



**U.S. COAST GUARD AUXILIARY  
District Eleven North Region  
DIVISION COMMANDERS REPORT**



**To: Curtis Han, Commodore**

**Date: 1/13/2023**

**From: Bill Ross, Division 7 Commander**

**Division: 113-**

**HIGHLIGHTS/"3 UPS":**

1. Objective analysis and utilization of assets
2. Organize Flotillas to cooperate in utilization of limited resources
3. Revitalize membership through social engagements

**DETAILS:**

1. There has been a lack of strategic analysis of the shrinking membership and number of available facilities to meet the demands of our operational objectives. It is crucial that we identify those members interested in crew and coxswain qualifications and begin their training during the winter months.
2. In the past the Flotillas have operated as four independent entities. We need to bring them together to support the common objectives of the Division.
3. Covid -19 has taken a toll on our members level of commitment. Although Zoom Flotilla meetings has helped maintain some contact with the members, it has created an atmosphere of complacency where it is easier to sit Infront of a computer than it is to meet in person. We are planning a social gathering on March 14 to begin the reengagement of our members. It is imperative that we learn what our our members expectations and find the means to fulfill their expectations or we will lose them.

**PROJECTS:**

1. Division Training and Quartey Planning Meeting
2. One online Zoom Meeting and in Person Planning Meeting to start the year

**CHALLENGES/OBSTACLES ("3 Downs"):**

1. Failure of Flotilla 7-6 to hold elections
2. Motivate members to be willing to accept Staff Positions for Division and Flotillas
3. Attrition down 13% last year with resulting loss of revenue

**AGENCY INTERACTION:**

1. We will participate in the annual Boat Show. The sponsor is providing us with a 30' booth for display this year. Emphasis is preventing drowning, proper use of life jackets. Also emphasize recruiting opportunities.
2. We have established contact with the new Coast Guard Recruiter. He is anxious to work with the Auxiliary and there will be three additional recruiters brought to SLC this summer.

**GOALS AND OBJECTIVES:**

1. First goal is to learn what each members expectations are from membership on the Auxiliary and what we need to do meet those expectations.
2. We will put into place procedures to interact in a [positive way to ensure that every member feel needed and appreciated for their service.
3. Develop plans to attract, recruit and train new members to be qualified for assignment to duty for operations.
4. Emphasize leadership development to ensure we have qualified candidates to fill the leadership roles of the future.

**PHOTO GALLERY:**

No photographs available at this time