

DISTRICT E-RESPONDER PROGRAM



The E-Responder Program is designed to make certain that prospective member leads generated by the National Website at <http://join.cgaux.org/> are rapidly and efficiently passed down the chain to the local flotilla so that the prospective member receives a quick response.

The program is also designed as a two-way street so that divisions and districts are kept informed of the outcome of the prospective member lead.

The following document explains the steps recommended for all HR officers from district to division to flotilla level to follow to ensure a rapid contact as well as a clear and rapid flow of information.

DISTRICT E-RESPONDER PROGRAM

1. The National Website <http://join.cgaux.org/> sends the e-responder inquiry to each district DSO-HR.
2. Within 24 hours, the DSO-HR sends the inquiry to the division nearest to the e-responder's area by checking in the "Flotilla Finder if not known." The DSO-HR goes to the <http://join.cgaux.org/aams/> list and presses the "**Processed**" button when sending the lead to each division. If the e-responder lives within close proximity of two districts/division/flotillas, the DSO-HR notes and forwards to the appropriate (SO-HRs). If no reply within 5 days, the inquiry is forwarded to the Division Commander for action noting that no response was received by SO-HR. If no response is received by the Division Commander within 5 days, the inquiry is forwarded to the District Commodore asking to please check into. Members are our lifeline!
3. The Division SO-HR sends the email to the FSO-HR of the flotilla closest to the prospective member and emails a copy to the Flotilla Commander.

SO-HR Email to the FSO-HR

(Name of FSO-HR Officer)

Please call (Name of e-responder) and verify qualifications for membership as per Auxiliary Manual. If qualified, please forward to the flotilla of their choice or recommend they visit multiple flotillas and decide.

The SO-HR must be advised by the FSO/FC of whether the person joins or does not join so the DSO-HR can go back into the "National Join List" and process this information.

Thanks

4. As a suggestion, the **SO-HR** should acknowledge the inquiry (see below) and inform the prospective member that the inquiry is being forwarded to the flotilla closest to his/her area for further contact. If the e-responder is not contacted within a reasonable amount of time, the e-responder is instructed to contact the SO-HR.

SO-HR Email to the E-responder

Hi (Name of e-responder),

Thank you for your interest in the USCG Auxiliary. I will be forwarding your inquiry to the area closest to your home. Please let me know if I can provide further assistance or if you do not hear from someone shortly.

NAME OF SO-HR

USCG Auxiliary

Dept. of Homeland Security

5. The new <http://join.cgaux.org/> National Data Base generates a list of every person who fills out and submits an inquiry to join. This database list generated monthly is archived each month, so only the current month is available to view by each DSO-HR (and or designate ADSO). DSO-HRs can view only their district. A monthly report is generated listing all districts. The H Dept will forward this monthly list to the DSO-HRs. This way DSOs-HR can cross-check and follow up with their Division Staff Officers. The DSO-HR must find out who joined and who did not join (and why, if possible). The DSO-HR must go back to the list <http://join.cgaux.org/aams/> and click either "Join" or "Not Join" to remove the inquiry from the list. This way the National H Department can track this information and work towards a higher recruitment percentage on those wishing to join.

DUTIES OF THE SO-HR

1. Within 24 hours of the receipt of the inquiry, the SO-HR locates the flotilla closest to the e-responder's home via the "Flotilla Finder."
2. The SO-HR should email or call the e-responder with item # 4 on page 2. The SO-HR explains the qualifications necessary to become a member of the United States Coast Guard Auxiliary as per Auxiliary Manual (United States citizen and 17 years of age and a background check with fingerprints). A suggestion is to include the Human Resource Website at <http://hdept.cgaux.org/> in the email because it gives the prospective member access to all new member information (i.e. enrollment form, prospective member booklet with information about the organization, etc.). Should the e-responder live within close proximity more than one flotilla, the SO-HR must give the necessary information pertaining to both flotillas so the e-responder can decide which flotilla will be more convenient. Recommend the prospective member visit both flotillas and advise each FSO that the new member is coming. If no response is received after multiple attempts through email, try phoning the member in the evening.
3. Based on the information the SO-HR forwards the e-responder's data to the choice flotilla's FSO-HR, copying the Flotilla Commander. If the SO-HR determines that the e-responder will not qualify for membership, the SO-HR **MUST notify the DSO-HR** and he is removed from the Division/District List.

DUTIES OF THE FSO-HR

1. Upon receipt of the e-responder's inquiry and the information collected by the SO-HR, the FSO-HR contacts the e-responder—usually within 24 hours.
2. The FSO-HR is the "salesman" of the Auxiliary. It is his/her job to be enthusiastic and present an inviting picture of exactly what the Auxiliary is about, the benefits to a member, and the four cornerstones of the Auxiliary. Again, the National Human Resource Department website link <http://hdept.cgaux.org/> and the National Training Department website link <http://www.cgaux.org/training/> can provide insight to the many programs that are available to the new member. The Coast Guard Auxiliary through its Recreational Boating Safety Program, promotes boating safety through operational marine safety patrols, vessel examinations, and public education. One has the opportunity to train, work with side by side, and support to the United States Coast Guard when needed. It boils down to saving lives and property, and you can be part of this! Answer any questions the e-responder may have.
3. The e-responder is given the option to:
 - a) Attend membership meetings, workshops, and fellowship activities.
 - b) Proceed with the membership process, or
 - c) Take more time to make a decision (Note that the FSO-HR calls the e-responder at a later date to follow up). A follow-up call is to be made in a timely manner. E-responders who need more time to consider membership should be given 2 weeks before re-contacting.
4. Should the FSO-HR have a problem in contacting the e-responder, he/she should try calling at a different time (preferably between 7 & 8 pm) or send an email.

DIVISION E-RESPONDER REPORTS

1. SOs should have a spreadsheet which reports for each flotilla e-responder activity listing—join, not join, AP Status, member. Records are necessary for this to work. Over 8000 leads a year are generated, and we should capitalize on this process and help to have these interested responders join or not join. We need an accurate record of this process.
2. Each month SO-HRs should try to send the DSO-HR the "e-responder Status Report" for their division. Contact between the district and division(s) is imperative to make this work.
3. The FSO-HR reports the status of each e-responder however they choose indicating the number on the report that best describes his/her status and any comments are noted in the "comments" column. (example below)

1—**New Member**—AP Status

2—**Have Made Contact**—Made verbal contact by telephone or in person,
Scheduled to attend membership meeting(s),
Scheduled for membership processing,
Considering joining/not joining—will follow up

3—**Could Not Make Contact**—Left Messages—No Response
Sent E-mail—No Response, phoned late in evening

4—**Remove**—No Longer Interested—comments column (reason if provided).
Multiple attempts at contact met with no response.

*—Send this info to your SO-HR so they can send it to the district DSO-HR. The DSO-HR must remove the e-responder from National Join List and send the below email to find out some idea why the person did not join.

Good Evening (Name of e-responder),

My name is XXXXXX and I am the Human Resources Officer for District XX of the United States Coast Guard Auxiliary. I understand that you have inquired about membership in the United States Coast Guard Auxiliary.

Please take a minute and return this email to me after indicating your intention below.

Why have you decided not to join? Your information is private.

Would you consider joining in the future?

Are you considering another organization?

Your response will be most appreciated.

If I can be of any assistance or answer any questions, please indicate this in your reply or phone me at (phone # of DSO)

(Name of DSO)

District Staff Officer—Human Resources
DSO-HR
District XXX USCGAUX

