



November 1, 2024

Board of Directors

COAST GUARD MUTUAL ASSISTANCE BOARD OF DIRECTORS (BOD) SPECIAL BOARD
MEETING HELD VIRTUALLY ON OCTOBER 28, 2024

ADM Linda Fagan
Chairman

RADM Joe Raymond
President

CWO (Ret) John Baker
Retired Military Member
Vice President

AUX Michael Philipps
Auxiliarist Treasurer

CDR (Ret) Brooke Millard
Secretary

MCPOCG Heath Jones
Master Chief Petty Officer
of the Coast Guard

D-MCPOCG Jahmal Pereira
MCPOCG Alternate

CAPT Eva Van Camp
Commissioned Officer

CDR Dan Trimble
IT/Cyber Specialist

LT Anthony Alger
Commissioned Officer

LCDR Emily Trudeau
Commissioned Officer

CWO2 Darien Moya
Chief Warrant Officer

CMC William Kelly
E-7 or Above

SCPO Lazaro Lopez
CPO Alternate

PO1 Benjamin Lind
Enlisted Member

PO1 Pedro Gonzalez-Soto
Enlisted Member

PO2 Sara Pounder
Enlisted Alternate

Ms. Taylor Hart
Civilian Member

LT Kristofer Wilson
Reserve Member

Vacant
Commissioned Officer
Spouse

Vacant
Enlisted Person Spouse

LCDR Shannon Reck
Medical/TRICARE
Specialist

Ms. Rebecca Ligtenberg
Work-Life Specialist

Mrs. Lorraine Galvis
Member At Large

Mrs. Angela Judge
Member At Large

Members Present:

Officers of the Corporation:

CWO (Ret) John Baker, Vice President

AUX Michael Philipps, Treasurer

CDR (Ret) Brooke Millard, Secretary

Members of the Board of Directors:

LT Anthony Alger

Mrs. Angela Judge

CMC William Kelly

Ms. Rebecca Ligtenberg

PO1 Benjamin Lind

PO2 Sara Pounder

CDR Daniel Trimble

LCDR Emily Trudeau

CAPT Eva Van Camp

LT Kristofer Wilson

Absent: RADM Joe Raymond, D-MCPOCG Jahmal Pereira, Ms. Lorraine Galvis, Ms. Taylor Hart, SCPO Lazaro Lopez, CWO Darien Moya, LCDR Shannon Reck, PO2 Gonzales-Soto, Additional Attendees: CGMA Staff: MCPO (Ret) Jason Wong

Call to Order: The meeting was called to order by the Vice President at 1000 EST. A quorum was established.

Presentation of the 2025-2030 Strategic Plan

The Board Secretary presented the proposed 2025-2030 Strategic Plan, outlining key objectives and initiatives designed to align with CGMA's mission. This plan is the result of a strategic planning workshop held in September at CGMA Headquarters, facilitated by QM Consultants, who used the Balanced Scorecard model to organize and prioritize initiatives across four key perspectives: Finance, People & Tools, Processes, and Stakeholders.

Strategic Plan Overview

Vision Statement: A Coast Guard community empowered by a trusted network and shared resources to eliminate financial worry.

Mission Statement: CGMA amplifies the voices of our Coast Guard community to harness strengths and address needs. We leverage our network to foster a culture of financial security, ensuring no one walks alone. Through proactive collaboration and tailored support, we are the go-to resource that turns today's financial challenges into tomorrow's stability.



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Key Strategic Objectives

1. Finance Perspective

- a. Increase External Donations: CGMA will increase external donations by building relationships with corporate partners, non-client group individuals, and grant funding organizations. Ensure clear communication of our mission and the impact of their contributions to expand funding for key initiatives.
- b. Increase Internal Donations: Foster a culture of philanthropy. Encourage members of the Coast Guard community to start or increase recurring donations, creating a stronger sense of ownership and commitment to CGMA's success.
- c. Optimize Resources: Maximize portfolio performance to achieve results that enable CGMA to utilize returns for strategic goals. Explore avenues to reduce overhead expenses.

2. People & Tools Perspective

- a. Maximize Human Capital: Ensure CGMA maintains a high-performing engaged staff and positive work environment that adapts to evolving work practices. Modernize HR policies to include employee compensation, job description, and professional development opportunities for staff engagement and growth. Ensure appropriate staffing levels to accomplish goals and create efficiencies.
- b. Leverage Technology and Data: CGMA uses modern interfaces to advance its goals. Technology is not a limit of CGMA's/ staff's potential. Interfaces for reps/clients/donors are intuitive and frictionless while honoring process integrity. Receives data it needs from Coast Guard and actively collects data from stakeholders. CGMA safeguards data and leverages this data to identify trends and make informed decisions on programs/policies as well as communicate effectively with stakeholders.

3. Processes Perspective

- a. Improve Programs and Processes: Review current assistance policies and programs to ensure they are relevant, current, and cost effective. Develop representative processes that ensure a robust and well-understood role.
- b. Improve Communication with Stakeholders: CGMA recognizes that each stakeholder demographic consumes communication differently. Create deliberate, strategic communications to meet them where they are. All stakeholders recognize CGMA's brand through consistent, transparent, and timely information sharing to foster engagement and build trust. Leverage automation to create personalized messaging at key touchpoints.

4. Stakeholders Perspective

- a. Improve Financial Literacy of the Coast Guard Community: Advocate training and leverage resources for the CG Community at different career and life milestones, improving financial knowledge.
- b. Reinvigorate Relationship with the Coast Guard: CGMA is valued and becomes the go-to source for commands. There is a sense of ownership of CGMA throughout the Coast Guard from the deck plates to senior leadership. Various CGMA leadership roles are sought-after opportunities that make an impact. CGMA included within career pipeline training schools & CGMA welcomed at units. CGMA supports strategic CG-1M priorities.



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Strategic Implementation Approach

This strategic plan is CGMA's roadmap to achieve its mission and vision by enhancing financial stability, building a supportive network, and delivering effective assistance to the Coast Guard community. Each objective aligns with Finance, People & Tools, Processes, and Stakeholders perspectives to ensure a balanced approach in all areas. The Balanced Scorecard model will support CGMA in monitoring progress, adapting initiatives as needed, and delivering meaningful outcomes for those it serves.

Discussion

- Board members expressed concern regarding the limited time available to fully digest and process the new strategic plan.
- Inclusion of Diversity, Equity, and Inclusion (DEI) initiatives was discussed as an element to be added to the strategic plan.
- Board members engaged in a discussion about the strategic plan, offering insights and suggestions for improvement.

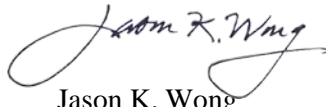
Action Items


1. Review and Feedback:

- Board members recommended that the strategic plan briefing be shared with all board members, and an electronic vote be conducted by November 1, 2024.
- CMC Kelly made a motion to proceed with this recommendation, which was seconded by LCDR Trudeau.

2. Electronic Vote:

- On October 28, 2024, the new 2025-2030 Strategic Plan was shared with the board, and the board was given the week to review the plan. A deadline for voting on the plan was set for November 1, 2024.
- The results of the vote indicated a majority in favor, with 12 votes cast in support and none opposed, out of a total of 20 voting members.


Submitted by: Jason K. Wong
Chief Operating Officer


Brooke A. Millard
Secretary & Chief Executive Officer

Enclosure: Approved CGMA Strategic Plan 2025-2030