



**Homeland
Security**

**U.S. Coast Guard Auxiliary
District 11 Northern Region**
Serving Northern California, Nevada, Utah



DATE: 9 MAR 2022

TO: COMO Dean McFarren
DCOS Curtis Han
DCAPT Bruce Martin
DCAPT Chick Cobery
DCAPT Alan Stanton

CC: DISTRICT 11NR BOARD AND STAFF
Lou Sarto, ADSO-HR, Flotilla 01-04
Mary Stephens, ADSO-HR, Flotilla 01-07

FROM: Jim Losi, DSO-HR

RE: **Human Resources Report - FEBRUARY 2022**

HIGHLIGHTS

1. Membership Summary Monthly Reporting
 - i. Mar 2022 YTD Report attached - Figure 1
 - ii. Current D11NR Membership stands at 1,078 as of 8 March 2022.
 - iii. Each week the DCDRs will be receiving qualified prospective new member leads from me. Please follow up on them. The number of qualified leads has been increasing regularly.
 - iv. Completed the final version of the D11NR Exit Interview template. Please see Figure 2.
2. Division 6, under the leadership of COMO Wally Smith with an active assist of DSO-PA Jane Smith and under the leadership of FC Bruce Krogstad, Capitola Flotilla 113-06-10, the team boarded 7 new Aux Members during the month. This is a stunning and significant accomplishment by leadership. They recognized a recruiting opportunity and then seized that opportunity by recruiting 7 new members. I have asked COMO Smith to provide an accounting of this remarkable accomplishment during the DSO-HR report at the DTRAIN Board and Staff meeting.

Projects

- Communication and implementation of D11 HR Plan
- Communication and implementation of Retention Strategy
- Continued reporting and analysis of 2022 Membership Summary

Future Activities

- Virtual Call with Div SO-HR and FSO-HR members - This will be an ongoing activity scheduled on a periodic basis

Challenges

- Succession planning DSO-HR for support and coverage
- Creating the time necessary to reach District members to inspire and motivate them to recruit new members and retain existing members

Goals and Objectives

- Play a leading role in helping to implement recruitment and retention strategies.
- Help facilitate the recruiting of 100+ new members in 2022
- Elevate the HR District function in the eyes of District members to be considered world class.

Figure 1 – December 2021 D11 NR Month End and Year End Membership Report and Summary/Analysis

D11NR Annual and Monthly Membership Summary														
Division	Name	Fleet/Flotilla Name	Fleet/Flotilla	2019	2020	2021	2022 Membership Inflows and Outflows				2022 MARCH NET MEMBERS	2022 Vs. 2021 % Change	Comments	
				Year End # of Members	Year End # of Members	Year End # of Members	How	Retired or Left	Members Grest	** The Bar				** TKFR
1	Senior Area	Sausalito-Eureka	113-01-02	58	51	32	0	-1	0	0	31	-1	-1.88%	2021 Disenrollment Rollback
		Capital Marin	113-01-04	46	48	48	0	0	0	0	43	0	0.00%	2021 Disenrollment Rollback
		Point Reyes	113-01-07	48	47	42	0	-1	0	0	41	-1	-2.33%	2021 Disenrollment Rollback
		Coyote Point	113-01-09	35	34	35	0	-1	0	0	34	-1	-3.86%	Disenrollment Rollback
Total:				188	178	172	0	-3	0	0	169	-8	-1.74%	
3	Rearing Thistles Area Sacramento Region	McCollum Park	113-03-01	24	26	29	3	0	0	0	31	3	6.90%	(New members)
		Gold Country	113-03-08	30	30	26	0	2	0	0	24	-6	-7.69%	2021 Disenrollment Rollback
		Sacramento	113-03-05	23	36	36	0	-1	0	0	35	+1	-2.78%	2021 Disenrollment Rollback
		Catamans River	113-03-10	17	14	15	1	0	0	0	14	-1	-1.65%	
Total:				184	110	104	3	-3	0	0	104	0	0.00%	
4	South Bay Area	San Jose	113-04-01	14	17	19	0	0	0	0	19	0	0.00%	
		Folsom	113-04-03	13	16	15	0	0	0	0	15	0	0.00%	
		Roseville City	113-04-05	21	21	23	0	0	0	0	23	0	0.00%	
		Almaden	113-04-06	10	10	10	0	0	0	0	10	0	0.00%	
		Siicon Valley	113-04-09	24	20	22	0	0	0	0	22	0	0.00%	
Total:				86	84	89	0	0	0	0	89	0	0.00%	
5	Sutro Bay Area	Vallejo	113-05-01	37	38	40	0	0	0	0	40	0	0.00%	
		Napa	113-05-02	23	26	26	0	0	0	0	26	0	0.00%	
		N Solano County	113-05-03	25	28	30	2	0	0	0	32	2	6.67%	(New members)
		Diablo	113-05-07	32	36	24	1	0	0	0	25	-1	-4.17%	2021 Disenrollment Rollback
Total:				184	168	167	3	-1	0	0	169	3	1.87%	
6	Gold Coast Area	Martinez	113-06-04	67	66	21	3	0	0	0	35	3	8.98%	(New members)
		Santa Cruz	113-06-07	32	32	26	0	0	0	0	26	0	0.00%	
		Capitola	113-06-10	56	28	27	7	0	0	0	37	7	23.93%	(New members)
Total:				118	117	103	9	0	0	0	112	9	8.74%	
7	UTAL Area	Salt Lake City	113-07-02	38	28	30	1	-2	0	-1	28	-8	-6.87%	Created by Future Cruiser 2021 Disenrollment Rollback
		Wasatch	113-07-03	20	17	18	1	0	0	0	19	1	5.56%	(New members)
		Ogden	113-07-04	25	25	17	0	-1	0	1	17	0	0.00%	Created by Future Cruiser
		Garfield City	113-07-06	18	17	25	0	0	0	0	25	0	0.00%	Created by Future Cruiser
Total:				98	87	88	2	-3	0	0	87	-1	-1.10%	
8	North Coast B Area	Montecito County	113-08-07	21	17	18	0	0	0	0	18	0	0.00%	
		New Lake County	113-08-08	27	28	21	0	0	0	0	21	0	0.00%	
		Oroville City	113-08-11	23	27	30	0	0	0	0	30	0	0.00%	
		Thiny-Minnes	113-08-39	33	36	21	0	-1	0	0	20	-1	-4.76%	2021 Disenrollment Rollback
Total:				118	108	93	0	-1	0	0	92	-1	-1.68%	
10	San Joaquin Valley Area	Modesto	113-10-02	17	16	16	0	-1	0	0	17	-1	-6.88%	2021 Disenrollment Rollback
		Stockton	113-10-03	23	21	22	0	-1	0	0	21	-1	-4.76%	2021 Disenrollment Rollback
		Fresno	113-10-05	11	10	12	0	0	0	0	12	0	0.00%	
		Yavapai	113-10-06	17	16	13	0	0	0	0	13	0	0.00%	
Total:				68	63	63	0	-2	0	0	63	-5	-6.17%	
11	Sierra Area	North Lake Tahoe	113-11-01	21	26	28	0	0	0	1	29	1	3.45%	Created by Future Cruiser
		Essex	113-11-03	31	26	35	0	0	0	1	34	-1	-3.24%	Created by Future Cruiser
Total:				62	78	83	0	0	0	1	63	0	0.00%	
12***	East Bay - Napa Div	East Bay	113-12-01	22	20	25	1	0	0	0	26	1	1.04%	(New members)
		San Ramon Valley	113-12-31	48	48	44	0	0	0	0	44	0	0.00%	
Total:				156	143	139	1	0	0	0	140	-1	-0.71%	
Grand Total:				1,149	1,188	1,073	18	-13	0	0	1,078	5	0.46%	

NOTES:
 * As of 7 YEAR 2022
 ** 3 members have transferred to other Flotillas
 *** 0 members have Grest the Bar

METRICS:	
Number of Flotillas:	10
Avg. Number of Members Per Division:	114.9
Number of Flotillas:	38
Avg. Number of Members Per Flotilla:	30.2
Flotilla with most number of members:	67
Flotilla with least number of members:	10

Prepared By: Jim Lutz, D11NS, DCO-RR

Figure 2 - D11NR Exit Interview Template

1. What prompted you to begin thinking about leaving the Auxiliary??

Kick off the exit interview by asking the employee why they're leaving. Do they feel that the Auxiliary isn't the right fit? Their answer can help guide the discussion and spark ideas for follow-up questions.

This question can also help you determine which opportunities, benefits, or perks the Auxiliary could be offering to attract and retain members. For example, if you notice exiting members often say they're leaving because there wasn't enough opportunity for participation, it could be a sign that local leaders aren't properly mentoring or communicating.

2. Do you feel your Flotilla leader gave you what you needed to succeed?

From training and one-on-one meetings and participation development opportunities, leaders have a responsibility to make sure each of their team members have the tools and feedback they need to excel in their role. This is one of the best exit interview questions, as it can reveal if members feel abandoned in any of these areas so it can be addressed with their Flotilla leadership.

3. What did you like best and least about being an Auxiliary member?

This exit interview question will help you identify what might get future prospective members excited about their role, as well as how to set the right expectations for being a member and what is involved with membership in the Auxiliary. For example, if an exiting member says they were unhappy with an inability to get information, you'll want to make sure the next member is comfortable with navigating the many sources of Auxiliary information.

4. Do you think the requirements and demands on you as a member have changed since you became a member?

Change in the Auxiliary is constant and there are always new requirements to maintain overall membership as well as certain qualifications. Sometimes these changes demand a different set of skills than membership initially required and can make current members less enthusiastic about their overall membership. Hearing how things have changed will provide us with critical details to include in the prospective membership conversation to make sure your next member is well-suited for these new demands and changes.

5. Did you feel your achievements were recognized throughout your membership

Recognition is crucial to the member experience. When members know their Auxiliary leadership notices and values their contributions, it improves motivation, fuels further participation, and can decrease membership attrition. If a member doesn't feel their efforts were appreciated, this could be part of the reason they've chosen to leave.

6. What suggestions do you have for the Auxiliary? How could we improve?

From suggestions about leadership style, recognition to how the Flotilla conducts meetings, it's important to consider all types of feedback. While you may not be able to make all proposed changes, knowing what members find important will help you determine how to improve member morale and prevent other members from leaving for similar reasons.

7. Is there anything that would have changed your mind about leaving? "Would you consider staying with the Auxiliary?"

This exit interview question is purposefully direct and can help you get to the crux of why a member has chosen to leave. Often, what would have encouraged a member to stay is also the catalyst behind their reason to move on and is worth examining further. For example, if a member says they probably wouldn't have made the decision to leave if the Auxiliary communicated more, then it might be time to explore new and different ways to communicate to the local membership or have more centralized comms.

8. Would you recommend membership in the Auxiliary to a friend? Why or why not?

Even though they ultimately decided to leave the Auxiliary, former members can be an excellent referral source. In an ideal world, every exiting member would answer "yes" to this question – but the reality is there may be some who are so unhappy with their experience that they would feel uncomfortable referring their contacts. In this case, identify the issues and make corrections as quickly as possible.

9. Did you share any of the concerns we discussed today with your local Flotilla leader or another Flotilla member before deciding to leave?

Asking this exit interview question can reveal whether or not members feel safe and comfortable voicing their concerns and opinions at the Flotilla level. If their answer to this question is "no," it could be a sign that the local Flotilla needs to work on building a culture where members feel confident speaking up and sharing their concerns, without fear of negative reactions.

If their answer is "yes," it may mean that Flotilla leaders (1) aren't taking member feedback seriously or (2) aren't asking for feedback often enough.

10. Follow-up question: Can you give me a specific example?

After your former member has answered any of the above exit interview questions, don't be afraid to ask them to elaborate with more information or specific examples. For instance, if the exiting member mentions that they didn't like their leader, ask them for a specific example so you know exactly what you need to fix. The more specific feedback you can get, the better.