

Program Management

A Value-added Training Module

Produced by:

The National Department of Training

United States Coast Guard Auxiliary

Approved by DC-T



Program Management

...it's about

Getting the JOB DONE!

...more effectively

...more efficiently



Program Management (PM)

Course Learning Objective:

Be able to better organize and successfully lead your next program or special assignment by:

- **Implementing the 6 basic imperatives of managing activities and processes**
- **Sharing best practices for meeting program goals**
- **Taking new ideas back with you to consider when you design and develop you next program.**



Program Management

Opening Thoughts...

- Throughout our life's journey, we've learned an enormous amount about how to continue...and even improve that journey.
- As adults, we've all arrived where we are today by living our lives as best we can.



Program Management

...Opening Thoughts

- The closer we've come to where we are today, the more we've refined what we learned along the way.
- We'll call that achieving wisdom!



Program Management Overview

What ?

Why ?

Who ?

When ?

Where ?

How Well ?



Program Management

Your job today is to:

- Learn how to determine what it is that a Staff Officer needs to do - the WHAT
- Determine WHY activities need to be offered/performed; is it a requirement, a recommendation or a solution to an important need? Is it just a good idea... This will determine the validity of the activity and help you prioritize as you build your plan.

Program Management

- Learn why it is critical to determine the help you will need – The WHO – It is CRUCIAL to confirm all your resources ahead of time...before committing to the activity !
- You will need to establish the frequency of offering the activity AND the date or dates of delivery – The WHEN.
- Location – Location – Location... ALWAYS the Location! Identify WHERE the activity will take place and it's availability if applicable



Program Management

- Be able to determine IF you met your goal(s).
- Measure and evaluate your efforts!
Quantify your results.
- Where can you improve the next time?



Program Management

**Imperatives
for successful
Program Management**



Imperatives for successful Program Management

...things you gotta do...

1. Learn what needs to be done & list your activities
2. Analyze and confirm your program resources:
3. Create a Game Plan
4. Work the Plan
5. Document the Activities
6. Evaluate Program Performance

Find Out What Needs to be Done

Imperative #1



- Identify your activities. Know *what it is* that you need to accomplish to develop your plan
- Prioritize! Establish why you need to include each activity
- Create a list of activities that meet your scrutiny



Find Out What Needs to be Done

Here's some ways to find out what needs to be done:

- Review the District Mission Statement or ask for one
- Consult all appropriate formal policies, procedures, standing orders etc. relating to your responsibilities



Find Out What Needs to be Done

Communicate *frequently* up - down and across your Chain of Leadership to learn about current practices:

- Vice Commodore
- Immediate Past District Officers
- Research what activities/events other's have done in the past and/or soon will be doing
- Get old copies of plans and schedules
- Talk to members



Find Out What Needs to be Done

Establish what ALL the needs are out there.
What's the market "look like?"

- Do survey's, utilize the Member Involvement Plan or its concept
- Brainstorm at board and staff meetings
- Call special meetings to discuss and learn
- **WHAT OTHER THINGS CAN YOU DO TO DETERMINE WHAT NEEDS TO BE DONE?**

•...more



Find Out What Needs to be Done

- Establish the priority?
- Find out why you are doing these things.
- Is the activity a requirement or just a good thing to do?
- Do you have a “market” for the activity?
- Is the activity TIME sensitive?
- **WHAT OTHER VARIABLES CAN AFFECT THE PRIORITY OF AN ACTIVITY?**



Find Out What Needs to be Done

- Once you have a decided on the activities and established their priority, develop a draft LIST of activities for your Master Plan.

REMEMBER

Ask for help and guidance !

Analyze Your Program's Resource Needs

Operative #2



For each activity being considered you must determine all your resources needs:

- People
- Time
- Logistics
- Budget





Create a Game Plan

Imperative #3

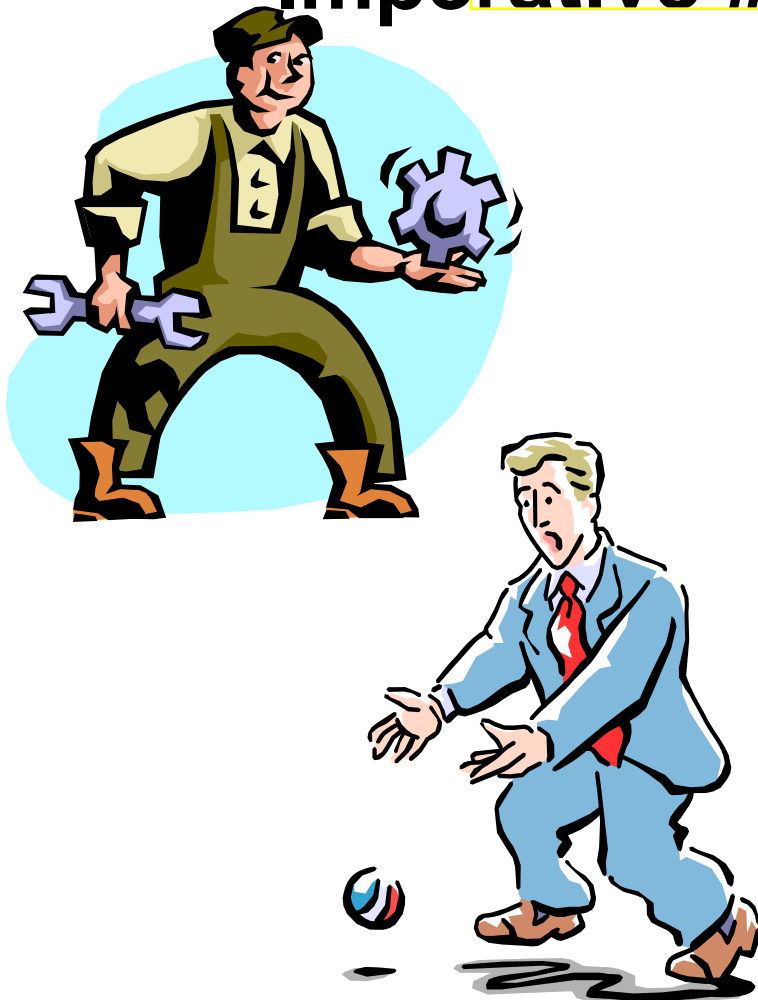
When you have:

- determined what activities need to be done
- thoroughly analyzed each one for
need, priority and resources
- then...

Prepare and Communicate Your Plan!

Work & Rework the Plan

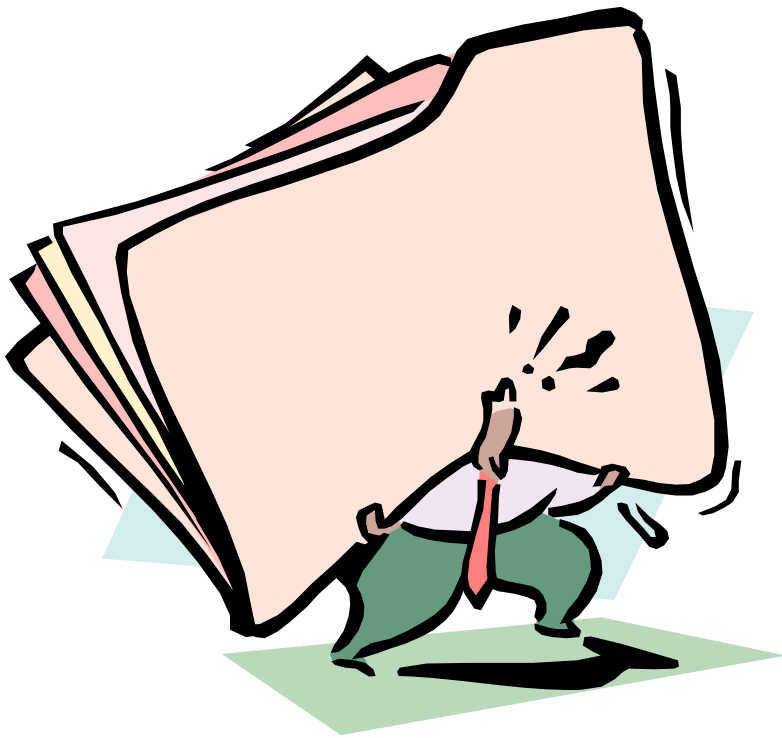
Imperative #4



- Watch for problem indicators
- No part of a plan is 100% stable
- Don't take anything for granted
- Murphy's Law prevails! Don't drop the ball!
- Be sure you build flexibility into your planning
- Don't resist making changes but be sure you thoroughly understand all the implications of the changes you do make
- Communicate ALL Changes ASAP
- Get help from fellow members to help you keep the plan on track

Document All Program Activities

Imperative #5



- Keep good records of your planning
- Good News: Activities tend to be similar each year or cycle
- The Bad News: Activities tend to be similar each year or cycle
- It's never too early to plan for the next cycle.
- Activities that didn't make it to this plan can be considered for the next plan



Document All Program Activities

- Keeping good records is not only a critical part of your job but it becomes a critical resource of information for those that will follow you in your position.
- Good records help prevent wasting time! And time is the most crucial resource we have as volunteers.
- Help PREVENT “Reinventing the Wheel!”
- Develop a pattern of writing everything down



Document All Program Activities

- Separate your work into it's components, similar to what we've discussed in this program
- This is sometimes called "chunking"
- Consider creating a set of folders manila and/or electronic for your records
- Also Consider:
 - Where should they be kept?
 - How long should they be kept.
 - Are duplicate records important?



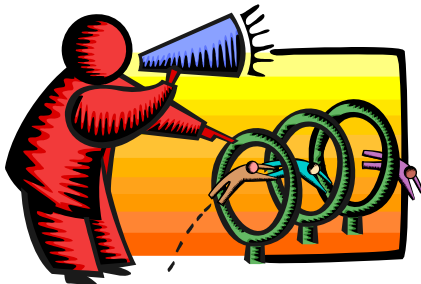
Document All Program Activities

Questions for your review:

- What forms/records/reports are required by the USCG, USCGAux and any other official organization?
- Have you ever taken on a new position or job without ANY previous or incomplete/sketchy documentation?
- Have you ever wanted to review past programs for historic reasons or for clues to help you with a certain need?

Evaluate Program Performance

Imperative #6



- Did we meet our goals?
- What Worked?
- What didn't?
- What would have worked better if we had...?
- Did we have enough resources?
 - People/Materials
 - Time
 - \$\$
- Did we try to do too much with too little?
- Record Lessons Learned?



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■ Remember, you gotta...

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