

Personnel Services Officer (FSO-PS)

Ref: Membership Recruiting and Retention Guide, COMDTPUB P16794.12 (Series)
Chapter 1, Appendix 1 D this publication
Prospective Member Interview Record (CGAUX -2) (ANSC 7036)
Enrollment Application (CGAUX-32) (ANSC 7001)
Member Transfer Request (CGAUX-4) (ANSC 7056)
Change of Membership Status (CGAUX-36) (ANSC 7035)
AUXMAN, Chap. 10 - Uniforms
Uniform Procurement Guide (ANNUAL) (ANSC 7053)
Auxiliary Uniform Order Form (ANSC 7051)
Auxiliary Uniform Size Chart (ANSC 7052)
Price List, Uniform Distribution Center (ANSC 7055)
Auxiliary Web Site (<http://www.cgaux.org>).

DUTIES

- a. Exercise staff responsibility and supervision over all matters pertaining to the flotilla's member resources program, and keep flotilla members informed of all developments in the program.
- b. Unless otherwise directed, you are to schedule qualified Auxiliarists to perform specific activities in your area of responsibility. The schedule must include a specific time and place for the activity.
- c. Maintain close liaison with the Division Personal Services Staff Officer (SO-PS) in order to implement the member resources programs established for nation-wide, district-wide or division-wide use.
- d. Coordinate and cooperate with the Flotilla Public Affairs Staff Officer (FSO-PA) in publicizing the member resources program.
- e. Effectively implement the member resources program in accordance with prescribed procedures.

SUGGESTED ADDITIONAL PERSONNEL SERVICES STAFF OFFICER DUTIES

GENERAL DUTIES:

- a. Develop and implement programs and activities to promote the growth of the Auxiliary, by obtaining new members, so that all nearby boating areas will be better served
- b. Develop biographical files of the members and maintain other records of advanced training and offices held that may be appropriate for use by the Flotilla Commander in filling staff and/or committee positions, recommendations for awards, etc.
- c. Develop and implement programs and activities designed to retain members with particular emphasis to contacting members who are drifting into inactivity by failing to attend meetings or by not actively participating in one or more programs. Look for symptoms of potential drop-out: missed meetings, no VSC, OP, or PE activity. Contact these members directly and try to involve them in any of the cornerstone or other programs, or in advanced training.

- d. Prior to final action by the Flotilla Commander on a disenrollment request, or disenrollment action initiated by the flotilla, contact the member involved. Ascertain what caused the proposed action and provide counsel. Perhaps retired status would be more appropriate than disenrollment. Provide the Flotilla Commander a written summary of the action taken, and results, for each case.
- e. In cooperation with the Flotilla Public Education Staff Officer (FSO-PE) and class instructors, present the Auxiliary Story to each public education class and invite them to apply for membership.
- f. In cooperation with the Flotilla Vessel Examination Staff Officer (FSO-VE), ensure that all Vessel Examiners have a supply of the "Join the Auxiliary" pamphlets, stamped with information on who to contact, to provide to prospective members while conducting a VSC.
- g. Follow-up all prospective membership leads from public education classes, boat shows, telephone queries, and other sources to ensure that every effort is expended to acquire good members.
- h. Encourage members to bring prospective members as guests to the meetings and other suitable activities.
- i. Meet visitors and prospective members who come to flotilla meetings. Ensure they are properly introduced to the membership.
- j. In cooperation with the Flotilla Member Training Staff Officer (FSO-MT), encourage and guide new members through the new member process and encourage their further participation in advanced training.
- k. Actively take part in the planning and execution of seminars, workshops, forums, and panel discussions.
- l. Maintain contact with Retired Members of the flotilla. Ensure they are informed of flotilla activities and are invited to participate where permitted.
- m. Report monthly to the Flotilla Vice Commander on activities and progress in membership growth and retention and the status of the flotilla member resources program.

SPECIFIC DUTIES:

- a. Two weeks before each flotilla meeting follow-up with each prospective member with a phone call. Extend an invitation to the meeting. The aim is not to annoy the individual but to let them know we are genuinely interested and ready to assist. Continue to follow-up until prospect becomes a member.
- b. Follow-up on every member that missed a meeting with a phone call during the week following the meeting. See if there was some problem causing the absence that the flotilla should address. Make another call to those same members during the week of the next meeting to remind them of, and stress the importance of attending. It is not the goal to badger people who miss an occasional meeting, but rather to let them know they were missed and that the flotilla considers them a valuable asset.
- c. Present a "sales pitch" at some time during each PE course. Arrange with the FSO-PE and/or class chairpersons of each course to have instructors mention membership in the Auxiliary at

several lessons throughout the course and not depend solely on the pitch by the FSO-PS. Show the Auxiliary slide show and try to create an interest in joining.

- d. At each flotilla meeting report on all phone calls made after the preceding meeting and before the current meeting and the results of each. You should also report on the status of prospective members and any new prospective members added since the last meeting. It should be the goal to add at least one new prospective member each month.
- e. Furnish the FSO-SR with the names and addresses of new prospective members to keep the FSO-SR mailing list of all regular members, and prospective members up-to-date.