

15 June 1998

To: ALL FLOTILLA COMMANDERS

Subj: *JOB ONE #3 - AGE DIVERSITY*

The first two JOB ONE mailings for 1998 dealt with the leadership skills of successful preparation and motivation. They also provided recruiting ideas utilizing member training opportunities and new recruiting sources. This third issue focuses on the subject of age diversity within the Auxiliary.

In 1998, the Coast Guard Auxiliary celebrates its 59th Anniversary.

The age of the average Auxiliarist is 57.

20% of our members are over 70 years of age,

69% are between the ages of 40-69,

11% are under 40 years of age.

To achieve optimum value of the Auxiliary ashore, afloat and in the air, we must continue to recruit members of all ages, while balancing our age distribution. The diversity of talent and experiences brought to the Auxiliary by members of various ages enhances the capabilities of the organization. Our present statistics indicate that we should increase efforts to balance the age diversity of our membership. This issue of the JOB ONE campaign offers some suggestions for increasing the Auxiliary's age group with lowest percentage of members: members under age 40.

To date, overall recruiting efforts are ahead of where they were at this time in 1997. Outstanding! Be mindful of retaining these new members, as well as your established members, through training and involvement. May you have continued success in your efforts to revitalize the Auxiliary.

IDEAS FOR BALANCING AGE DIVERSITY

Recruiting and Retention Plan for ages 17 to 24

“Young people, college students? No facility owners in this group, but plenty of energy, plenty of enthusiasm. Young people with experience in ROTC and scouting are already attuned to hard work in public services and will be quick learners and willing workers.” Richard L. Block, DSO-LP D-17 *The Navigator* Spring 1998

Many in this age group are in high school or college, planning to move away for a new job or to transfer to another school in the near future. There may be a small likelihood of retaining them for more than a year or two in their original flotilla. However, these members can be retained as valuable members of Team Coast Guard if we train and involve them right away. If they do move away after a year or two of membership in a flotilla, they can take their skills and qualifications with them anywhere in the country and contribute to the missions of Team Coast Guard. When we recruit from this age group, we are recruiting to strengthen the Auxiliary, not just one flotilla.

Opportunities for the Auxiliary:

1. **Work force multiplier.** Young members can supply the energy needed for some of the more physical aspects of Auxiliary missions (i.e.: setting up the classroom with teaching aids and equipment, line tenders, anchor setters, extra lookouts while on patrol, maintenance of Auxiliary stations, marine environmental activities).
2. **Help Coast Guard recruiters.** The Auxiliary may be the perfect first step for potential Coast Guardsman. Auxiliary crew and coxswain training can advance the rank of a qualified enlistee upon successful completion of boot camp.
3. **Utilize Career Counselors.** The Auxiliary will be interested in many more types of young people than will the Coast Guard. For example: young people in our high schools and colleges that are pursuing a non-military career, but are looking to continue extra-curricular interests and become trained in their avocations and involved in their communities. The talents and interests of this age group often relate to a high level of enthusiasm which can be fostered and utilized by all flotillas.
4. **Share our Auxiliary involvement.** Work with our own family members and/or mentor other young people by sharing our experiences and knowledge.

Recruiting Ideas:

1. **Literature.** Supply Auxiliary literature for the high school guidance counselors and the "Senior Lounge" area.
2. **Speaker's Bureau.** Offer a short lecture, perhaps accompanied by a slide show, to the local schools. Many area high schools have a community or government service requirement for a specific course or for graduation. An introduction to the Auxiliary may foster future members.
3. **High schools and community colleges.** Arrange to teach a 6 or 13 week Boating Skills and Seamanship course for their students. This may be done as an extra-curricular activity or perhaps as a credit course, at the discretion of the school.
4. **Vocational schools.** Marine and aviation technology, environmental studies and computer technology. Bring Auxiliary literature to the guidance or career centers. Offer a one lesson public education course (such as Weather, Marlinespike or Radio) , a speaker's program, or ask for a school representative to come to your meeting and explain the programs offered at their schools.
5. **Area youth groups.** Contact church groups, scouts, Naval Sea Cadets, Youth to Youth groups, school clubs with interests related to Auxiliary missions. Compile an introductory package of materials that can be sent to each group, along with a cover letter from the local flotilla commander. This should be an informational packet on the national organization, local unit and invitation to membership.
6. **Youth and state licensing courses.** Maintain follow-up with the 16-18 year olds, encouraging their boating skills and future membership.
7. **Invite young friends** who have similar interests to check out membership in the Auxiliary.

Involvement is the Key:

1. **Assign a mentor.** Help with uniforms and protocol, and generally assure the adjustment into the Auxiliary.
2. **Offer training IMMEDIATELY.** These young folks are in the school mode and training to participate in Auxiliary missions will enhance a fluid transition into active membership.
3. **Auxiliary instructors** should be familiar and comfortable with young people. Guest instructors from the local Coast Guard units or training at the Coast Guard station are also very effective with this age group.
4. **Invite to involve.** Younger members should be invited on every Auxiliary safety patrol as a trainee. This will assure that younger members will quickly become crew qualified if they so desire. It will also develop a sense of camaraderie between younger and older Auxiliarists within the flotilla.
5. **Equal treatment.** Young Auxiliarists are eager and capable. Those who are afforded equal responsibility and opportunity will fulfill their training and participate in missions as would any other member. Those who are treated like "kids" will probably act like "kids."
6. **Facilitate continued activity.** If a young member is going to relocate for school or a job, the FSO-PS should facilitate the contact with a flotilla in the new locale. If temporarily relocating for school, the Auxiliarist may want to participate with the flotilla near the school. If the relocation is permanent, the paperwork for a proper transfer should be effected immediately so skills and enthusiasm are not lost.

Recruiting and Retention Plan for ages 25-39

These are the prospective members who quite often have a skill that will help Team Coast Guard in achieving its multitude of missions: mechanics, college professors, pilots, paramedics, project managers, computer technicians, accountants. In today's society, these are the people who are developing their careers and looking for other outlets for their talents. .. *“as time and circumstances permit.”*

Opportunities for the Auxiliary:

1. **Workforce multiplier.** This segment is still active in the workforce and needs to be encouraged to find a specialty in the Auxiliary. Focusing on one activity will allow these skilled individuals to participate when needed.
2. **New energy, new ideas.** Being open and receptive to ideas and suggestions by these new members will benefit all units.
3. **Partnering with other rescue agencies.** Many members in this age group have skills that will blend with other agencies. Given opportunities to coordinate Auxiliary missions with other agencies that utilize specific skills will enhance membership.
4. **Enhanced image.** This younger “professional” group will rejuvenate our image and thus encourage others of all ages to join. Prime candidates for membership in this segment are current/retiring military personnel, community businessmen, those involved in civic and church groups, members of the ambulance corps, environmental groups and , of course, the recreational boater.

Recruiting Ideas:

1. **Speaker's bureau.** Places of employment, various community and government organizations provide opportunities to educate their employees and members in community affairs. The Auxiliary speaker can go prepared with business cards and Prospective Member Information Booklets, provide information and time for questions and answers. A future contact should always be available.
2. **Non-boat show PA Booths.** Go beyond the traditional to recruit from this age category. Attend job fairs, local festivals, fire department/ambulance demonstrations, computer shows, ham radio fests.
3. **Training opportunities.** Advertising the free training available to members will encourage membership in this age group.
4. **Promote volunteerism.** PA activities should emphasize that the Auxiliary is not part of the military, but is a volunteer organization. This is a common misconception among many who have never served in the military.
5. **Invite friends.** Auxiliarists should encourage friends and family members who have similar interests to check out Auxiliary membership.

Involvement is the Key:

1. **Assign a mentor.** Mentors assigned to this age group should be knowledgeable of member training opportunities and encourage leadership skills.
2. **Personalize a program.** Enable these members to use their expertise effectively and with a minimum of hassle. Determine their expectations and balance that with their possible contribution to the Auxiliary missions. Do not overburden.
3. **Train and Activate efficiently.** Assure these members get the best training the Auxiliary has to offer and are also offered the same training that Coast Guard active duty personnel are provided. (i.e.: CG Institute courses, specific mission training at Groups, MSOs, Activities and local stations.)
4. **Family fellowship.** Devise fellowship that will allow younger Auxiliarists to include their families, i.e.: parent/child softball games between flotillas and Coast Guard, potluck suppers, couples evening out.

“How do you get younger people in the Auxiliary? ... Remember that the Auxiliary is a volunteer organization, and ...The people you know are more likely to become members, so an effort on your part must be made to recruit them. Then, if someone shows an interest, make them feel welcome. That’s what my flotilla did for me The Auxiliary has proven an enjoyable pastime for me, and it could for many other young people as well. Like everything good in life, our ability to attract younger people hinges on our efforts and desire to do so. Once you begin to attract younger members, others will follow.”

Ward W. McFarland, age 25

VFC 08C-08-05

Tuscaloosa, Alabama