

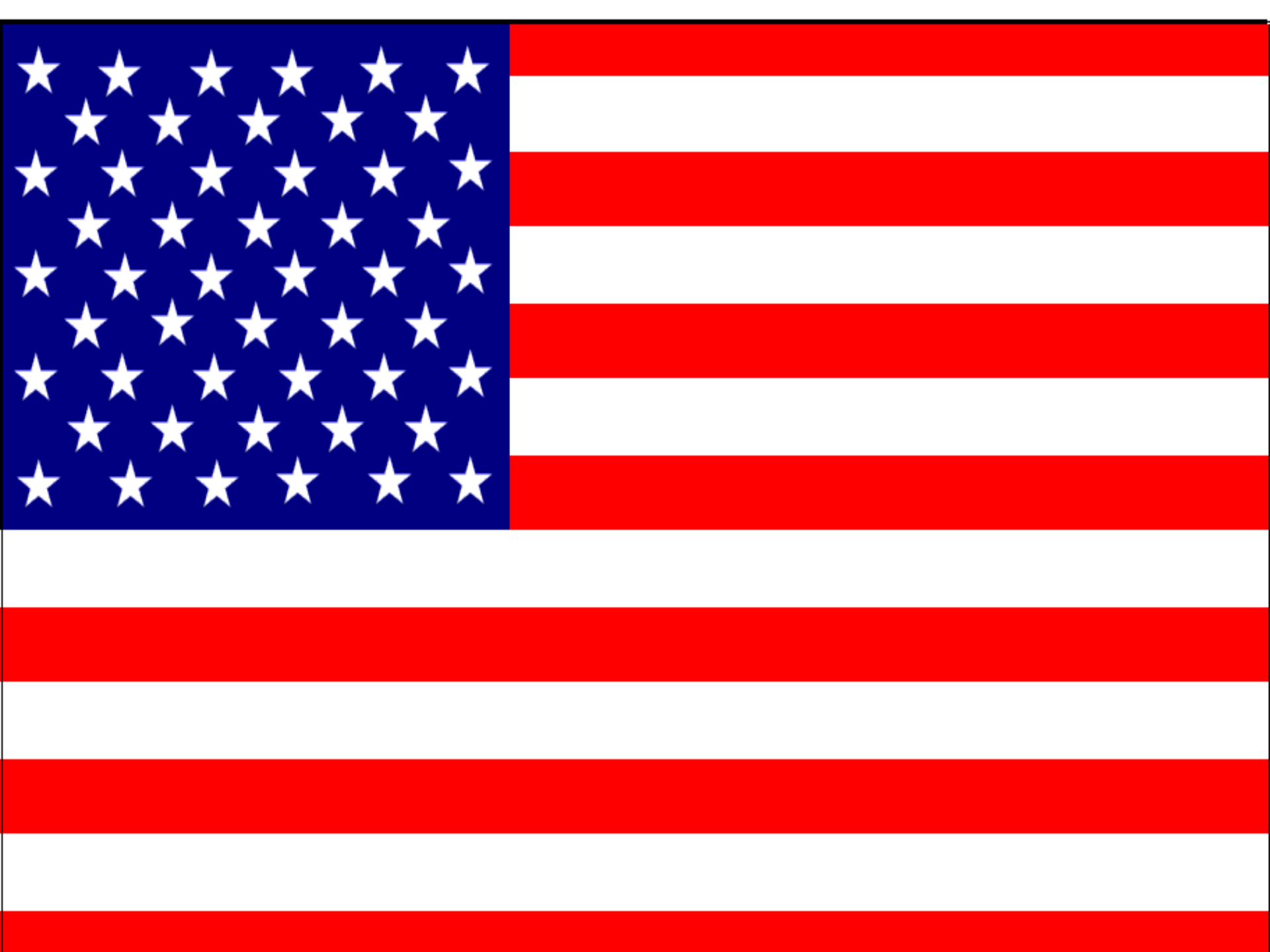
# PERSONNEL SERVICES



- **WELCOME**
- NEW ELECTED OFFICERS TRAINING
- ALAMEDA, CALIF.
- JANUARY 17, 2010

# PERSONNEL SERVICES





**THE WAR**

**THE GREAT WAR OF**

**RECRUITMENT & RETENTION**



# THE ENEMY



\*APATHY

\*DELAYS

\*LACK OF  
COMMUNICATIONS

\*ABSENCE OF TEAM WORK



# PERSONNEL SERVICES BATTLE PLAN 2010

- **FUNCTIONS:**

**RECRUITMENT**

**RETENTION**

**UNIFORMS**

**PROCESSING**

**DISENROLLMENTS**

**RETIREMENT REQUEST**

**PASSING OF A MEMBER**

**NACO-AWARDS**



# RECRUITMENT VS. RETENTION



# PERSONNEL SERVICES

ON THIS BATTLEFIELD -----

**RETENTION COMES FIRST**



# WHAT IS RETENTION

- DEFINITION:
- **re·ten·tion**
- Pronunciation [ri-ten-shuhn]  
–noun
- 1. the act of retaining.
- 2. the state of being retained.
- 3. **the power to retain; capacity for retaining.**
- 4. the act or power of remembering things; memory.



# PERSONNEL SERVICES

- WHY  
RETENTION



HAPPY PEOPLE ARE  
**PRODUCTIVE PEOPLE**



# RETENTION

- **WITHOUT RETENTION**
- WHERE ARE YOUR CREW MEMBERS
- WHERE ARE YOUR PV FOLKS
- WHERE ARE YOUR NS FOLKS
- WHERE IS ANYONE - ?
- EXPERIENCE BREEDS SUPPORT TO NEW MEMBERS- **(MENTORS)**
- RETENTION **MUST** BE IN PLACE

# RETENTION

- WITHOUT IT
- WHAT IS THE SENSE OF GETTING NEW MEMBERS

# SOME GREAT IDEAS TO LOSE PEOPLE

- 1. Don't respond in a timely manner
- 2. Place them in a corner at their first meeting
- 3. Sugar-coat the requirements
- 4. **Drag your feet in processing NEW MEMBERS**
- 5. Drag your feet in offering help
- 6. Don't give them anything to do
- 7. Don't pat them on the back- never tell them "good job" –
- 8. Hold them back from advancing

# SOME GREAT IDEAS TO RETAIN PEOPLE



# DIVERSITY

- **IF SOMETHING IS BROKEN IN YOUR FLOTILLA - .....**
- **YOU REALLY "GOTTA" TRY TO FIX IT !!!!!**
-



**MAKE THE NEW MEMBER FEEL WELCOME**

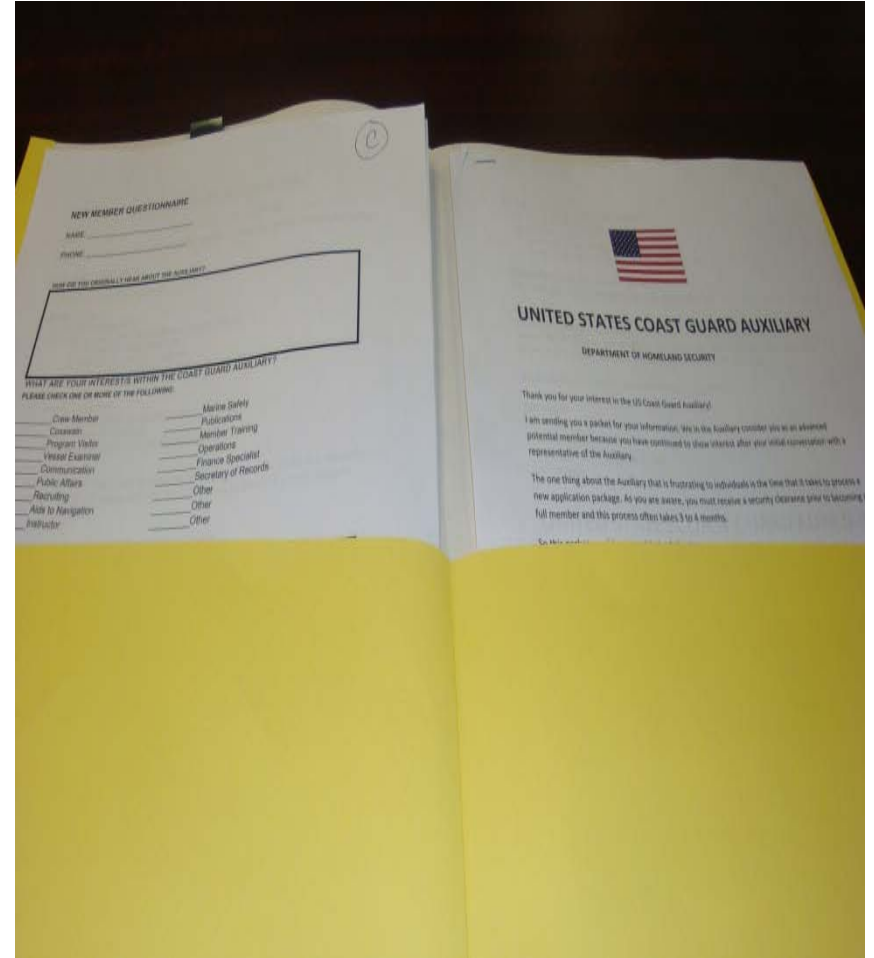


# TRY NEW FIELD WEAPONS



- Here is an example of a field tested weapon used for **RETENTION** in one of our field units

# INTRODUCTION PACKET



# QUESTIONNAIRE

## NEW MEMBER QUESTIONNAIRE

NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

HOW DID YOU ORIGINALLY HEAR ABOUT THE AUXILIARY?

WHAT ARE YOUR INTEREST/S WITHIN THE COAST GUARD AUXILIARY?

PLEASE CHECK ONE OR MORE OF THE FOLLOWING:

- |                          |                            |
|--------------------------|----------------------------|
| _____ Crew Member        | _____ Marine Safety        |
| _____ Coxswain           | _____ Publications         |
| _____ Program Visitor    | _____ Member Training      |
| _____ Vessel Examiner    | _____ Operations           |
| _____ Communication      | _____ Finance Specialist   |
| _____ Public Affairs     | _____ Secretary of Records |
| _____ Recruiting         | _____ Other                |
| _____ Aids to Navigation | _____ Other                |
| _____ Instructor         | _____ Other                |

IF OTHER, PLEASE DESCRIBE

.....  
**FOLLOWING IS FOR AUXILIARY USE ONLY: FSO-PS**

DATE THIS FORM RECEIVED: \_\_\_\_\_

MENTOR ASSIGNED: \_\_\_\_\_

INITIAL CONTACT WITH MENTOR: \_\_\_\_\_

FOLLOW UP WITH NEW MEMBER(WITHIN 2 WEEKS)

FOLLOW UP WITH MENTOR FOR ACTIVITY PROGRESS

FOLLOW UP WITH MEMBER(AT END OF 2ND MONTH)

\*\* ON FINAL MEMBER CHECK, MAKE SURE TO FIND OUT THAT THEY FEEL THEY ARE GETTING WHAT THEY WANT  
IN THE WAY OF TRAINING PROGRESS WITH THEIR MENTOR.

SUBMIT THIS COMPLETED LOG TO FC

DATE: \_\_\_\_\_

NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

DATE: \_\_\_\_\_

DATE: \_\_\_\_\_

DATE: \_\_\_\_\_

DATE: \_\_\_\_\_

# THE NEW MEMBER BINDER



# NEW MEMBER CHALLENGE

## NEW MEMBER CHALLENGE

### WELCOME ABOARD !!

As part of your indoctrination to our flotilla- Harry DeLope-FSO-PS has developed a special program for new members. He is challenging all new members to strive towards receiving the Flotilla Commander's -New Member Challenge Certificate-

This will benefit you in two ways:

- first: you will accomplish a task and receive your initial award
- second: you will expose yourself to various functions that the Auxillary does which you may find interesting and want to be involved.

In order to complete this task the following must be completed during the first 120 days of membership with the initial starting date being the day your application package is submitted.

Should you have any questions, do NOT hesitate contacting your FSO-PS officer or Flotilla Commander or Vice Commander.

NEW MEMBER NAME: \_\_\_\_\_

DATE ENTRY PACKAGE SUBMITTED TO DIRAUX: \_\_\_\_\_

| TASK   | DATE COMPLETED | MENTOR INITIALS<br>(or member-FSO) |
|--|----------------|------------------------------------|
| Successfully complete the BS&S Course:             | _____          | _____                              |
| <b>Participate in at least 3 of the following:</b> |                |                                    |
| Vessel Exam  | _____          | _____                              |
| Marine Dealer Visit                                | _____          | _____                              |
| Safety/familiarization lake patrol                 | _____          | _____                              |
| Mobile Radio Patrol                                | _____          | _____                              |
| Complete 1 or more ICS courses online              | _____          | _____                              |
| Attend a function at a Coast Guard Station         | _____          | _____                              |
| Complete 1 or more regular courses                 | _____          | _____                              |
| Attend a Division Meeting                          | _____          | _____                              |
| Attend a District Meeting                          | _____          | _____                              |



# RETENTION



- NETWORKING
- ACTIVITIES
- **PERSONAL CONTACT**

# PEOPLE ARE PEOPLE

- ALWAYS REMEMBER DIFFERENTIALS EXISTS
- SOME NEED PUSHING
- SOME NEED TO BE PULLED
- SOME NEED TO BE DRAGGED
- SOME NEED TO GO AT THEIR OWN PACE
- AND SOME JUST WON'T GET INTO THE GROOVE



# FELLOWSHIP



# TOP SECRET-PLAN OF ATTACK

## AREA OF OPERATION FOR NEW RECRUITMENTS



# ATTACK



# RECRUITMENT IDEAS

## BATTLEFIELD LOCATIONS

- 1. CRAIGSLIST
- 2. VOLUNTEER ADS
- 3. PARADES
- 4. SPECIAL EVENTS – HAVE TABLE
- 5. PRESENTATIONS TO SERVICE GROUPS
- 6. VE- INSPECTIONS
- 7. BOATING SAFETY CLASSES
- 8. RETIREMENT GROUPS & ORGANIZATIONS

# TOP SECRET

## NEWLY RELEASED RECRUITMENT BATTLE WEAPONS





# RECRUITING WEAPONS



**Be a part of America's Volunteer Homeland Security Team:**

Membership information available by calling or contacting :

Local Flotilla Unit: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Local Contract Person: \_\_\_\_\_

Meeting Place and Date: \_\_\_\_\_

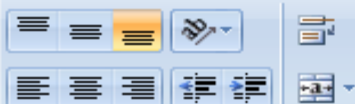
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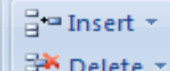
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Conditional Formatting as Table Cell Styles



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Sort &amp; Filter Editing

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**HOMELAND SECURITY****US COAST GUARD AUXILIARY****NEEDS****VOLUNTEERS**

**Eureka Flotilla is looking for persons that can give a few hours of volunteer time. There are numerous positions open with a wide variety of interest, benefits, and free educational opportunities.**

**For more information regarding:**

**Volunteering  
Free Vessel Exams  
Boasting and Safety Classes**

**Call:**

**Richard Thomas  
Division Staff Officer- Personnel Services  
(707) 489-0466**

# NEW IDEA

## FREE GIFT CERTIFICATE

Document1 - Microsoft Word

Home Insert Page Layout References Mailings Review View Acrobat

Clipboard Font Paragraph Styles Editing

Calibri (Body) 11

Find Replace Select

US COAST GUARD AUXILIARY

**CERTIFICATE FOR FREE VESSEL EXAM**

*Your local Coast Guard Auxiliary is providing complimentary exams for the boating public. This inspection is not a law enforcement operation. The exam is solely for reviewing your craft and the requirements of the Coast Guard for safe boating. The process takes approximately 15 to 20 minutes. Boats that successfully pass the inspection will have a safety compliance sticker placed on the vessel.*

For more information contact Doug @459-5438

EXPIRES: November 1, 2009

Page: 1 of 1 Words: 82 80%

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# DISENROLLMENTS, DEATH, RETIREMENT

- DATE SENSITIVE
- MUST BE **CORRECTLY** FILLED OUT
- USE CHEAT SHEET

Y! Web Search Bookmarks Settings News Mail My My Yahoo! Answers Games Anti-Spy

mywebsearch Search Smiley Central Screensavers Cursor Mania PopSwatter Fun Cards

Google COAST GUARD RECRUITING Go 102 blocked Check AutoLink AutoFill Send to Settings

msn COAST GUARD RECRUITING Search News Entertainment Video Sports 53°F COAST GU...



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U.S. Coast Guard Auxiliary - 11th District Northern Region - Serving Northern California, Nevada, Utah

**Member Services: Personnel Services (PS)**

Office of: [CS](#) [FN](#) [IS](#) [MA](#) [MT](#) [PA](#) [PB](#) [PS](#) [SR](#)

**Mission**

Personnel Services (PS) is responsible for membership growth and retention, diversity and increasing pride and esprit de corps among Auxiliary membership.

**Job Description**

[Personnel Services Officer](#)

**Contact**

**DSO-PS Rich Thomas** ✉  
ADSO-PB/NI Hugh "Bob" Davison  
ADSO-PB/U Daniel Tinney

**Reports**

Reports are communication with members within the unit, unit leaders.

**Resources**

- [Auxiliary Manual](#) - [\(Annotated\)](#)
- [Flotilla Procedures Guide](#)
- [Division Procedures - Guide](#)
- [District Procedures Guide - Chapter 1](#)
- [PSI Tool Box & Membership Drive Tool Box](#)
- [D11NR Cover Sheet & PSI ...Information](#)
- [Recruiting - Want Ads](#)
- [NewMember Course - Student Study Guide](#)
- [Uniforms Resources](#)
- [FSO-PS Cheat Sheet](#)

**Calendar**

See [District Calendar...link](#)  
See [District Procedure Guide](#) (above)  
**Prior to August 1st: Dues Statement**  
FSO-FN

**Recognition**

- District Auxiliary Award**  
Outstanding Flotilla Trophy for Personnel Services  
*Reference:*  
[District Procedures Guide - Chapter 9](#)
- National Auxiliary Awards**  
[NACO Membership Growth Award -Individual](#)  
[NACO Membership Growth Award - Unit](#)  
[Auxiliary Recruiting Service Award Application](#)  
*Reference:*  
[National Personnel Services Department Awards Division](#)

**Links and Forms**

# STEAMLINE CHEAT SHEET

http://services.d11nuscgaux.info/docs/PS\_Cheat%20Sheet.pdf - Windows Internet Explorer

http://services.d11nuscgaux.info/docs/PS\_Cheat%20Sheet.pdf

msn COAST GUARD RECRUITING Search

**QUICK REFERENCE**

| ITEM  | FORM            | DEADLINE            |
|---|-----------------|---------------------|
| 1. Member wants to resign   | 7035            | None                |
| 2. Member wants to transfer to another Flotilla                       | 7056            | None                |
| 3. Member wants to transfer to another District                       | 7056            | None                |
| 4. Disenrollment for Non-Payment or -Death-or Retirement status       | 7035            | October 1st<br>None |
| 5. Member recruited 5 members during the year - NACO-AWARD            | NMGA-I (10-06)  | June 30th           |
| 6. Member recruited 7 new members during the year - Recruiting Ribbon | AUX-RSA (10-06) | June 30th           |
| 7. Flotilla has a net gain of 2 or more new members NACO-AWARD        | NMGA-FD (10-06) | June 30th           |
| 8. Division has a net gain of 2 or more new members NACO-AWARD        | NMGA-FD (10-06) | June 30th           |
| 9. New Person wants to join the Auxiliary                             | 7001            | NONE                |
| 10. Someone wants to change email-phone address- etc.                 | 7028            | NONE                |

Done Unknown Zone

http://services.d11nuscgaux.info/docs/PS\_Cheat%20Sheet.pdf - Windows Internet Explorer

http://services.d11nuscgaux.info/docs/PS\_Cheat%20Sheet.pdf

msn COAST GUARD RECRUITING Search

**Under the threat of Court-Martial and months in Leavenworth - the DSO-PS can NOT Process any of the applications without PROPER completion of ALL FORMS- SORRY**

- Resignee must fill-out section II - completely and surrender ID-Card  
Flotilla Commander MUST fill-out section III -completely  
Submit completed paper work to DSO-PS
- Transferee must fill-out first section-completely  
Existing Flotilla Commander must fill-out Section I completely forward to DIRAUX  
New Flotilla Commander must fill-out section II -completely -after DIRAUX
- Member and FC completely fills out section I and send to DIRAUX  
DIRAUX will send to NEW DIRAUX District for approval & new Flotilla
- Non-Payment: Flotilla Commander Must fill-out sections I and III -completely  
Death: Flotilla Commander Must fill-out section III-completely  
Retirement Status: Flotilla Commander Must fill-out section III-completely and member must fill-out section II-completely Submit to DSO-PS

Done Unknown Zone

# NACO AWARDS

**JUNE 30<sup>TH</sup> DEADLINE**

5 MEMBERS

7 MEMBERS OR MORE

2 NET GAIN FOR  
FLOTILLA

2 NET GAIN FOR  
DIVISION



# ADSO - PS

- - BOB DAVISON – NATIONAL INQUIRES
  - DANIEL TINNEY – UNIFORMS
  -
- 
- SPECIAL THANKS TO:
    - GAIL RAMSEY – MARILYN McBAIN –
    - FRAN FISHER-ANITA FARNHOLTZ-
    - IRENE WETZEL-YN<sub>3</sub> STACY CURTIN-
    - YN<sub>3</sub> -RACHEL ZAMORA

# LAST WORDS OF WISDOM



- **TIMING IS KEY**





# LAST WORDS OF WISDOM

**BE A  
STAR\*\*\*\*  
MEMBER**

**DEDICATED AT THE  
TIME OF BATTLE**



# LAST WORDS OF WISDOM



Lost & Found

- HAVEN'T SEEN A MEMBER FOR A WHILE ??????
- ASK YOUR STAFF –
- WHERE AND WHEN
- FOLLOW-UP WITH STATUS



# LAST WORDS OF WISDOM



IF YOU WANT TO WIN  
THE BATTLE - THEN  
REMEMBER

VICTORY COMES TO  
THE THOSE THAT  
WORK THE HARDEST

# SUMMARY OF IMPORTANT BATTLEFIELD REQUIREMENTS



# YOUR FUTURE



# RECRUITMENT & RETENTION

- DISTRICT 11 NORTH PERSONNEL SERVICES
- CONTACT
- RICH THOMAS
- [rthomas123@mchsi.com](mailto:rthomas123@mchsi.com)

