

**Department of Public Affairs  
Fourth Quarter 2007 report**

**EXECUTIVE SUMMARY**

**Successes and Challenges**

The A Department has continued to stay busy during the fourth quarter of 2007. For 2008, we are also gearing up to support NSAR, the 60<sup>th</sup> anniversary of public education, as well as the 70<sup>th</sup> anniversary of the USCGAUX in 2009. With this ambitious level of activity, staffing issues continue to be our greatest challenge in carrying out our strategic and tactical plans.

Some of our successes during the third quarter of 2007 include the following:

- Our online courses, as well as the AUX-12 C School, continue to be in high demand. In FY 07, we have completed five classes of the AUX-12 C School, thanks to extra billets and one road show in D1. We have finalized our class schedule for FY 08, and as of this date, have only 8 billets open. Moreover, we revised and released our online photo course to better meet the needs of our members, and reflect the shift to mainly digital cameras.
- We have continued to work with the P Department in revising *Joint the Auxiliary web site*, which have been substantially updated to reflect the lessons earned from the generations study undertaken by COMO Gates. Ultimately, we believe this site has more appeal than the old page. We are working with our Audio Branch Chief to introduce interviews with members, describing why they joined the Auxiliary, to give the site a more personal appeal.
- Although not as frequent as we would have liked, we have continued to get our messages out to the media. We were also featured in a separate eight minute video on the CoastGuardChannel.com called *Rollin' on the River*, highlighting Auxiliary patrols. We are continuing to work closely with them to increase our exposure on their web site.

Some of our challenges we faced during the fourth quarter of 2007 and beyond include the following:

- A continuing challenge is finding staff members that are highly motivated, talented, and possess a sense of urgency. Also, since many of our senior staff are in the peak of their civilian careers, time availability is a critical factor.
- Nowhere has the shortage of motivated, talented personnel been more apparent than with our web resources and graphics design personnel, and we are in the process of hiring new talent in this area so that we can get back on “the cutting edge.”

We are in the process of restructuring the department, and will announce those plans by N-Train 2008. More detailed tactics, with projected completion dates, are enclosed.

Ed Sweeney, DC-A

## APPENDIX A: DETAILED TACTICAL PLANS BY DIVISION

The following is a brief summary of our tactical plans (by Division and Branch) as of 28 DEC 07:

### Imagery/Multimedia Division

- **Photo Branch:** Compile/update database of Photo Corps members in order to easily determine locations, skills, equipment, etc. Use targeted recruiting with local PA officers to add new, experienced members in those areas. Communicate with local PA officers and show what members and equipment are available in their areas to utilize. (All ONGOING)
- **Audio Branch:** Updating our current inventory of radio spots. Make it easier for the deck plate to find and download the material from the website. Make our services available to local units to help them create customized radio spots for their AOR. (ONGOING). Work to complete audio interviews for the new recruiting website (early First Quarter 2008)
- **Graphics Branch:** Continue to build up a Graphics Corps, similar in structure to the Photo Corps (members are not on National Staff, but serve on an ad hoc basis). Review all other PA brochures for current themes. (ONGOING). Design a challenge coin for the NAC (First Quarter 2008).
- **Video Branch:** Produce “b-roll” for the 50 largest media markets in the country, and make this footage available online to both the media and our members either via the CGVI database, or adding to our online collection on the CHDIRAUX serve (on a space available basis) (ONGOING). Make ourselves available to other departments to produce quality training videos that can augment our existing training materials and PowerPoint presentations. (ONGOING). Produce safe boating/recruiting videos with ADM Loy and ADM Allen if available. (At N-TRAIN 2008). Work on 2 versions of a video to help promote awareness of NSAR for 2008 (one 30-60 second video for the web, another 5-10 minute video which would be available to order on DVD (after N-Train 2008).

### Community Outreach Division

- **Speakers Bureau Branch:** Modify the training and requirement to join, so that more of our members will be eligible to participate. Finish redesigning the Speakers Bureau website so that it will serve as one stop portal to the public (to request speakers) and to our members. Complete 3-4 basic scripts and accompanying PPT presentations. (Early First Quarter 2008).
- **Flags and Ceremonies Branch:** Finalize the Flags and Ceremonies Guide and obtain approval from CGHQ (Early First Quarter 2008). Develop and publish an accompanying training video on the Flags and Ceremonies program. (N-Train 2008)

- **Veterans Projects Branch:** Continue to train Auxiliarists on how to capture Veterans History (ONGOING). Develop a training video on how to conduct these interviews. (NACON 2008).
- **National Organizations Branch:** Establish closer relations with organizations such as AAA and AARP, as well as boating industry groups (NMMA, regional Marine Dealers Associations) (NACON 2008).
- **Coastie Branch:** Update and expand the Coastie web site, and help develop and ALAUX policy on the use of Coastie (ONGOING).
- **NOTE:** Under our proposed reorganization, the Community Outreach Division is being split up between the Special Projects Division and the External Communications Division. More details will be forthcoming by N-Train 2008.

### Special Projects Division

- Continue to promote the use of life jackets, during and beyond NSBW (ONGOING).
- Revise the rules for PA and Photo contests and continue to promote submissions for PA, PB contests sponsored by the A Department. (By N-Train 2008).
- Revise/update the Public Affairs Guide and PB Guide, in conjunction with the Internal Communications Division (ONGOING).
- Work in conjunction with the Video branch and NSAR Chair to promote the National Search and Rescue Competition in 2008.

### Internal Communications Division

- **Professional Development:** Continue to develop the Public Affairs Specialist Qualification Program in concert and consultation with active duty public affairs personnel. Design and implement a public affairs mentoring program (ONGOING).
- **Training:** Review, revise and consider additions to online training offerings. Develop a course aimed at FSO-PAs to equip them to better perform the tasks required of them (Early First Quarter 2008). Produce a course for Elected Officers called the *Essential of Public Affairs for Elected Officers* (Early First Quarter 2008). Continue offering Aux 12 C Schools with three fully funded sessions annually and district-funded road shows as requested/funded by Districts (ONGOING).
- **AUX eNews:** Continue weekly distribution. Provide a platform for other departments to get news about their programs directly to the deck plate level (ONGOING).

### External Communications Division

- Create at least one news release per week (off-season), and two or more news release (boating season) (ONGOING).
- Take the new Media Contact List and break it down by state and/or region for field use (ONGOING).

- Work on developing national media contacts, and pitch the Auxiliary story to national media outlets (ONGOING).

### **Web Services Division**

- **Overall goals:** Create a website that is appealing to visitors and sells the Aux to the public. Design the website to make it easier to maintain and more stable. Rotate fresh information and stories to entertain the readers. Don't rely on one vendor tools to design the website. Code must be portable. Webmasters must work together as a team (ONGOING).
- **Technical Goals:** Combine our resources into one logical website. Clean-up all pages to use one standard design template (with some exceptions) (ONGOING).
- **News Room:** Revamp and simplify the news room, and make it easier for members of the media, as well as Auxiliarists to located news releases previously distributed (ONGOING).
- **Web Polling Software:** Worked with the P Department to conduct the annual member survey, created the Aux survey list (end of Third Quarter 2007, into Forth Quarter 2007). Develop other applications using this software for other departments as needed/requested, and for possible use on the visitor page of the Auxiliary website (i.e., boating safety quiz of the week) (ONGOING).

**APPENDIX B: STRATEGIC LOOK AHEAD THROUGH 2012**

In short, we will continue to employ the following strategic goals for 2008-2012:

- ***Continue to increase our participation in Community Outreach Activities:*** By becoming more involved at different levels in our communities, the Auxiliary will be in a better position to recruit additional members, as well as retaining existing members, while simultaneously providing added value to the community. We will do this through our support of the Speaker's Bureau (at the local level), our Color Guard (Flags and Ceremonies Program), our Veterans History Program, and by reaching out and enhancing our relationship with larger organizations, such as AARP, AAA, and Veterans groups.
- ***Continue to aggressively tell the Auxiliary story to the external media:*** While we enjoyed a great deal of success over the last few years in getting our story told, yet, we believe that we have just begun to scratch the surface. By utilizing our media database, and strategically targeting our news releases to the right markets and mediums, we hope to increase our overall media exposure by 10 percent per year. We plan to work closely with the Districts and PAOs in the field to identify story opportunities and generate news releases in a timely fashion.
- ***Continue to provide necessary critical support functions (graphic design, photography, videography, and web services) and timely internal communications to keep our membership informed:*** We believed that an informed member, who is supported with the right tools and training, is far more likely to be productive, and will contribute to the success of the organization as a whole. Our Imagery/Multimedia, Internal Communications, and Special Projects Divisions will provide timely support to all levels so that our members remain informed and "on-board" with the direction of the Auxiliary.

Some highlights of the various projects we plan to establish during this time period include, but are not limited to, the following:

- Create a series of PPTs and speeches for use by Auxiliarists in the field.
- Establish a weekly radio program, discussing boating safety, on either XM satellite or Sirius satellite networks.
- Create a monthly video program on boating safety topics (30 minutes in length) capitalizing on the offer from Time Warner cable to utilize their personnel and equipment.
- Work to find an economical way to stream the national events (N-Train and NACON) live from the web for those members unable to attend.
- Work with the E Department to create a way for students to take our boating safety courses online or via TV.
- Work with the other departments to increase the availability of training program through the use of video.