

United States Coast Guard Auxiliary

Southeast District



Strategic Plan

2025 – 2026

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From the Southeast District Auxiliary Commodore:

It is with great enthusiasm that I present to you the Coast Guard Auxiliary Southeast District Strategic Plan. This comprehensive plan aligns with the National Strategic Plan and outlines our vision, goals, and strategic priorities for 2025 and 2026. It reflects our collective commitment to advancing the mission of the Coast Guard Auxiliary and enhancing our augmentation and support of the U.S. Coast Guard and the communities we serve.

Our district has a proud history of service, dedication, and excellence. As we look to the future, it is imperative that we build on this strong foundation and embrace new opportunities for growth and improvement. This strategic plan is the result of extensive collaboration and input from members across our district. It is designed to guide our efforts, align our resources, and ensure that we remain always ready—Semper Paratus.

Key components of our strategic plan include initiatives to enhance member engagement, strengthen our operational capabilities, and expand our outreach and education programs. We will prioritize training and professional development to ensure that our members are well-prepared and highly proficient in their roles. Additionally, we will focus on fostering a culture of continuous improvement, where innovation and adaptability are encouraged and celebrated.

Our success depends on the collective efforts of every member of our district. I encourage you to read through this strategic plan carefully and consider how you can contribute to our shared goals. Your dedication, expertise, and passion are invaluable assets that will drive our progress and ensure our continued success.

I want to extend my heartfelt thanks to all those who contributed to the development of this strategic plan. Your insights, ideas, and hard work have been instrumental in shaping our vision for the future. Together, we will achieve great things and make a lasting impact on the Coast Guard Auxiliary and the communities we serve.

Thank you for your commitment to excellence and your unwavering support. I look forward to working with each of you as we embark on this exciting journey together.

Enthusiasm ♦ Engagement ♦ Excellence

Executive Summary

The Southeast District Strategic Plan aligns with the National Commodore's objectives by integrating national priorities into localized operations, ensuring a unified approach to mission execution. Our district plan translates the overarching national strategic goals into actionable objectives tailored to regional needs by focusing on operational excellence, member development, and community engagement, while addressing district-specific challenges. This alignment ensures that all levels of the Coast Guard Auxiliary work cohesively to enhance maritime safety, security, and stewardship in accordance with national directives. Overall, the 2025-2026 Southeast District Strategic Plan outlines a comprehensive framework to enhance the district's capabilities, ensuring we remain always ready to support the U.S. Coast Guard and the recreational boating community.

The Southeast District plays a crucial role in maritime safety and environmental protection across some of the busiest and most diverse waters in the country. To strengthen its mission effectiveness, the Southeast District has identified five core strategic priorities:

- 1. Recreational Boating Safety** – The Southeast District will continue to be a leader in recreational boating safety, ensuring that boaters are well-educated, well-equipped, and prepared to safely navigate the district's waterways.
- 2. Member Growth and Development** – Through a sustained commitment to recruitment, retention, training, and engagement, the Southeast District will continue to grow as a highly skilled and mission-ready volunteer force.
- 3. Member Engagement** – A strong focus on training, leadership, recognition, and communication will enable the Southeast District to enhance member engagement and dedication to service.
- 4. Operational Readiness** – Prioritizing training, equipment readiness, emergency response, and interoperability will allow the Southeast District to remain ready to support maritime safety and security.
- 5. Technology and Innovation** – The Southeast District will remain an effective force multiplier for the U.S. Coast Guard by leveraging emerging technologies and innovative solutions that enhance operational efficiency, training, and mission execution.

The Southeast District remains committed to boating safety, operational support, and force augmentation in partnership with the U.S. Coast Guard. Our primary objectives are to be a trusted partner, a highly skilled volunteer force, and a national leader in boating safety, ensuring excellence in service through innovation and continuous improvement.

This strategic plan provides a roadmap for growth, readiness, and effectiveness, ensuring that the Southeast District remains a critical force multiplier for the U.S. Coast Guard. Through innovation, engagement, and unwavering commitment, the Southeast District will continue to protect lives, support maritime operations, and strengthen the safety and security of the region's waters.

Auxiliary Policy Statement



THE COMMANDANT OF THE UNITED STATES COAST GUARD
Washington, DC 20593

AUXILIARY POLICY STATEMENT

The Coast Guard Auxiliary is the uniformed volunteer component of our Service. Guided by our Core Values of Honor, Respect, and Devotion to Duty, Auxiliary contributions are paramount to mission excellence and to facing our Nation's current and future challenges. The Coast Guard Auxiliary is an indispensable part of the Coast Guard team.

Established by Congress on June 23, 1939, as the "Volunteer Reserve", the Auxiliary conducted many of the Coast Guard's domestic missions while the Active Duty and Reserve components were forward deployed during World War II. The Auxiliary has continued its great service to our Nation ever since.

The spirit of volunteerism and patriotism that called the first Auxiliarist to duty continues today in the more than 21,000 professionals who faithfully execute assigned Auxiliary missions across our Nation, its territories, and in foreign countries where U.S. engagement is enhanced by Auxiliary services. Upon enrollment, Auxiliarists pledge to support the Coast Guard Auxiliary, faithfully execute assigned duties, and abide by the governing policies established by the Commandant.

The Auxiliary is a significant force multiplier that provides the Coast Guard with vital flexibility to bridge gaps and perform missions in the dynamic global maritime environment. Auxiliarists enthusiastically provide experience, talent, and facilities for an ever-expanding range of activities, including: Maritime Safety Outreach, Search and Rescue, Safety and Security Awareness Patrols, Disaster Response, Pollution Response, Recruiting, Cyber Security Support, Culinary Assistance, Health Services, Legal Services, and Religious Ministries. These activities enable the Coast Guard to successfully execute all of its missions, and they do it as volunteers!

The Auxiliary missions are:

- To promote and improve Recreational Boating Safety
- To provide a diverse array of specialized skills, trained crews, and capable facilities to augment the Coast Guard and enhance safety and security of our ports, waterways and coastal regions
- To support Coast Guard operational, administrative and logistical requirements

I charge all Commanders, Commanding Officers, and Officers in Charge to continually strive to include the Auxiliary in mission execution and support so that we can maximize sustained excellence across all mission areas.

A handwritten signature in blue ink, reading "Linda L. Fagan".

LINDA L. FAGAN
Admiral, U.S. Coast Guard

Southeast District Overview

The Southeast District is one of the most active and strategically significant districts within the U.S. Coast Guard Auxiliary. Covering the southeastern United States and the Caribbean, the Southeast District encompasses Florida, Georgia, South Carolina, and the U.S. territories of Puerto Rico and the U.S. Virgin Islands. Our area of responsibility includes extensive coastal waters, major ports, high-traffic recreational boating areas, and vital marine ecosystems. Our missions and activities directly support maritime safety, security, and environmental protection.

Missions and Activities

Southeast District Auxiliary members support the U.S. Coast Guard's mission by providing vital services support, including:

- Boating Safety Education: Conducting public education courses on navigation, vessel operation, and federal/state regulations.
- Vessel Safety Checks (VSCs): Performing courtesy inspections to ensure recreational boats meet safety standards.
- Search and Rescue (SAR) Support: Assisting Coast Guard active-duty personnel in locating and aiding distressed boaters.
- Marine Environmental Protection: Supporting conservation efforts and responding to pollution incidents.
- Public Affairs and Outreach: Promoting boating safety awareness through community engagement.

Strategic Importance

Given its geographical location, the Southeast District faces unique challenges such as hurricanes, high-volume tourism, and international maritime traffic. Encompassing over 1,300 miles of coastline and home to environmentally sensitive areas such as coral reefs, mangroves, and coastal wetlands, Southeast District Auxiliary plays a crucial role in augmenting the Coast Guard's capacity in responding to emergencies, enhancing waterway security, and protecting the marine environment.

Membership and Training

Members of the Southeast District Auxiliary are trained volunteers who dedicate their time and expertise to support the Coast Guard's mission. We receive professional training in seamanship, navigation, communications, and operational support, ensuring we can effectively contribute to maritime safety efforts.

The Southeast District Auxiliary remains a critical force multiplier for the U.S. Coast Guard, helping safeguard one of the busiest and most dynamic maritime regions in the country.

Coast Guard Auxiliary Core Values

The Southeast District Auxiliary is guided by the Coast Guard's three fundamental core values: **Honor, Respect, and Devotion to Duty**. These principles shape the conduct, decisions, and commitment of every member, ensuring we uphold the highest standards of service and integrity.

Honor

Integrity is our standard. We demonstrate uncompromising ethical behavior and take pride in our actions.

We conduct ourselves with unwavering honesty, accountability, and moral courage.

- Always act with integrity.
- Be truthful and transparent in all dealings, whether with colleagues, partners, or the public.
- Maintain a personal and professional commitment to upholding the Coast Guard's mission, even in challenging circumstances.

Respect

We value our membership and treat each other with fairness, dignity, and compassion.

Respect is essential for fostering a culture of teamwork, professionalism, and commitment.

- Treat fellow service members, partners, and the public with kindness and fairness.
- Work together to achieve common goals.
- Recognize the value of each individual's contribution to the mission.

Devotion to Duty

We are committed to serving the nation with excellence and diligence.

Devotion to Duty reflects an unrelenting commitment to fulfilling the Coast Guard's mission.

- Perform duties with professionalism, skill, and perseverance.
- Remain always prepared (Semper Paratus) to respond to emergencies, protect lives, and safeguard maritime interests.
- Demonstrate a selfless dedication to service, whether in routine operations or crisis situations.

Together, these core values form the foundation of the Southeast District's legacy of service, ensuring that every member operates with honor, treats others with respect, and remains steadfast in their commitment to protecting the nation and its waterways.

Southeast District Mission and Vision

Mission Statement

The Southeast District's mission is to support and augment the Coast Guard, with a focus on:

- *Boating Safety Education* – Providing training, courses, and outreach programs to promote safe recreational boating.
- *Operational Support* – Assisting in search and rescue, patrolling waterways, performing vessel safety checks, and supporting marine environmental protection.
- *Force Augmentation* – Enhancing the Coast Guard's capabilities through dedicated volunteer service.

With a commitment to service, professionalism, and excellence, the Southeast District Auxiliary plays a critical role in ensuring safety and security on the nation's waterways.

Vision Statement

Southeast District's vision is to be:

- *A Trusted Partner* – Strengthening our role as a key asset to the U.S. Coast Guard in promoting maritime safety and security.
- *A Highly Skilled Volunteer Force* – Continuously improving training, readiness, and operational effectiveness to meet evolving maritime challenges.
- *A National Leader in Boating Safety* – Expanding educational outreach and public awareness to reduce boating accidents and enhance water safety.
- *A Dedicated Organization* – Fostering a motivated and mission-driven membership that upholds the highest standards of service.

By upholding these principles, the Southeast District Auxiliary remains always ready to assist in safeguarding lives, protecting natural resources, and ensuring the security of the nation's waterways

Southeast District Ethos

Each member of the Southeast District Auxiliary is part of a proud tradition of volunteerism and dedication. Collectively, our role is vital to promoting maritime safety, supporting search and rescue operations, and educating our community about safe boating practices. We enhance the readiness and effectiveness of the U.S. Coast Guard in performing its critical missions through a remarkable blend of Enthusiasm, Engagement, and Excellence.

Enthusiasm

The driving force behind every successful endeavor. Our passion for service, our unwavering spirit, and our sense of community inspires and motivates those around us, ensuring that we all strive to achieve our best.

Engagement

The key to fostering a collaborative and effective environment. Our ability to connect with members, build strong relationships, and promote teamwork strengthens our collective efforts and enhances our capabilities.

Excellence

The standard by which we measure our achievements. Our commitment to maintaining the highest levels of professionalism, integrity, and quality in all that we do sets a shining example for others to follow.

Strategic Advisory Groups

Specialized teams of subject matter experts and key stakeholders, assembled into domain-specific strategic advisory groups, will provide ongoing support of district strategic priorities and objectives. These strategic advisory groups will provide guidance, expert analysis, and forward-leaning recommendations for critical mission and support areas. These groups will enhance strategic decision-making by aligning initiatives with organizational goals, identifying emerging challenges, and developing innovative solutions, with the goal of ensuring the ongoing effectiveness, adaptability, and continuous improvement of our evolving missions and programs.

Strategic Advisory Groups

- Recreational Boating Safety Outreach
- Force Augmentation and Mission Support
- Member Awards and Recognition
- Member Communications and Outreach
- Member Development and Support
- Marine Safety and Environmental Stewardship
- Knowledge Management and Process Development
- Performance Management

Key Functions of Strategic Advisory Groups

Strategic Advisory Groups act as visionaries and problem-solvers, ensuring that the district remains mission-ready, innovative, and strategically aligned with the evolving needs of the Coast Guard. Their key functions, listed below, help senior leaders respond to emerging challenges and opportunities, while shaping the future direction of the district.

- Policy and Strategy Development
 - Provide guidance on organizational goals and strategic initiatives.
 - Align district activities with Coast Guard priorities and maritime strategies.
 - Offer recommendations on resource allocation, training, and recruitment efforts.
- Operational Readiness and Support
 - Advise on enhancing district support for Coast Guard missions (e.g., force augmentation, marine safety, cybersecurity, public education).
 - Evaluate emerging threats and opportunities, such as technology advancements and evolving maritime safety and security challenges.

- Leadership Consultation
 - Serve as a think tank for the District Commodore and senior district leadership.
 - Provide insights on organizational structure, governance, and performance improvements.
 - Help foster collaboration between the district, active-duty Coast Guard partners, and external stakeholders.
- Innovation and Modernization
 - Research and recommend new technologies, training methods, and operational tools.
 - Assess the impact of policy changes and regulatory updates on district activities and operations.
 - Facilitate the adoption of best practices from other maritime service organizations.
- Membership Growth and Development
 - Identify strategies to attract, train, and retain members.
 - Provide recommendations on leadership development programs.
 - Advise on member recognition programs.

Strategic Advisory Groups will serve as a brain trust for the Southeast District Auxiliary, helping to shape its future, enhance its effectiveness, and ensure alignment with regional and national organizational goals. Their recommendations will influence decisions that impact our ability to accomplish district and national strategic priorities and support the Coast Guard in its missions.

Strategic Priorities

The Southeast District Auxiliary relies on well-defined strategic priorities to enhance its effectiveness and ensure alignment with the U.S. Coast Guard's overarching mission. These priorities provide a framework for improving recreational boating safety, maintaining operational readiness, expanding public outreach, and increasing our overall impact in safeguarding our waterways and marine ecosystems.

These strategic priorities define *what* needs to be accomplished by outlining key goals and objectives that drive the district's mission forward. These priorities set the direction and focus for efforts at all levels. The specific senior district leaders identified as responsible for each goal will be relied upon to develop the *how* – the specific methods, actions, and resources needed to achieve these priorities. These designated leaders are tasked with developing a comprehensive plan detailing the steps, timelines, and necessary resources to implement the strategic priorities effectively. This strategic plan will be updated to reflect these approaches, ensuring effective goal tracking and reporting. This approach ensures accountability, fosters innovation in execution, and allows for flexibility in adapting strategies to evolving challenges while staying aligned with the district's overarching goals.

Strategic Priority #1 – Recreational Boating Safety

The preventable causes of boating accidents, injuries, and fatalities remain a great concern to the Coast Guard and Auxiliary. We will enhance recreational boating safety (RBS) to reduce accidents and incidents within our area of operations by pursuing goals and objectives that help ensure boaters are well-educated, well-equipped, and prepared to safely navigate the district's waterways.

Goal 1.1: Expand Boating Safety Education Programs

Responsible: DDC-P

Objectives:

- Increase accessibility to public boating safety courses, including in-person and online options.
- Conduct targeted educational programs for high-risk boating demographics (e.g., personal watercraft operators, paddlers, new boaters).
- Strengthen partnerships with schools, marinas, and boating organizations to promote safety awareness.

Goal 1.2: Increase Vessel Safety Checks (VSCs) and Compliance Efforts

Responsible: DDC-P

Objectives:

- Increase the number of Vessel Safety Checks (VSCs) performed annually by 10% per year.
- Improve public awareness of required safety equipment and regulations through marine dealer visits and public education activities.

Goal 1.3: Enhance Public Outreach and Engagement

Responsible: DDC-P, DDC-L

Objectives:

- Utilize social media, digital campaigns, and community events to reach a broader audience.
- Increase marine dealer program visits to boating supply stores, marinas, charter companies, and other entities by 10% annually.

Goal 1.4: Strengthen Partnerships with Industry and Stakeholders

Responsible: DDC-P

Objectives:

- Work closely with the U.S. Coast Guard, state agencies, and boating safety advocacy groups (e.g., NASBLA, BoatUS) to enhance recreational boating safety awareness.
- Promote safety initiatives with boat manufacturers, retailers, and rental companies.
- Engage in legislative advocacy to support stronger boating safety laws and enforcement measures.

Goal 1.5: Enhance Training and Qualifications for Auxiliary Members

Responsible: DDC-P

Objectives:

- Ensure Auxiliary personnel receive advanced training in recreational boating safety, vessel safety inspections, program visitation, and educational instruction.
- Expand specialized training for paddlecraft safety, personal watercraft operations, and offshore boating.
- Improve coordination between the Auxiliary and active-duty Coast Guard units for boating safety missions.

Goal 1.6: Reduce Boating Under the Influence (BUI) Incidents

Responsible: DDC-P

Objectives:

- Support and promote the Coast Guard's Operation Dry Water campaign.
- Incorporate information about the dangers of alcohol and drug use in educational materials.
- Increase awareness of the effects of alcohol and drug use while operating a vessel during vessel safety checks and partner visits.

Goal 1.7: Address Emerging Risks in Recreational Boating

Responsible: DDC-P

Objectives:

- Develop strategies to promote safety in new and growing sectors, such as:
 - Paddlecraft and kayak safety.

- Electric and remotely operated boating technologies.
- Wakeboarding, tubing, and high-speed recreational boating safety.
- Address environmental concerns related to boating safety, such as carbon monoxide hazards and proper waste disposal.

Goal 1.8: Improve Data Collection and Risk Assessment

Responsible: DDC-P

Objectives:

- Utilize incident data and accident reports to identify high-risk boating areas and target safety efforts.
- Conduct analysis to understand boater behavior, accident trends, and safety compliance rates.
- Use analytics to optimize public education campaigns and outreach strategies.

Strategic Priority #2 – Member Growth and Development

A strong focus on recruitment, retention, member satisfaction, and member development is essential to ensuring our long-term sustainability and effectiveness. Strategic goals in these areas are designed to prioritize member growth, ensuring that we continue to strengthen our capabilities as a highly skilled and mission-ready volunteer force.

Goal 2.1: Enhance Recruitment Efforts

Responsible: DDC-L, DCAPTs

Objectives:

- Develop targeted recruitment campaigns to attract individuals with relevant skills (e.g., boating experience, emergency response, cybersecurity, aviation, public affairs).
- Strengthen partnerships with universities, maritime academies, and community organizations to attract new members.
- Utilize social media, digital marketing, and public service announcements to highlight the Auxiliary's mission and opportunities.
- Increase district membership by 5% per year.

Goal 2.2: Improve Member Retention

Responsible: DDC-L, DCAPTs

Objectives:

- Establish a structured onboarding process to ensure new members feel welcomed and understand their roles.
- Provide clear pathways for advancement and leadership development to keep members engaged.
- Recognize and reward outstanding contributions through awards, incentives, and public acknowledgment.
- Conduct regular feedback sessions to assess member satisfaction and address concerns.

Goal 2.3: Increase Member-Centric Activities and Support

Responsible: DDC-L, DDC-P, DDC-R, DCAPTs

Objectives:

- Conduct annual member satisfaction surveys to identify strengths, concerns, and areas for improvement.

- Foster a culture of engagement by promoting open communication and transparent leadership.
- Implement a peer support network to encourage camaraderie and connection among members.
- Provide members with meaningful and fulfilling assignments that align with their interests and skills.

Goal 2.4: Promote Training and Professional Development Opportunities

Responsible: DDC-L, DCAPTs

Objectives:

- Promote advanced training programs in operational specialties such as boating safety, search and rescue, aviation, cybersecurity, and emergency management.
- Develop mentorship and coaching programs to connect new members with experienced Auxiliary members.
- Promote leadership development opportunities to prepare incoming members for officer and staff positions.

Goal 2.5: Increase Youth and Young Adult Involvement

Responsible: DDC-L, DDC-P

Objectives:

- Promote the Auxiliary University Program (AUP) to engage college students in Coast Guard-related service and training.
- Establish/expand relationships with the Sea Scouts, JROTC, and other youth organizations to introduce young people to the Auxiliary.
- Offer opportunities for younger members to take on leadership roles and contribute to innovative projects.

Goal 2.6: Strengthen Public Awareness and Branding

Responsible: DDC-L, DCAPTs

Objectives:

- Develop a stronger district brand identity to promote the Auxiliary's mission and the benefits of membership.
- Utilize social media influencers, video storytelling, and testimonials from active members to attract new members.
- Engage with local media to increase visibility and awareness of the Auxiliary's impact.

Goal 2.7: Improve Organizational Efficiency

Responsible: DDC-L

Objectives:

- Streamline the application and onboarding process to reduce delays and increase new member engagement.
- Enhance the use of technology and digital tools to improve communication, training access, and record-keeping.
- Provide members with clear expectations and structured opportunities to contribute effectively.

Strategic Priority #3 – Member Engagement

Maintaining a highly motivated and committed volunteer force is critical to conducting our missions and programs. We must focus on member engagement by enhancing volunteer opportunities, increasing training, promoting leadership progression, and providing timely recognition to help create a more fulfilling and rewarding experience for all members.

Goal 3.1: Strengthen Leadership Development and Career Progression

Responsible: DDC-L, DDC-P, DDC-R

Objectives:

- Provide clear pathways for advancement, ensuring members understand how to progress in position and responsibility.
- Offer leadership training workshops and mentorship programs to develop future leaders.
- Encourage members to take on staff officer roles and participate in decision-making at flotilla, division, and district levels.

Goal 3.2: Expand Training and Skill Development Opportunities

Responsible: DDC-L, DDC-P, DDC-R

Objectives:

- Enhance access to specialized training in areas like marine safety, aviation, cybersecurity, and emergency response.
- Promote mission critical programs and qualifications, such as culinary assistant and communications watchstander.
- Introduce cross-training programs that allow members to gain new skills outside of their primary qualified areas.

Goal 3.3: Improve Communication and Member Support

Responsible: DDC-L, DDC-P, DDC-R, DCAPTs

Objectives:

- Create stronger channels for feedback and dialogue between leadership and members.
- Improve the use of technology (apps, online portals, virtual meetings) for better information sharing.
- Establish mentorship and coaching programs to support new and existing members in navigating their Auxiliary careers.

Goal 3.4: Increase Recognition and Appreciation

Responsible: DDC-L, DDC-P, DDC-R, DCAPTs

Objectives:

- Expand awards and recognition programs to celebrate achievements at flotilla, division, and district levels.
- Develop peer recognition initiatives, allowing members to nominate colleagues for their contributions.
- Increase the use of informal awards to recognize member contributions and performance.

Goal 3.5: Enhance Social and Networking Opportunities

Responsible: DDC-L, DDC-P, DDC-R, DCAPTs

Objectives:

- Organize local Auxiliary events that foster camaraderie and team spirit.
- Encourage collaborative activities such as group patrols, training exercises, and community service projects.
- Promote Auxiliary participation in Coast Guard ceremonies, events, and joint operations.

Goal 3.6: Accommodate Meaningful Volunteer Opportunities

Responsible: DDC-L, DDC-P, DDC-R, DCAPTs

Objectives:

- Develop flexible participation options for members with varying availability and professional commitments.
- Expand meaningful opportunities for members to contribute to Coast Guard missions, public outreach, and community engagement.

Goal 3.7: Strengthen Auxiliary and Coast Guard Collaboration

Responsible: DDC-L, DDC-P, DDC-R, DCAPTs

Objectives:

- Improve integration between Auxiliary units and active-duty Coast Guard personnel.
- Increase joint training exercises and missions to foster a sense of teamwork and shared purpose.
- Provide more Auxiliary support opportunities for Coast Guard station operations, administrative tasks, and mission execution.

Strategic Priority #4 – Operational Readiness

To effectively support the U.S. Coast Guard’s missions, we must maintain a high level of operational readiness. Strategic priorities in this area focus on training, equipment readiness, emergency response, and interoperability, which will ensure that Southeast District Auxiliary members are well-trained, properly equipped, and prepared to respond to evolving needs and challenges.

Goal 4.1: Enhance Training and Qualification Programs

Responsible: DDC-L, DDC-P, DDC-R

Objectives:

- Expand and modernize training programs to ensure members are proficient in operational disciplines such as recreational boating safety, vessel operations, and marine patrols.
- Increase opportunities for advanced certifications in aviation, cybersecurity, telecommunications, and emergency response.
- Improve access to online training modules, virtual simulations, and real-world exercises.

Goal 4.2: Strengthen Interoperability with the Active-Duty Coast Guard

Responsible: DDC-R, DSO-EM

Objectives:

- Increase participation in joint exercises, drills, and operational patrols alongside active-duty Coast Guard units.
- Improve communication protocols between the district and Coast Guard stations to ensure seamless mission coordination.
- Enhance Auxiliary integration into Coast Guard contingency and emergency response plans.

Goal 4.3: Improve Equipment and Asset Readiness

Responsible: DDC-R

Objectives:

- Ensure Auxiliary vessels, aircraft, and radio facilities meet Coast Guard operational standards and are mission-ready.
- Explore resource allocation for acquisition and maintenance of new assets.
- Improve logistics and supply chain support to ensure members have access to required personal protective equipment and operational gear.

Goal 4.4: Expand Disaster and Emergency Response Capabilities

Responsible: DDC-R, DSO-EM

Objectives:

- Strengthen Auxiliary readiness for hurricanes, oil spills, search and rescue operations, and other maritime emergencies.
- Increase training for mass rescue operations and disaster relief efforts.
- Develop rapid deployment teams capable of assisting in large-scale emergencies.

Goal 4.5: Improve Member Retention and Readiness Sustainment

Responsible: DDC-R, DSO-EM

Objectives:

- Ensure members maintain operational currency through regular skills refreshers, drills, and recertifications.
- Provide career progression opportunities that encourage long-term engagement in operational roles.

Goal 4.6: Strengthen Risk Management and Safety Protocols

Responsible: DDC-R

Objectives:

- Enhance safety training and risk assessment protocols to minimize accidents and injuries.
- Establish standardized safety audits for district operations and assets.
- Foster a culture of safety, operational excellence, and continuous improvement through after-action reviews and feedback loops.

Strategic Priority #5 –Technology and Innovation

To remain an effective force multiplier for the U.S. Coast Guard, we must leverage emerging technologies and develop innovative solutions that enhance operational efficiency, training, and mission execution. Prioritizing technological advancement, data-driven decision-making, and digital transformation will enhance the district's ability to support the Coast Guard's mission, improve efficiency and ensure the district is ready for future challenges.

Goal 5.1: Expand Digital Training and E-Learning Capabilities

Responsible: DDC-L, DDC-P, DDC-R

Objectives:

- Develop and implement online training modules, virtual simulations, and interactive learning platforms.
- Integrate live, virtual, and constructive simulations to improve emergency response and operational training.
- Create on-demand mobile applications for increased accessibility and flexibility.

Goal 5.2: Integrate New Technologies for Member Communication and Guidance

Responsible: DDC-L, DDC-P, DDC-R

Objectives:

- Implement Artificial Intelligence (AI) technologies to enhance member interfaces with online district tools and applications.
- Develop a single-source online digital repository for Standard Operating Procedures, Policy Letters, District Directives, and other guidance documents.
- Expand the use of secure cloud-based systems for member administration, district records, and operational coordination.

Goal 5.3: Strengthen Data Analytics for Decision-Making

Responsible: DDC-L, DDC-P, DDC-R

Objectives:

- Utilize big data and predictive analytics to assess mission risk factors and operational effectiveness.
- Implement data dashboards to track and report district activities and performance.
- Improve incident reporting and analysis to refine safety protocols and training programs.

Goal 5.4: Expand Public Outreach Through Digital Engagement

Responsible: DDC-L, DDC-P, DDC-R

Objectives:

- Enhance social media presence to attract new members, educate the public, and promote boating safety.
- Develop mobile apps and online portals for boater safety education, vessel safety checks, and member engagement.
- Use AI-powered chatbots and virtual assistants to answer public inquiries and provide boating safety guidance.

Goal 5.5: Encourage a Culture of Innovation and Technology Adoption

Responsible: DDC-L, DDC-P, DDC-R

Objectives:

- Create innovation task force teams to explore and recommend emerging technologies.
- Establish pilot programs to demonstrate usability and functionality of proposed technology-based solutions.
- Offer technology training and workshops to ensure members are proficient in using new tools and systems.

Moving Forward

The 2025-2026 Southeast District Strategic Plan represents a forward-thinking approach to strengthening the district's role as a critical force multiplier for the U.S. Coast Guard. By focusing on recreational boating safety, member growth and engagement, operational readiness, and technological innovation, this plan ensures that the Southeast District remains adaptive, resilient, and mission-ready in the face of evolving maritime and organizational challenges.

Success in achieving these strategic priorities will rely on the commitment and collaboration of every member within the district. Through enhanced training, innovative solutions, and strong partnerships, the Southeast District will continue to uphold the highest standards of excellence in supporting maritime safety, security, and environmental protection.

As we move forward, it is essential to embrace change, foster leadership, and remain dedicated to our shared mission. With Enthusiasm, Engagement, and Excellence as our guiding principles, we will strengthen our impact, expand our reach, and ensure that the Southeast District Auxiliary remains Always Ready – Semper Paratus.

Together, we will build a stronger, more resilient Southeast District Auxiliary, poised to meet the demands of the future and increasingly capable of making a meaningful difference in the communities we serve.