



U.S. Department of Homeland Security
United States Coast Guard Auxiliary
District 11N DSO-HR

REPORTING PERIOD: APRIL 30, 2019

TO: COMO Mary Kirkwood
CC: DISTRICT 11N BOARD AND STAFF
FROM: Robert Schabert, PA-3, DSO-HR

RE: DISTRICT HR REPORT

SUMMARY

Membership in the Auxiliary is like the Titanic... It is sinking, and all we are doing is re-arranging the deck chairs!

Now that I have your attention...

Our DSO-HR Team has spent many hours developing a new approach to recruiting and retention. It was first introduced at D-train, with positive feedback from the participating students, including one from the Gold Side.

This class does *not* consist of a one-hour lecture about how to get a prospective member name and phone number. This class has been developed to recruit members who will be good for the Auxiliary and members who will benefit from the Auxiliary.

The class consists of a PowerPoint presentation, video's and student interaction which is present over 3 hours... 4 if time is available.

Our HR Team is willing to travel to the Different Divisions. We would like to 'train the trainers' so this new concept can be adopted across our District providing us with skills to build a strong, active, participating membership.

3 'Ups' for this Reporting Period

1. We have ONE Division that will be dedicating a Saturday to our PA Presentation.
2. None to Report
3. None to Report

3 'Downs' for this Reporting Period

1. Getting Divisions to commit to a date for HR Training. Everyone complains about declining membership, but they won't dedicate time to learn ways to change the course of their Recruiting and Retention.
2. **HR-MAIL-ROBOT**- For the month of April, our District received 6 HR-MAIL-ROBOT inquiries, none of which resulted in membership. I have only two Divisions that cc me with regards to their communications with these perspective members. This leads me to believe that NOTHING is being done with these leads
3. I have received only ONE Division 'HR Report' this month.
4. Have my current ADSO-HR members listed on the District Web.

Assistance needed from Coast Guard, NEXCOM or National Staff

None needed at this time

Future Plans and Milestones

1. Take our HR Class on the Road

IN CLOSING... The 3 most vital FSO positions within a Flotilla are PA-HR-MT. This 'team' is what will keep your flotilla alive and must work together.

Should we have a new Flotilla Position... FSO-MENTOR? AFTER you have taken our new HR Class, it is a question that should be addressed.

Respectfully submitted,

Robert Schabert, PA-3, 11N DSO-HR