

D11NR 2011

Elected Officer Training



**Communication Services:
What Elected Officers
should know ...**



Outline

★ Unit Websites

- Flotilla, Division, District, National

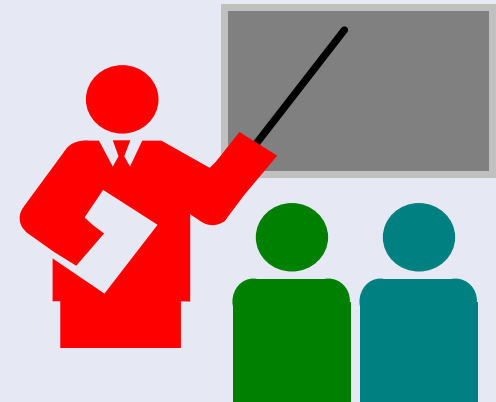
★ Elected Officer Responsibilities

★ Selection of CS Officers

★ Latest Technology (WOW)

★ E-mail Distribution Lists

★ Website as your Resource





Aux Unit Websites

- ★ 16 Auxiliary Districts/Regions
 - All have websites
- 171 Divisions nationwide
 - ★ – 143 have websites (84%)
 - 28 do not (16%)
 - 978 Flotillas nationwide
 - 606 have known websites (63%)
 - ★ – 372 do not (37%)
 - Many of the 606 are neglected...



D11NR Unit Websites

★ Every flotilla and Division in D11NR have their own website

- On various servers, different platforms

★ Your unit's virtual store front

- Potential members
- PE class students
- Member resources and support

★ Issues

- Many out of date, Non-compliant, ...

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Responsibilities of Elected Officers

- ★ FC responsible for his flotilla website
- ★ DCDR responsible for his division and flotilla websites
- ★ DCAPT responsible for his assigned division and its associated flotilla sites
- ★ DCO and DIRAUX ultimately responsible for all websites in District

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Responsible for ...

- ★ Compliance with Federal Government, USCG, Auxiliary policies and guidelines
- ★ Content up-to-date, accurate and appropriate
- ★ Elected officers should review websites regularly, even if duty is delegated to CS officers

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Selection of CS Officers

- ★ Traditional website requires web development knowledge
 - Programmer + Graphic designer + Writer
- ★ CS officers no longer need to be web experts to use WOW:
 - Software application provides platform, no need to know or program with HTML code
 - Graphics provided for use
 - Only need to input unit specific content

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CS Officers should be ...

- ★ Knowledgeable in computer and internet technology
 - Use of word processing type of editors
 - Handling pictures and graphics
 - Setting up web pages and menu
- ★ Attentive to details
- ★ Regularly updating contents

WOW!

★ Websites without Webmasters (WOW)

- “Pushbutton” website
 - Pre-loaded with templates, staff officer directory, PE course finder by zip code, “Contact Us” to Elected Officer e-mail address
 - Can be personalized to your unit
- Configure access with Aux-Directory passwords by
 - Unit elected officers; CS, PB officers
 - Division officers have access to their flotilla sites, District officers have access to division and flotilla sites

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WOW Training

- ★ **National C-School for CS officers**

- AUX-04

- ★ **CS Workshops at PCA Fairs**

- For elected officers, CS and PB officers



Elected Officers ...

- ★ Act as conduit of info from District down to Flotilla
 - 4 to 5 hours of District meeting usually becomes 10 minute summary in Flotilla
- ★ Act as conduit of info from Flotilla to District
 - Need to report meaningful activities of flotilla members up to the District
- ★ Tools available to help
 - E-mails
 - District Board and Staff Reports on-line



E-mails

- ★ Auxiliary e-mail lists are for Auxiliary business only
- ★ Division officers can send e-mails to all members in division
 - e.g. div4@d11nuscgaux.info
- ★ Flotilla officers need to generate distribution list using AUX-Directory
- ★ Do not use all member distribution list if targeted audience, use AUX-Directory to create specific list

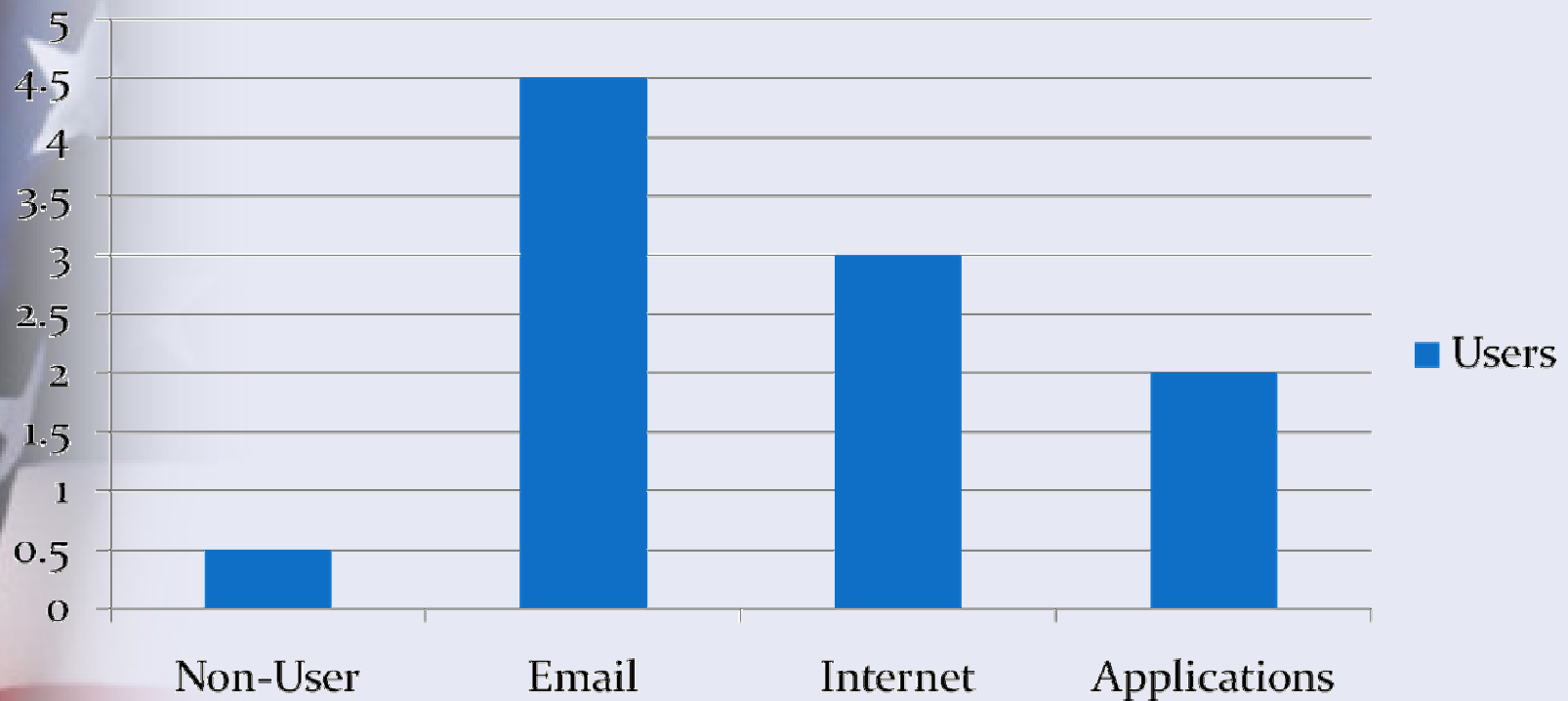
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E-mails (2)

- ★ Do not forward e-mails already distributed to all members
 - e.g. [all_members], [CHDIRAUX-L], or [div4] in subject line
- ★ Read content, including all attachments, before forward any e-mail
- ★ Consolidate info before sending them
- ★ Never mark Auxiliary e-mails as spam

Don't forget members without E-mails ...

Users out of five members



Members Complain ...

- Too many e-mails
- Irrelevant e-mails



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Leadership

- ★ Role of power in effective leadership
 - Power of position as elected leader
 - Power of charisma
 - Power of information
 - ***Power of expertise (knowledge)***
 - Power of relationships
 - Power of reward and punishment



Website as Resources

- ★ District Website

 - <http://www.d11nuscgaux.info>

- ★ National Website

 - <http://www.cgaux.org>

- ★ Chief Director of Auxiliary Website

 - <http://www.uscg.mil/hq/cg3/cg3pcx>

- ★ Others (AUXDATA, AUXINFO)

 - Links from District website

District 11NR Website

United States Coast Guard Auxiliary
District 11 Northern Region
Serving Northern California, Nevada and Utah

D11NR Home | Members | Missions | Units | National | Director | Chief Director | Coast Guard

JOIN Us!
Boating Classes
Vessel Checks
Program Visitor
Marine Safety
Public Affairs

Public Information
Leadership & Organization
Boating Safety - Prevention
Operations - Response
Member Services - Support
Resources
Member Deck

WELCOME TO DISTRICT 11 NORTHERN REGION

Commodore Michael Williams
Welcome Message in PDF

America's Volunteer Lifesavers
Semper Paratus, "Always Ready"

DTRAIN 2010 Information & Registration ... [link](#) | Calendar ... [link](#)

Who We Are
Since 1939, the men and women of the United States Coast Guard Auxiliary have volunteered millions of hours in support of the Coast Guard and the recreational boating public. **We are** the uniformed civilian volunteer arm of the Coast Guard.

Our Missions
Recreational Boating Safety - consisting of our many boating safety classes, distributing boating safety information to the public, providing free vessel safety checks, and doing safety patrols on land, water and in the air.
Support of Maritime Homeland Security and other maritime safety challenges that have emerged in recent years.

Public Services & Safety Information

QUICK LINKS
AUXDATA AUX Directory
AUXINFO ANSC Forms
POMS AUX C-School
FINCEN Manuals & Pub

Search d11nusegaux.info

National Security Levels
MARSEC LEVEL
1 2 3

National Website

United States Coast Guard Auxiliary
U.S. Department of Homeland Security

America's Volunteer Guardians
Since 1939

AUX Home Join Us! Members Deck Leadership Missions Units ShopAuxiliary CG Sites

USCGAUX AUXWeb

Home
What's New
About the Auxiliary
Join Us!
Press Room
Safe Boating Classes
Vessel Safety Checks
Navigator e-Magazine
SITREP
Coast Guard Auxiliary Association, Inc.
Auxiliary Officers & Members Directory

Security Levels

National Threat Advisory:
ELEVATED

Significant Risk Of Terrorist Attacks

MARSEC LEVEL 1
SIGNIFICANT RISK

Google Custom Search
Search egaux.org
Advanced Search

Semper Paratus

"Always Ready"

Established by Congress in 1939, the 30,000 members of the United States Coast Guard Auxiliary are Semper Paratus.

Vessel safety checks, harbor patrols, safe boating courses, search and rescue, marine environmental protection.

These are just a few of the services provided by the Auxiliary.

Each year, Auxiliarists volunteer more than two million hours benefitting boaters and their families.

We invite you to explore our site and learn more about who we are and what we do to be 'Semper Paratus.'

MEMBERS: CHECK OUT "WHAT'S NEW"

TAKE A BOATING COURSE

GET A VESSEL SAFETY CHECK

Chief Director Website



United States Coast Guard
U.S. Department of Homeland Security

Contact Us | Site Map | FAQs | Phone Book

Search

Home Careers Units Missions Doing Business About Us

CHDIRAUX Home

Coast Guard Boating Safety Division (CG-5422)

Auxiliary Policy Statement

Manuals & Publications

Journalists Center

Public Service Articles

Aux Knowledge Base

Ribbon Checker

Administration / ALAUX

Awards

AuxData

CG-5421 Info

Operations / Missions

Training / Exams

Chain of Leadership

USCG Auxiliary

Auxiliary International Affairs & Interpreter Corps

Assoc For Rescue At Sea (AFRAS)

Web Sites of Interest

Design Team

Security Levels

MARSEC LEVEL

U.S. Department of Homeland Security
USCG
Office of Auxiliary and Boating Safety (CG-542)
Auxiliary Division (CG-5421)

The Director of the Auxiliary is the direct representative of the Commandant of the United States Coast Guard to the United States Coast Guard Auxiliary. *(Title 14, USC Chapt. 23)*

The United States Coast Guard Auxiliary is the uniformed volunteer component of Team Coast Guard. Founded in 1939 by an Act of Congress as the US Coast Guard Reserves and re-designated the Auxiliary in 1941. The 30,000 volunteer members (men and women) donate millions of hours in support of Coast Guard missions.

FLU.GOV
Know what to do about the flu.
VISIT FLU.GOV
SHARE THIS WIDGET

Items of Interest

CHDIRAUX FINAL ACTION ON NATIONAL BOARD RECOM.

CHIEF DIRECTOR FINAL ACTION ON NATIONAL BOARD RECOMMENDATIONS

At the 2010 Auxiliary National Conference this past August, four recommendations were placed before the National Board for vote. The following summarizes the recommendations, the vote of the National Board, and the Chief Director's final action:

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SUMMARY

- ★ Unit Websites
- ★ Elected Officer Responsibilities
- ★ Selection of CS Officers
- ★ WOW Application
- ★ Distribution of Info thru e-mails
- ★ Website as knowledge resource

Life with New Technology



Questions?

