



**Homeland
Security**

**U.S. Coast Guard Auxiliary
District 11 Northern Region**

Serving Northern California, Nevada, Utah



DATE: 21 JAN 2021

TO: COMO Dean McFarren
DCOS Curtis Han
DCAPT Bruce Martin

CC: DISTRICT 11NR BOARD AND STAFF
Lou Sorta, ADSO-HR

FROM: Jim Losi, DSO-HR

RE: Human Resources Report – January 2021

HIGHLIGHTS

1. Created District HR Plan for 2021
 - a. Started communicating plan at EOT – Tuesday, 12 JAN
2. Membership Summary Monthly Reporting
 - a. 2019 – 2020 Membership Summary Report Completed and submitted
 - i. Created the 2020 D11NR Member Who Recruited New Members
 - ii. Created the 2020 Membership Inflow and Outflow Report and Analysis
 - b. 2021 Membership Summary Report and Analysis Created and updated on a periodic basis driven by ADII and AUXDIRECTOR Updates
3. Created the Division and Flotilla Commanders' Recruiting Quick Start Plan to be presented during PCA Fair
 - a. Includes Virtual Recruiting Plan
4. Recruited and had approved the new ADSO-HR – Lou Sorta'
 - a. Lou has a very special skill in the recruiting field

Projects

- Communication and implementation of D11 HR Plan
- Communication and implementation of Virtual Recruiting Plan
- Continued reporting and analysis of 2021 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

- Identifying ADSO-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 the recruitment and retention strategies being developed by HR and EXCOM
- Help facilitate the recruiting of 100 new members in 2021
- Re-engineer the HR District function from mediocre to world class.

Exhibit 1 - 2021 Membership Summary and Analysis

D11NR Annual and Monthly Membership Summary													
Division	Name	Fleet/Flotilla Name	Fleet/Flotilla	2019	2020	Jan-21		Retired	Members	MEMBERS	B/(W)	Comments	
				Year End # of Members	Year End # of Members	Beginning	New	Left	Crossed				TXFR
1	Senior Area	Sausalito-Thiburon	118-01-08	53	51	51	0	0	0	0	51	0	
		Central Marin	118-01-04	45	46	46	0	0	0	0	46	0	
		Point Bonita	118-01-07	46	47	47	0	0	0	0	47	0	
		Coyote Point	118-01-09	35	34	34	0	0	-1	0	33	-1	David Stone Sweett (1/5/21)
		Total:		182	178	178	0	0	-1	0	177	-1	
3	Hoarding Thirties Area Sacramento Region	McClelan Park	118-03-01	34	28	28	0	0	0	0	28	0	
		Gold Country	118-03-03	20	20	20	0	0	0	0	20	0	
		Sacramento	118-03-05	43	39	39	0	0	-1	0	38	-1	Retirement
		Elk Grove	118-03-10	17	14	14	1	0	0	0	15	1	
Total:		114	110	110	1	0	-1	0	110	0			
4	South Bay Area	San Jose	118-04-01	14	17	17	0	0	0	0	17	0	
		Palo Alto	118-04-03	16	16	16	0	0	0	0	16	0	
		Redwood City	118-04-06	21	21	21	0	0	0	0	21	0	
		Almaden	118-04-08	10	10	10	0	0	0	0	10	0	
		Silicon Valley	118-04-09	24	20	20	1	0	0	0	21	1	Recruiting
Total:		85	84	84	1	0	0	0	85	1			
5	Suisun Bay Area	Vallejo	118-05-01	37	36	36	0	0	0	0	36	0	
		Napa	118-05-02	26	26	26	0	0	0	0	26	0	
		North Sutter County	118-05-03	25	25	25	0	0	0	0	25	0	
		Sonoma County	118-05-05	40	40	40	1	0	0	0	41	1	Recruiting
		Diablo	118-05-07	28	26	26	0	0	0	0	26	0	
Total:		164	166	166	1	0	0	0	167	1			
6	Gold Coast Area	Monterey	118-06-04	27	26	26	0	0	0	0	26	0	
		Santa Cruz	118-06-07	32	32	32	0	0	0	0	32	0	
		Capitola	118-06-10	30	29	29	0	0	0	0	29	0	
		Total:		119	117	117	0	0	0	0	117	0	
7	Utah Area	Salt Lake City	118-07-02	32	28	28	0	0	0	0	28	0	
		Wasatch	118-07-03	20	17	17	0	0	0	0	17	0	
		Ogden	118-07-05	29	29	29	0	0	0	0	29	0	
		Garden City	118-07-08	18	17	17	0	0	0	0	17	0	
Total:		99	87	87	0	0	0	0	87	0			
8	North Coast S Area	New Mercedino County	118-08-07	21	17	17	0	0	0	0	17	0	
		New Lake County	118-08-08	27	26	26	0	0	0	0	26	0	
		Duressant City	118-08-11	29	27	27	0	0	0	0	27	0	
		Thruway Rivers	118-08-20	26	26	26	0	0	0	0	26	0	
Total:		113	108	108	0	0	0	0	108	0			
10	San Joaquin Valley Area	Modesto	118-10-02	17	16	16	0	0	0	0	16	0	
		Stockton	118-10-03	23	21	21	1	1	0	0	21	0	
		Fresno	118-10-05	11	10	10	0	0	0	0	10	0	Recruitment & Left
		Kaweah	118-10-06	17	16	16	0	0	0	0	16	0	
		Total:		68	63	63	1	1	0	0	63	0	
11	Sierra Area	North Lake Tahoe	118-11-01	31	28	28	0	0	-1	0	27	-1	Retirement
		Reno	118-11-03	31	28	28	0	0	0	0	28	0	
		South Lake Tahoe	118-11-04	28	20	20	0	0	0	0	20	0	
		Total:		94	76	76	0	0	-1	0	75	-1	
12	East Bay - Neptune Division	East Bay	118-12-01	28	26	26	0	0	0	0	26	0	
		Embarcadero/Dove	118-12-03	0	0	0	0	0	0	0	0	0	
		San Ramon Valley	118-12-01	45	45	45	0	0	0	0	45	0	
		Total:		126	124	124	0	0	0	0	124	0	
Grand Total:				1,171	1,128	1,128	4	-1	-3	0	1,128	-	

NOTES:
As of 12 JAN 2021

METRICS:		
Number of Divisions:	10	D11NR
Avg. Number of Members Per Division:	117	
Number of Fleet/Flotilla:	38	
Avg. Number of Members Per Fleet/Flotilla:	30	
Fleet/Flotilla with most number of members:	94	118-12-01
Fleet/Flotilla with least number of members:	12	118-10-02

Prepared By: Jim Lusk, D11NR, ISRO-ERS

Exhibit 2 – 2020 Members Who Recruited Other Members

2020 Members Who Recruited New Members

Name	Number of New Members Recruited	Comments
Clark, Robert & Felita	4	
Brown, Michael	3	
King, Anthony	3	
Gleeson, Greg	2	
Johnson, Steve	2	
Thomas, Richard	2	
Alvarez, Jose	1	
B, David	1	
Barnette, Rusty	1	
Bennet, Craig	1	
Chan, Derek	1	
Dodson, William	1	
Dragon, Cynthis	1	
Drieberg, Denver	1	
Kealey, Kevin	1	
Kuipers, Sean	1	
Leinan, Bryce	1	
Marshall, Glen	1	
McCormick	1	
Pasqual, Gene	1	
Paz, Carol	1	
Ross, William	1	
Rouleau, William	1	
Sairnicola, Tom	1	
Schabert, Robert	1	
Stabton, Larry	1	
Steffans, Heinz	1	
Uruoli, Alex	1	
Verveniotis, Kristan	1	
Total:	39	
Through Other Channels:	7	
Grand Total:	46	