

Greetings shipmates.

I hope you are all hale and hearty.

Attached please find the above-mentioned report.

Total District membership stands at 1,050 members as of 13 Oct 2022. We have recruited 105 new members and have lost 123 members. Additionally, 5 members have crossed the bar this year. I repeat myself because it is important to continually remind leadership and members that the District has done a remarkable job attracting new members. Additionally, remember (see chart below) that 67% of our members are above the age of 60. Our membership is aging out.

I/we have learned a great deal about our membership dynamics both from a recruiting and retention perspective. We have the recruiting machinery working well, and we need a powerful retention strategy with an actionable plan available for leadership and members. DCO elect Han has tasked me with creating a retention strategy that is shaping up nicely and will be presented to the Board & Staff when we assemble in January. I will be reaching out to you between now and then to solicit your input.

I continue to create a sample analysis of our 7035s for processing. The following data and findings come from a sample size of 60 or 49% of all of the 7035s we have processed through the DIRAUX office. Consequently, the findings are pretty accurate and are representative of the total number of members who have left us.

Thus far, 66% of all members leaving us are over the age of 60. 71% of members who left us never had a single certification, and 66% of members who left had over 10 years of service. This sample size represents 594 years of service, and the entire population of members who left us represents 2,029 years of service.

At first glance, the report may appear to be sobering and disappointing. I would urge you to think about it differently. In fact, what we are experiencing is actually healthy for our District.

Please let me provide some context for my observations...

First, we had no control over the age distribution of our membership. (Please see below.) As I look back on the years of service of our current membership, a great many members joined the Auxiliary post 9/11 to serve their country in the wake of that tragedy. Several hundred members joined our District in the aftermath of 9/11. In fact, the membership numbers for that period of time match up surprisingly well with the number of members over the age of 60. That number is near 500 new members in a very short period of time back post 9/11. They aged together, and they are leaving as they reach certain age thresholds in their late 70s and 80s. With the most recent attrition of older members, our average age of membership has dropped somewhat substantially. Secondly, our ratio of active to inactive members has also shifted positively. That is, our ratio of active to inactive members has improved as well. I would invite you to think about our membership dynamic of our older members aging out and, along with inactive members, creating a more stable foundation of total members for the immediate future. In other words, it is a healthy process to be going through what we are as we prepare for the immediate term and the future. The path forward is to continue to recruit but also put in place retention programs that are strategic and actionable and make a difference.

Please let me know if you have any questions. I would welcome any conversation to further understand our membership dynamics.

V/R,
Jim

Monthly Membership Summary			2019	2020	2021	2022 Membership Inflows and Outflows					2022 Vs.		Comments	
Division	Name	Flotilla Name	Year End # of Members	Year End # of Members	Year End # of Members	New	Retired or Left	Members Crossed ***The Bar	**TXFR	Oct NET* MEMBERS	2022 B/(W) 2021	2021 % Change		
1	Senior Area	Sausalito-Tiburon	113-01-02	53	51	52	2	-2	0	0	52	0	0.00%	2021 Disenrollment Rollover/Disenrollment McCann
		Central Marin	113-01-04	48	46	43	0	-3	0	0	40	-3	-6.98%	Palmer O. Wilkens, DOD 22 MAR 2022/R. Riferburg retirement/Lantz, Marshall
		Point Bonita	113-01-07	46	47	42	2	-2	0	0	42	0	0.00%	2021 Disenrollment Rollover
		Coyote Point	113-01-09	35	34	35	0	-3	0	0	32	-3	-8.57%	Disenrollment of Shaun Bernhardt
		Total:		182	178	172	4	-10	0	0	166	-6	-3.49%	
3	Roaring Thirties Area	McClellan Park	113-03-01	34	28	29	2	-1	-1	0	29	0	0.00%	(New members) Roseann Fox, DOD 16 June 2022
	Sacramento Region	Gold Country	113-03-03	30	29	26	2	-4	0	2	26	0	0.00%	2021 Disenrollment Rollover/T. Holtzman/F. Cavazos Transfer/Wren retirement
		Sacramento	113-03-05	43	39	36	1	-6	-1	0	30	-6	-16.67%	2021 Disenrollment Rollover, James Robert Snyder DOD/McBan Retirement, Meister, Kruse/Todd, Leclair, Karlson
		Cosumnes River	113-03-10	17	14	13	5	0	0	-2	16	3	23.08%	(New member)/T. Holtzman/F. Cavazos Transfer
		Total:		124	110	104	10	-11	-2	0	101	-3	-2.88%	
4	South Bay Area	San Jose	113-04-01	14	17	19	12	0	0	0	19	12	63.16%	Recruiting
		Palo Alto	113-04-03	16	16	15	0	-1	0	0	14	-1	-6.67%	Retirement of M Downey
		Redwood City	113-04-06	21	21	23	1	0	0	0	24	1	4.35%	Recruiting
		Almaden	113-04-08	10	10	10	1	0	0	0	11	1	10.00%	Recruiting
		Silicon Valley	113-04-09	24	20	22	4	-3	0	0	23	1	4.55%	Recruiting
		Total:		85	84	89	18	-4	0	0	103	14	15.73%	
5	Suisun Bay Area	Valljo	113-05-01	37	36	40	11	-13	0	0	38	-2	-5.00%	(New members)/Retirement Marlene Pifer/11 members disenrolled on 11 OCT
		Napa	113-05-02	26	26	26	9	-1	0	0	34	8	30.77%	Recruiting
		N Solano County	113-05-03	23	28	30	8	-2	0	1	37	7	23.33%	(New members) Katelyn Axetel (Resigned)
		Sonoma County	113-05-05	40	40	37	2	-4	0	0	35	-2	-5.41%	2021 Disenrollment Rollover/Kevin Berger/Rebecca Ver-Meer
		Diablo	113-05-07	38	36	24	1	-21	0	-1	3	-21	-87.50%	2022 Recruiting/Broom Retirement/Flotilla disbandment/Long disenrollment
		Total:		164	166	157	31	-41	0	0	147	-10	-6.37%	
6	Gold Coast Area	Monterey	113-06-04	57	56	51	5	-8	0	0	48	-3	-5.88%	(New member) Disenrollment of Perkins, McLaughlin, Mouser, Matthews, Worrell, Abbott,
		Santa Cruz	113-06-07	32	32	25	1	-2	0	0	24	-1	-4.00%	A. Ryder disenrollment
		Capitola	113-06-10	30	29	27	9	-4	0	0	32	5	18.52%	S. Milesky disenrollment
		Total:		119	117	103	15	-14	0	0	104	1	0.97%	
7	Utah Area	Salt Lake City	113-07-02	32	28	30	2	-6	0	-1	25	-5	-16.67%	Transfer of Flerie Brunier/2021 Disenrollment Rollover/Retirements Brown, Vandemolen,
		Wasatch	113-07-03	20	17	18	3	-1	0	0	20	2	11.11%	(New member)/Recruiting
		Ogden	113-07-06	26	25	17	1	-2	0	1	17	0	0.00%	Transfer of Flerie Brunier
		Garden City	113-07-08	18	17	23	1	-2	0	0	22	-1	-4.35%	Doug and Karen Hammer retirement
		Total:		96	87	88	7	-11	0	0	84	-4	-4.55%	
8	North Coast 8 Area	Mendocino County	113-08-07	21	17	18	0	-2	-1	0	15	-3	-16.67%	Christopher (Chris) Thomas Jewel, DOD 7 JUL 2022/Disenrollment of Ford, Funk and
		New Lake County	113-08-08	27	28	24	1	0	0	0	25	1	4.17%	Recruiting
		Crescent City	113-08-11	29	27	30	0	-10	-1	0	19	-11	-36.67%	CTB, Juanita Martin 5 MAY 2020/2021 Disenrollments Rollover
		Thirty Niners	113-08-39	36	36	21	0	-1	0	0	20	-1	-4.76%	2021 Disenrollment Rollover
		Total:		113	108	93	1	-13	-2	0	79	-14	-15.05%	
10	San Joaquin Valley Area	Modesto	113-10-02	17	16	18	1	-3	0	0	16	-2	-12.50%	2021 Disenrollment Rollover
		Stockton	113-10-03	23	21	22	0	-11	0	0	11	-11	-50.00%	2022 Disenrollment
		Fresno	113-10-05	11	10	12	4	-2	-1	0	13	1	7.69%	Hard Berg DOD 23 MAR 2022/Disenrollment of two members
		Kaweah	113-10-06	17	16	13	0	-1	0	0	12	-1	-8.33%	Attrition
		Total:		68	63	65	5	-17	-1	0	52	-13	-25.00%	
11	Sierra Area	North Lake Tahoe	113-11-01	31	28	28	0	0	0	1	29	1	3.45%	Transfer of R. David Hague
		Reno	113-11-03	31	28	35	3	0	0	-1	37	2	5.41%	Transfer of R. David Hague
		Total:		62	76	63	3	0	0	0	66	3	4.55%	
12	East Bay - Neptune Div	East Bay	113-12-01	88	95	95	5	-2	0	0	98	3	3.06%	(New members)
		San Ramon Valley	113-12-91	48	48	44	6	0	0	0	50	6	12.00%	(New members) Steven Lombard New Member
		Total:		136	143	139	11	-2	0	0	148	9	6.08%	
		Grand Total:		1,149	1,132	1,073	105	-123	-5	0	1,050	-23	-2.19%	

NOTES:
 * As of 11 OCT 2022
 ** rs have transferred to other Flotillas
 *** members have Cross the Bar

METRICS:		
Number of Divisions:	10	D11NR
Avg. Number of Members Per Div	105	10 Divisions
Number of Flotillas:	38	
Avg. Number of Members Per Flc	28	38 Flotillas
Flotilla with most number of men	98	113-12-01
Flotilla with least number of men	3	113-05-07

OCT - D11NR-2022 Membership Summary & Analysis.xlsx
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Finding(s)			
Members over the age of 60		38	66%
Members under the age of 60		22	37%
Members had no certifications		41	71%
Members had more than 1 certification		19	32%
Members had over 10 years of service		38	66%
Members had less than 10 years of service		22	37%
Total years of service per total member disenrollment		594	
Years of service per disenrolled member		16.5	

