

Training

Auxiliarists are optimally trained to perform many tasks in a safe, responsible manner. The training spectrum consists of qualification, sustainment, and proficiency training.

- Qualification training prepares a candidate with the minimum tools to perform a particular mission.
- Sustainment training is periodic refresher training needed to maintain the minimum qualification.
- Proficiency training provides the additional familiarity and skill to become truly expert in all aspects of the mission at hand; this should be our ultimate goal.

Training programs must provide avenues for members to gain the skills needed for them to be active in the program activities in which they wish to participate. The training must be relevant to the activity for which they are being trained.

We will do our level best to not waste our members' time training for activities in which they do not desire to participate, or in which they are not able to participate.

Communication

Communication is essential to our success. There are two chains of communication within our organization, and they are equally important.

- Communication between elected leaders following the Chain of Leadership and Management disseminates policy and guidance, facilitates feedback, and provides an avenue for clarification, coordination and redress.
- Staff communication using the concept of parallel staffing provides an avenue for subject matter experts to pass the day-to-day information required for program management and execution.

Advances in technology have moved very rapidly in the last few years. We must be careful to not disenfranchise some members who are less technically advanced, while at the same time we must use available technology to more efficiently and effectively reach the bulk of our members and the boating public. We will rely more and more on electronic classroom and meeting technology in the years to come.

Members

Members are the lifeblood of our organization. Without the member we as an organization are nothing.

Often we hear Recruiting and Retention uttered in the same breath, as if these activities are one in the same. They are not.

- Recruiting is analogous to Sales. Members join the organization for a variety of reasons. They see something in the Auxiliary that energizes them and makes them feel worthwhile. Recruiting and building membership is the focus of the Sales effort that is vital to our long-term viability as an organization.
- Retention, on the other hand, is analogous to Service, and requires a much more sustained effort. Preserving the member's enthusiasm by meeting expectations requires a conscious long-term effort.

Dreams are the stuff of which life is made. Dreams provide a measuring stick by which happiness can be measured. We need to encourage fellow members to dream and to help them realize their dreams of worthwhile service.

NACO Vision

The United States Coast Guard Auxiliary – the best trained most valued maritime volunteer organization in the world – highly effective during normal operations and ready for emergencies.

Mission

- To promote and improve Recreational Boating Safety
- To provide trained crews and facilities to augment the Coast Guard and enhance safety and security of our ports, waterways and coastal regions
- To support Coast Guard operational, administrative and logistical requirements

Core Values

- Honor
- Respect
- Devotion to Duty

The Way Forward

Recent years have been turbulent in terms of organizational structure, fiscal cutbacks, and expanding missions for the Auxiliary.

The organizational restructuring of our parent service appears to be stabilizing. We can expect to see increasing competition for resources provided both by the Coast Guard and by other sources through our financial arm, the Coast Guard Auxiliary Association, Inc. It will be increasingly important for us to be good stewards of the resources entrusted to our care.

The expanding number of operational, administrative and logistical missions, which we are able to perform, gives us ever-increasing opportunities for service. Every member should be able to attain personal satisfaction within that array of missions.

My Watchwords – Training, Communication and Members are intended to guide our focus as we move forward.

Semper Paratus!

Thomas C. Mallison
National Commodore



Strategic Intent

2013-2014