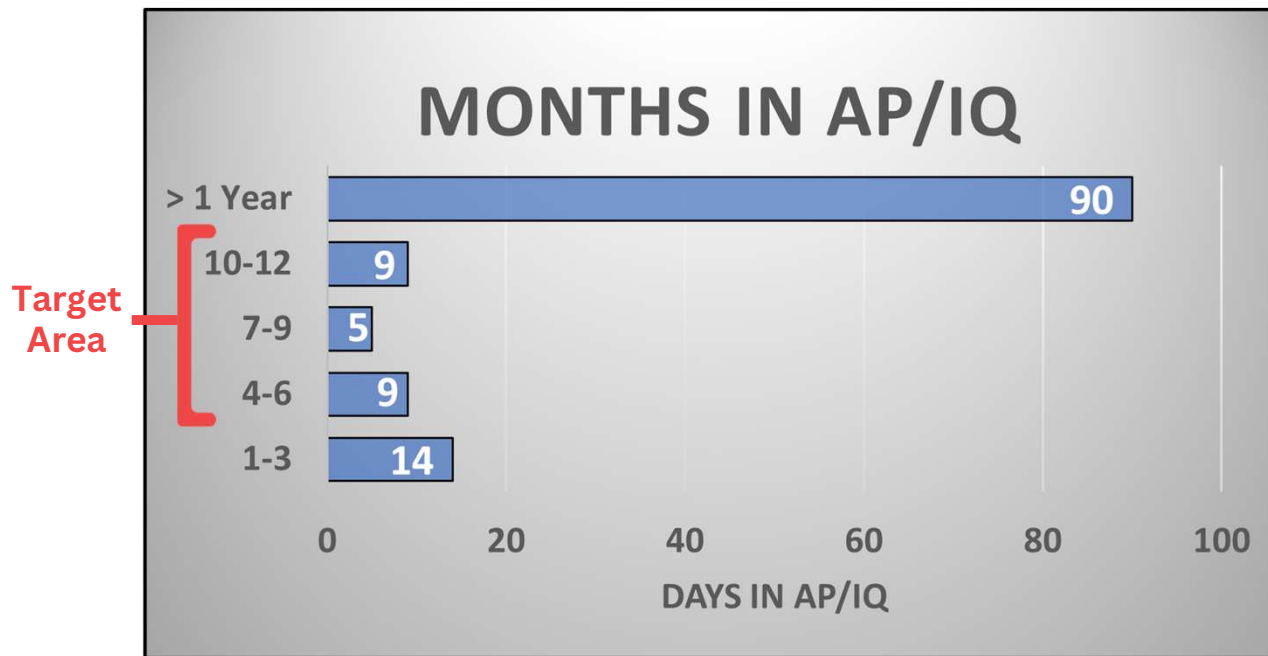
Enrolled	AP STATUS	TOTAL
100 Days or Less	13	
6 Months	7	20
One Year	11	31
Over One Year	47	78

Enrolled	IQ STATUS	TOTAL
100 Days or Less	2	
6 Months	1	3
One Year	3	6
Over One Year	43	49



SITUATION ANALYSIS

District 11NR currently has 127 Members in AP or IQ representing 15% of its membership. 14 members have not achieved BQ status within 3 months of enrollment. 90 members have been in AP/IQ for over a year.



SITUATION ANALYSIS

Individual Flotilla “active” membership is critically low, making it challenging to dedicate time to recruiting and mentoring.



Flotillas with 20 or less members are likely to have 5-9 Active/Semi-Active Members. Only critical FSO Positions are filled. Public-facing missions such as PE and PA suffer the greatest. Opportunities to recruit are few and new members are not mentored as they should. All this leads to the all-too-common **Flotilla Death Spiral**

RISKS ASSOCIATED WITH THIS SITUATION?

- ❖ A member's first experience is frustration with the Application
- ❖ Lack of knowledgeable support for processes and online access
- ❖ Lack of direction on what is next
- ❖ Lack of visibility to ensure a new member is progressing
- ❖ Long lead time for a member to become productive

Resulting in a new member becoming disillusioned, frustrated, loss of excitement and focus





CONCLUSIONS



Onboarding a New Member has become complicated exceeding a mentor or FSO-HR's experience and knowledge



Many Flotillas lack the resources to dedicate to onboarding new members



Long lead time for a member to be productive which leads to lost enthusiasm and opportunities



Quickly and efficiently onboarding a member will determine the success of membership growth

SITUATION ANALYSIS

So Where
Are We...?



A significant influx of prospective members will only be successful if we can onboard them at the same rate.



We have a plan!

PART 2



WHERE WE WANT TO BE



Goal

Recruit and **Onboard** as many new members in 2025 and 2026 as we can and build momentum for the next D11NR Bridge

Objective

Prospective Members will become Productive Members in 100 days

New Members will follow a Centrally Managed Prescribed A-School Training and Development Program to cover their first year of membership



Result

This would return D11NR back to the pre-dues increase/ pre-"core" training manpower levels with new **Service Ready** members

New Member A-School

- 1) Prospective Member Orientation Webinar
- 2) Prescribed A-School Bootcamp of Training and Development that is Centrally Managed by the District NET-THREE team
- 3) “Onboarding” Processing and Initial Training
- 4) Year One Experience including Advanced Member Training, Certifications, Leadership and Awards

