# U.S. Coast Guard Auxiliary

## Strategic Plan for Managing Diversity

### MISSION

The primary mission of the U.S. Coast Guard Auxiliary is Recreational Boating Safety. We also have the mission to contribute to the safety and security of our citizens, ports, waterways and coastal regions, as authorized by the Commandant of the United States Coast Guard. We will support the overall mission by improving the quality and delivery methods of our educational products. We will work with other like-minded organizations to improve the overall knowledge of the boating public to increase awareness of safety on the water.

The U.S. Coast Guard Auxiliary values diversity, teamwork and responsiveness. Our mission in valuing diversity is to build a positive work environment for all personnel, regardless of their similarities or differences, and a climate of respect for people of all backgrounds.

### DIVERSITY VISION

The U.S. Coast Guard Auxiliary will be recognized as the "Volunteer Organization of Choice" for American citizens interested in promoting recreational boating safety, security of America's waterways and improved methods of educating the boating public. We will recruit, retain, train and deploy a ready, diverse and highly-skilled volunteer work force to contribute to Coast Guard Auxiliary mission success.

### VALUES

The Coast Guard Core values embody the very nature of selfless service achieved through the contributions of each individual

**Honor**
**Respect**
**Devotion to Duty**

### GOALS

**1. Continue an aggressive recruiting program to increase the diversity of membership**
The long-term growth of the organization is dependent on recognizing the changing demographics of the United States and extending a welcome to all citizens to join and participate in our activities.

**2. Expand the recruiting efforts to new communities in our local areas of responsibility**
Members gained from communities in which we do not currently recruit effectively will add to the mosaic of talents in our organization and will add to the agility of our human resources component.

**3. Identify unintended disincentives to recruitment and retention**
Unintended disincentives to recruitment and retention of members with needed competencies must be identified and eliminated.

**4. Provide appropriate recognition for outstanding performance in the diversity program**
Ensure measurable diversity goals are established, that accountability is made clear, and that recognition for attaining stated objectives is meaningful and fair.

**5. Refocus the diversity program from the national to the grassroots level**
Ensure members at all levels are provided the tools to enhance their effectiveness by educating the entire organization on the benefits of inclusion, equity and respect for all persons, their talents, experiences and abilities.

### OBJECTIVES

1.1 Utilize leaders at all levels as force multipliers in promoting the importance of diversity in the organizational climate.
1.2 Capitalize in the use of social media to communicate the importance of diversity and to broadcast outcomes.

2.1 Involve leaders at all levels with Affinity Groups to maximize opportunities for developing relationships and partnerships.
2.2 Achieve a measurable improvement in improving the diversity of the organization, including members, missions, and partnerships.

3.1 Train and educate leaders at all levels in the organization on how to lead a diverse workforce.
3.2 Establish an effective mentoring and counseling network.

4.1 Develop methods to ensure leader accountability for implementing diversity initiatives and programs.
4.2 Revise the NACO Three Star Diversity Award program to provide appropriate, meaningful awards for outstanding performance in the diversity program.

5.1 Communicate the National Commodore's message on diversity and its importance to the health of the organization
5.2 Educate all members on the importance for each member to embrace diversity objectives and how to improve the organization's diversity posture.

**Dependability, Integrity, Diversity**          02/13/11