

CDR Andy Howell

Innovation Program Manager



#SGP17



Institutional Change

What are the agents of institutional change?

Institutional Change

Dissatisfaction with
the Status Quo  Cost of Making
the Change

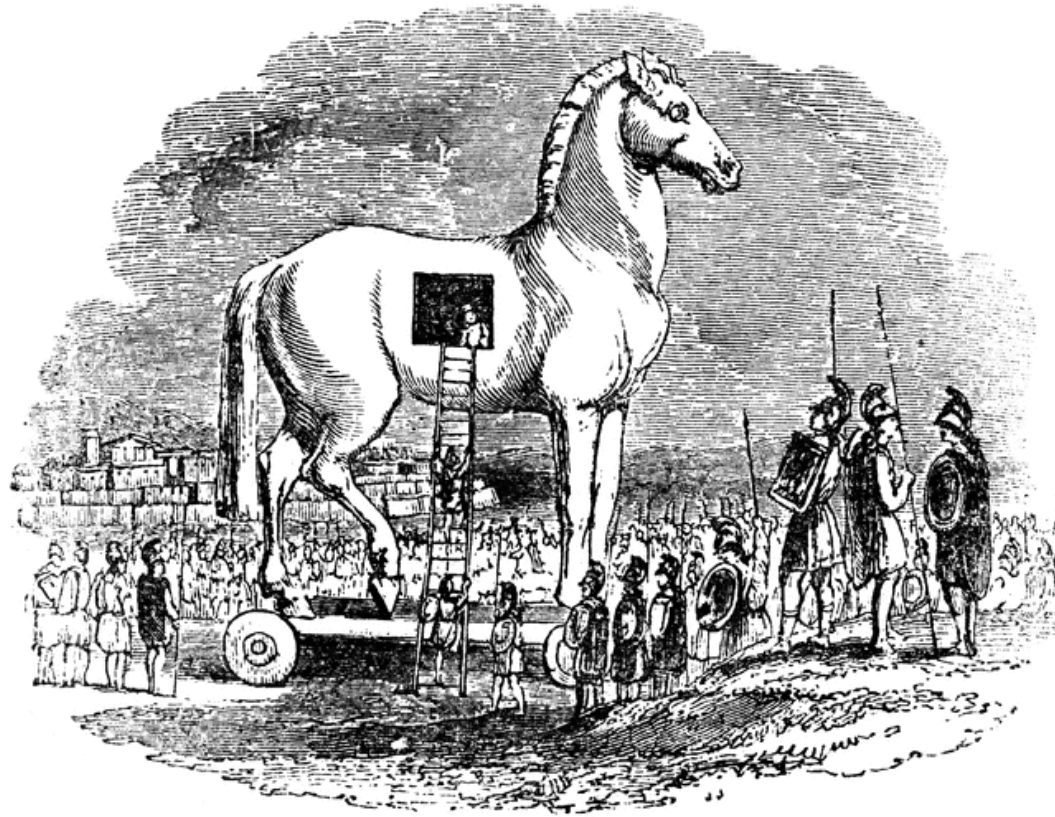
Institutional Change



We're strategically positioned better than almost anybody out there. Never in my wildest dreams would I have aimed this high.

-Blockbuster's head of digital strategy.

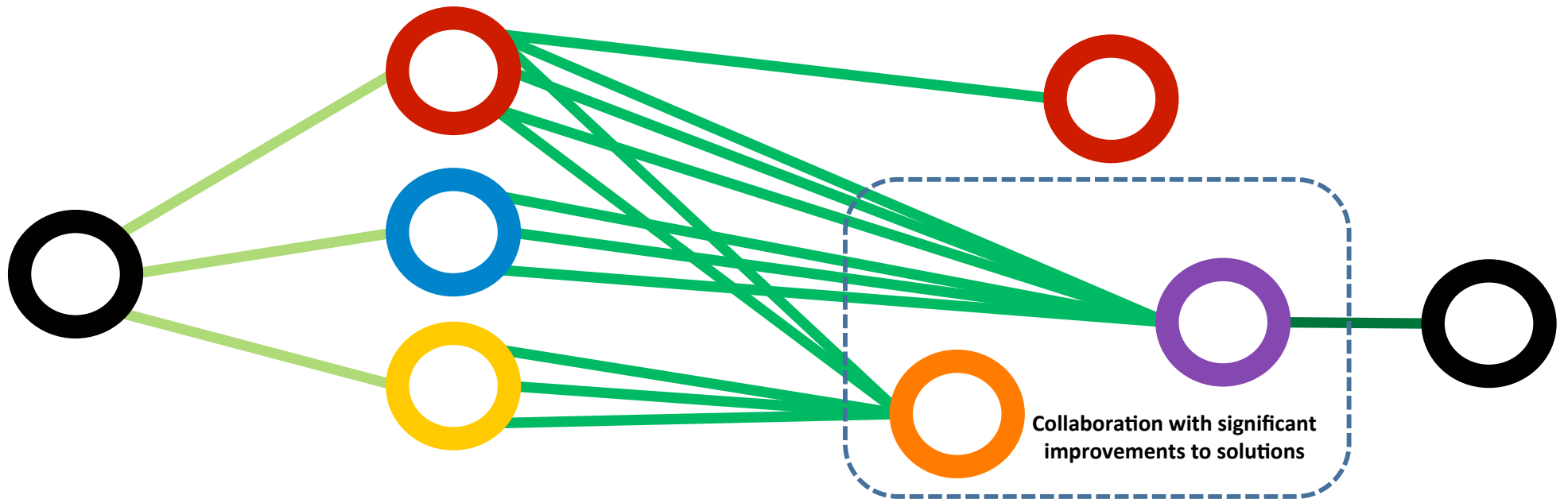
Institutional Change



Response Culture



Innovation Model



Program Tools

CG Ideas@Work
Auxiliary Recruiting Challenge

Submission Closed

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Auxiliary Recruiting Challenge

Innovation Challenge: How might the Coast Guard Auxiliary attract and retain younger members?

Background: Last year the population born after 1962 grew to represent the largest generational share of the U.S. workforce, approximately 28%. Though this younger age group represents a larger percentage of workers, recruiting challenges for the Coast Guard's active duty, reserve, and auxiliary components tell us that there is still much room to improve in attracting and retaining the youngest generational cohort. The Auxiliary is particularly susceptible to this generational change, where membership since 2011 has steadily declined due to age-related attrition and relatively slower-paced recruitment of younger members. Our challenge is how to identify, recruit, and retain younger members. Growth is not merely an increase in headcount, but effectually recruiting and retaining involved contributors, younger members who offer an opportunity to further the Auxiliary's mission and concept of community service.

Sponsor: USCG Auxiliary

CAMPAIGN FUNNEL

Search for existing ideas

Campaign Activity

- 75 Ideas Posted
- 214 Comments
- 433 Votes

tyoula.welnett
Challenge Owner

CAMPAIGN TEAM

Campaign Funnel

- ALL STAGES (13 IDEAS)
- OPEN DISCUSSION (8 IDEAS)
- WORKING GROUP REVIEW (4 IDEAS)
- COUNCIL REVIEW (4 IDEAS)
- IDEA DEVELOPMENT (4 IDEAS)
- IDEA LIBRARY (4 IDEAS)

Recent Popular Hot My Ideas Random

AUXILIARY RECRUITING CHALLENGE

Make Skills, Training, PQS worth College Credit

The key to recruiting potential members in the younger generations is providing them with an incentive to join. This is something that the Auxiliary has not been historically good at. Young people need two things to be successful in their lives and careers. These things are work experience and college education. The Coast Guard Auxiliary provides an excellent opportunity to gain work experience in various fields such as...

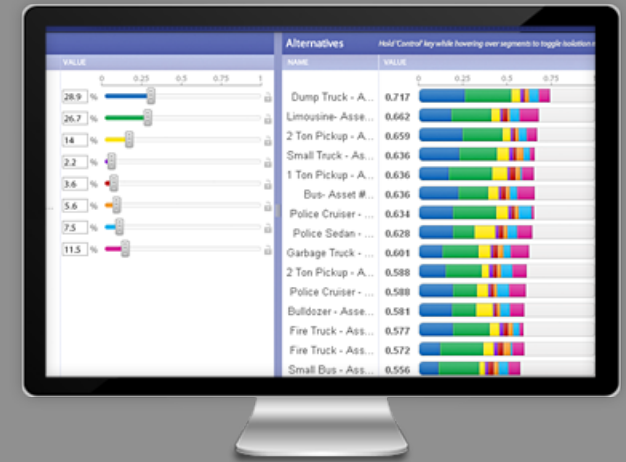
17 votes

VOTING DISABLED

Crowdsourcing



Human Centered Design



Decision Lens

Success Stories (so far)



Improving the 47' Motor Life Boat (MLB) – Acquisitions Nexus

Used crowdsourcing to consult with 47 “power users” combined with Human Centered Design to refine requirements ahead of a long-term acquisition.



Improving Recruiting and Retention – Policy/HR Nexus

Engagement with the workforce to refine policy fundamental to the *Human Capital Strategy*.

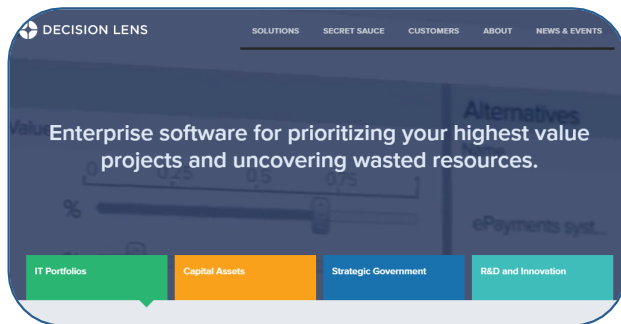


RDT&E Project Portfolio – RDT&E Nexus

Provided tools for early collaboration and strategic development of research project portfolio.

Thank You!

For More Information on Portfolio Prioritization



Engage with Decision Lens
decisionlens.com



Check Out the Demo
Videos on YouTube
youtube.com/DecisionLens

