

United States Coast Guard Auxiliary



Auxiliary Coast Guard Mutual Assistance Ambassador (AUX-CGMA) Program

Standard Operating Procedures

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16790 / AUX-SOP-014(A)
24 Oct 2024

MEMORANDUM

From: /B. R. Schmadeke, CAPT/
Chief, Office of Auxiliary and Boating Safety

Reply to CG-BSX-11
Attn of: David Goff
(202) 372-1264

To: Distribution

Subj: AUXILIARY COAST GUARD MUTUAL ASSISTANCE AMBASSADOR PROGRAM
STANDARD OPERATING PROCEDURES

Ref: (a) Auxiliary Manual, COMDTINST M16790.1 (series)

1. PURPOSE. Pursuant to authorities and policies in reference (a), this document establishes Standard Operating Procedures (SOP) for the Auxiliary Coast Guard Mutual Assistance Ambassador (AUX-CGMA) program.
2. ACTION. Elected and appointed leaders and program managers at all levels of the Auxiliary organization shall ensure Auxiliarists who participate in the AUX-CGMA program adhere to the provisions of this SOP.
3. AUTHORIZED RELEASE. Internet release is authorized.
4. DIRECTIVES AFFECTED. None.
5. BACKGROUND.
 - a. Coast Guard Mutual Assistance (CGMA) is the official relief society of the United States Coast Guard, offering aid to the entire Coast Guard family: active duty and retired Coast Guard military personnel, members of the Coast Guard Reserve, Coast Guard civilian employees, Coast Guard Auxiliarists, Public Health Officers serving with the Coast Guard, chaplains, and surviving spouses.
 - b. CGMA Ambassadors are volunteers who apply a wealth of knowledge while performing CGMA outreach. As a force-multiplier, they provide unified messages about CGMA missions, programs, and assistance to the entire Coast Guard workforce.
6. DISCLAIMER. This SOP is not a substitute for applicable legal requirements, nor is it itself a rule. It is intended to provide guidance for Auxiliary personnel and is not intended to, nor does

it, impose legally binding requirements on any party outside the Coast Guard.

7. MAJOR CHANGES. This SOP outlines the procedures by which Auxiliarists may qualify for the AUX-CGMA program and conduct outreach on behalf of CGMA. Auxiliarists qualified by completion of the Performance Qualification Standard in Enclosure (1) are authorized to serve as CGMA Ambassadors.

8. SCOPE AND AUTHORITIES. It is recommended that the reader become familiar with the guidance throughout this SOP.

9. ENVIRONMENTAL ASPECT AND IMPACT CONSIDERATIONS. This SOP will not result in any substantial change to existing environmental conditions or violation of any applicable federal, state, or local laws relating to the protection of the environment.

10. DISTRIBUTION. No paper distribution will be made of this SOP. An electronic version will be posted on the Chief Director of Auxiliary (CHDIRAUX) web site: <https://wow.uscgaux.info/content.php?unit=BX-GROUP>. All web sites in the SOP are the most current available. If the cited web link does not work, then access should be attempted by copying and pasting or typing the web site address into the user's internet browser.

11. RECORD MANAGEMENT CONSIDERATIONS. Records created as a result of this SOP, regardless of format or media, must be managed in accordance with records retention guidance in reference (a).

12. FORMS. Forms that may be associated with this SOP will be available on the Coast Guard Auxiliary web page at the following link: <https://forms.cgaux.org/forms1.php>.

13. REQUESTS FOR CHANGES. Auxiliary units and individuals may formally recommend changes in writing through their chain of leadership and management including the appropriate Auxiliary national program manager(s) (email acceptable). Comments and suggestions from users of this SOP are welcomed. All such correspondence may be emailed to Commandant (CG-BSX-1) at: CGAUX@uscg.mil.

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Encl: (1) Auxiliary Coast Guard Mutual Assistance Ambassador (AUX-CGMA)
Program SOP

Dist: NEXCOM, DIRAUX, DCO, ANACO-FC, DIR-H, CGMA

Auxiliary Coast Guard Mutual Assistance Ambassador Program
Standard Operating Procedures

Table of Contents

1. Auxiliary Coast Guard Mutual Assistance Ambassador (AUX-CGMA) Program Overview.	<u>2</u>
2. General Guidelines.	<u>2</u>
3. Initial Qualification Procedures.	<u>3</u>
4. Director of Auxiliary (DIRAUX) Guidelines.	<u>4</u>
5. Maintaining Qualification.	<u>4</u>
Appendix A: Performance Qualification Standard – Auxiliary CGMA Ambassador (AUX-CGMA)	<u>5</u>

Auxiliary Coast Guard Mutual Assistance Ambassador Program

Standard Operating Procedures

1. Auxiliary Coast Guard Mutual Assistance Ambassador (AUX-CGMA) Program Overview.
 - a. CGMA is a 501(c)(3) nonprofit organization that serves eligible personnel of the United States Coast Guard, including Auxiliarists, striving to provide financial stability and promote general well-being of the people it serves through assistance such as counseling, financial grants, interest-free loans, and other related means.
 - b. In 2024, CGMA launched its Ambassador program. CGMA Ambassadors are volunteers who apply a wealth of Coast Guard knowledge while performing CGMA outreach. As a force-multiplier, they provide unified messages about CGMA missions, programs, and assistance to the entire Coast Guard workforce.
 - c. Involvement in the CGMA Ambassador program is not restricted to Auxiliarists, though qualified Auxiliarists are among those eligible to participate.
2. General Guidelines.
 - a. CGMA oversees the selection and training of Ambassadors and provides Ambassadors with guidance and expectations for participation in the program, including a code of conduct. Auxiliarists who meet the minimum requirements to serve as CGMA Ambassadors are expected to satisfactorily complete CGMA's training program as well as to maintain awareness of and to adhere to the guidance that CGMA provides to Ambassadors, including the expected code of conduct, for the duration of their involvement. Ambassadors must also report their activities in accordance with CGMA expectations.
 - b. Auxiliary national program management for the AUX-CGMA program shall be performed by the Division Chief for USCG Special Projects (DVC-HB) in the Auxiliary Human Resources Directorate.
 - c. AUX-CGMA participants will receive non-reimbursable orders from their respective District Director of Auxiliary (DIRAUX) to conduct outreach at events. Such orders may be blanket in nature to cover specified periods of time.
 - d. Prior to any CGMA Ambassador event that they are scheduled to attend, the AUX-CGMA participant shall notify their Flotilla Commander. As local policies dictate, the participant should also include notification to DIRAUX. Notification may be done in writing (email acceptable) or by phone call and should include the event's location, date, and expected time frames.
 - e. In cases where the outreach event is identified by the AUX-CGMA participant (rather than by CGMA), the participant shall additionally notify and coordinate with CGMA in

accordance with CGMA expectations.

- f. Clear and respectful communication and alignment of messaging are critical to the success of the program. Successful AUX-CGMA participants will be approachable and reliable public communicators, will be committed team players, will prioritize customer service, and must be sufficiently tech-savvy to make effective use of electronic presentation and communication materials including computers, microphones, thumb drives, and PowerPoint files.

3. Initial Qualification Procedures.

- a. Auxiliarists who seek to qualify in the AUX-CGMA program must complete the Performance Qualification Standard (PQS) in Appendix A. Tasks must be signed off by individuals identified in Appendix A. Task signoffs must be completed within 12 months after the date of completion of the first task. If not completed in this time period, then the AUX-CGMA trainee must start a new AUX-CGMA PQS and have all tasks signed off anew in a time period that expires no later than 12 months after the date of the first task sign-off of the new AUX-CGMA PQS.
- b. Auxiliarists must complete the following PQS requirements to earn the AUX-CGMA competency:
 - (1) Be in Basically Qualified (BQ) or Operational Auxiliarist (AX) membership status.
 - (2) Possess a current favorable Operational Support Personnel Security Investigation (OS PSI).
 - (3) Be current in Auxiliary Core Training (AUXCT).
 - (4) Be current in annual uniform inspection.
 - (5) Be a certified Auxiliary Instructor (IT).
 - (6) Complete CGMA's online [Volunteer Registration Form](#) (upon completion, this form is automatically submitted to CGMA).
 - (7) Review all information and materials in the CGMA Ambassador Self Service Onboarding Checklist.
- c. After finishing all tasks, an AUX-CGMA trainee must submit the completed PQS to their Flotilla Commander for review and endorsement. The PQS will then be sequentially routed to the Division Staff Officer for Human Resources (SO-HR), District Staff Officer for Human Resources (DSO-HR), DVC-HB, and then to DIRAUX for final approval, competency assignment, and notification back to the DVC-HB.

- d. Once notified by the DIRAUX, the DVC-HB will notify CGMA of the Auxiliarist's competency assignment by emailing: Volunteer@MyCGMA.org. CGMA will then provide the Auxiliarist a Letter of Qualification.
4. Director of Auxiliary (DIRAUX) Guidelines. The DIRAUX shall:
 - a. Upon approval of the Auxiliarist's completed PQS assign the competency code in the Auxiliarist's AUXDATA II record by selecting Competency category: "General" and Competency type: "AUX CGMA VOLUNTEER AMBASSADOR".
 - b. Issue blanket non-reimbursable orders for the AUX-CGMA participant to conduct CGMA Ambassador duties. Issuing such orders covering semi-annual periods is authorized.
 5. Maintaining Certification.
 - a. In order to maintain certification AUX-CGMA participants are expected to satisfactorily meet program expectations communicated by CGMA whenever they are assigned to duty in support of the AUX-CGMA program. Failure to fulfill these expectations satisfactorily may result in loss of the AUX-CGMA competency. In addition to reporting on their activities in the manner requested by CGMA, AUX-CGMA program participants should also claim their activity using code 99E on the Member Activity Form (ANSC-7029).
 - b. If the AUX-CGMA competency is removed, an Auxiliarist must again complete all program requirements no matter how much time may have passed since loss of the AUX-CGMA competency in order to regain it.

Appendix A

**AUXILIARY COAST GUARD MUTUAL ASSISTANCE AMBASSADOR (AUX-CGMA)
PERFORMANCE QUALIFICATION STANDARD (PQS)**

AUX-CGMA Trainee Name: _____

Member ID Number: _____ **Auxiliary Region / Division / Flotilla:** _____

AUX-CGMA task completion must be signed off by those identified in the following table. The completed PQS must be approved by the Flotilla Commander and sequentially routed to the SO-HR, DSO-HR, DVC-HB, and then to DIRAUX for final approval, competency assignment, and notification back to the DVC-HB.

Task signoffs must be completed within 12 months after the date of completion of the first task. If not completed in this time period, then the AUX-CGMA trainee must start a new AUX-CGMA PQS and have all tasks signed off anew in a time period that expires no later than 12 months after the date of the first task sign-off of the new AUX-CGMA PQS.

TASK NUMBER	TASK DESCRIPTION	SIGNOFF BY	SIGNOFF (INITIALS)	DATE
1	In Basically Qualified (BQ) or Operational Auxiliarist (AX) membership status	FC, VFC, FSO-IS, or FSO-HR		
2	Possess a favorable Operational Support (OS) Personnel Security Investigation (PSI)	FC, VFC, FSO-IS, or FSO-HR		
3	Current in Auxiliary Core Training (AUXCT)	FC, VFC, FSO-IS, or FSO-HR		
4	Current in annual uniform inspection	FC, VFC, FSO-IS, or FSO-HR		
5	Certified Auxiliary Instructor (IT)	FC, VFC, FSO-IS, or FSO-HR		
6	Completed CGMA's online Volunteer Registration Form	FC, VFC, or FSO-HR		
7	Reviewed all information and materials in CGMA Ambassador Self Service Onboarding Checklist	FC		

Record of AUX-CGMA PQS Completion

Record of Flotilla Commander (FC) Approval

Date all tasks completed: _____

Name: _____

Signature: _____

Comments: _____

Record of Division HR Officer (SO-HR) Approval

Name: _____

Signature: _____

Comments: _____

Date Forwarded: _____

Record of District HR Officer (DSO-HR) Approval

Name: _____

Signature: _____

Comments: _____

Date Forwarded: _____

Record of Division Chief for USCG Special Projects (DVC-HB) Approval

Name: _____

Signature: _____

Recommendation for Qualification: Approve / Disapprove

Comments: _____

Date Forwarded: _____

Record of District Director of Auxiliary (DIRAUX) Receipt and Competency Assignment

Name (DIRAUX staff member): _____

Signature: _____

Date AUX-CGMA Competency Assigned: _____

Date AUXDATA II Entry of AUX-CGMA Competency: _____

Date Division Chief for USCG Special Projects (DVC-HB) notified: _____