



**Homeland  
Security**

**U.S. Coast Guard Auxiliary  
District 11 Northern Region**

*Serving Northern California, Nevada, Utah*



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FROM: Irene Wetzel, DSO-CS D11NR  
TO: Mike Williams VCO, Board, Staff, and CS Team  
SUBJ: Communication Services D11NR: GOALS 2008

D11NR CS MISSION is to create a resource web site for members with information for the public, AND to employ emerging technologies to better communicate and manage Auxiliary needs.

GOALS are broad so to incorporate the district knowledge bank onto our website for all members to benefit, thereby functioning effectively, and a force multiplier. It is the responsibility of the CS officers to be proactive communications with support and direction.

- Assist with Member Services officers, the DSOs will have a communication route on our web, a way to post the most current information, district procedures, and national links, which would benefit those at the flotilla and division levels. Visit the developing Member Services site, not activated as of yet: <http://services.d11nuscgaux.info/betaindex.html>
- Encourage district officers to be or appoint an ADSO for their district web pages. Also, to encourage submission of information for “What’s New.”
- Update the district “link page” to provide greater resources of Auxiliary, maritime, and boating links
- Implement technical improvements to the district web site to include “house cleaning” of files, meta tag revisions, and organization of sub sites.
- Support unit webmasters with information, training, and processing AIRS data request. Encourage use of the CS Officers Guide and newsletter: Bits & Bytes. Train webmasters during the two day Past Captains Fair and encourage participation in AUX 04.
- Create a district “Best of the Web” award for a division and a flotilla using the national criteria.
- Monitor flotilla and division web sites for compliance, making recommendations.

Time Frame: Member Services sub site to be activated the first week in February with other district web service on an ongoing basis. The webmaster training will be in February and possibly in August. Flotilla and division web evaluation will commence in February for the national BOW award and then again in November for the district POW award.

*It is a pleasure to serve in the capacity of DSO-CS. Ideas and suggestions are welcome.*