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Office of the National President**

ADELANTE CON ANSO!

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From: National President, Association of Naval Services Officers, Incorporated (ANSO)

To: CAPT Candace Eckert, USN
Special Assistant for Inclusion & Diversity (OPNAV N1D)
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Subj: 2016 - 2017 ASSOCIATION OF NAVAL SERVICES OFFICERS ANNUAL REPORT

1. Per our MOUs with the Sea Services (Navy, Marine Corps and Coast Guard), this annual report is submitted. This report covers program years (calendar years) 2016 and 2017 for the Association of Naval Services Officers (ANSO).
2. Our vision - "To serve as the acknowledged leader in recruiting, developing and retaining Hispanics in the Sea Services" continues to serve as our foundation. ANSO remains active and continues to support Hispanic officers and enlisted of the Sea Services through our mission of mentoring, career management and networking, as well as recruiting Hispanic men and women for the Sea Services. Our end goal is to assist the Sea Services reflect the leadership face of our nation by increasing the number of Hispanics in the senior officer and enlisted ranks of our Sea Services. Therefore, through our mission, we work to ensure that every Sea Service Hispanic is the best-qualified candidate for promotion and selection to higher leadership positions. Moreover, ANSO continues to support local Hispanic communities, specifically in the area of K-12 education. Our aim is to improve education of our Hispanic youth and to offer them the opportunity to join the Sea Services when they are eligible.
3. Our annual program continues to consist of at least two two-day regional symposiums (Eastern Region and Western Region), local chapter-hosted meetings, lectures and symposiums, and local community events focused on K-12 education in the area of mentoring and tutoring. Based on our survey results, we have seen a marked improvement in symposium participant satisfaction, mission area performance, assistance to our members, and recommendation to join ANSO as an "organization of choice" for Hispanics in the Sea Services. For further information, please see the attached survey brief of 03 March 2017.

4. Calendar year 2016 was a banner year for ANSO.

a. Two one-day symposiums were conducted - San Diego, California on 19 May 2016 (74 attendees at the cost of approximately \$5235.00), and Ft Belvoir, Virginia on 07 September 2016 (64 attendees at the cost of approximately \$5100.00). Please see the attached symposium after-action reports.

b. We recommended five NROTC Immediate Scholarship Reservations to five highly competitive and extremely qualified Hispanic high school seniors.

5. Calendar year 2017 was fraught with several problems and issues that prevented us from executing our two two-day symposiums.

a. Due to several financial issues and guest speaker cancellations associated with the conduct of our 2017 Western Region Symposium (WRS), we canceled our 2017 WRS and merged it with our 2017 Eastern Region Symposium (ERS). Our 2017 ERS, scheduled for 12-13 September 2017 at the United States Coast Guard Academy (USCGA) in New London, Connecticut, was subsequently canceled due to the impact of Hurricanes Irma and Maria on the Eastern Seaboard.

b. We recommended three NROTC Immediate Scholarship Reservations to five highly competitive and extremely qualified Hispanic high school seniors. In lieu of accepting their NROTC ISRs, two of those seniors accepted appointments to the United States Naval Academy.

c. In 2017, ANSO conducted a number of speed mentoring sessions once a month and successfully mentored 195 service members. ANSO provided career guidance which resulted in eight enlisted Sailors being selected for the Limited Duty Officer Program, four Sailors were selected for Officer Candidate School, and one Coast Guardsman was selected to the Coast Guard Officer Candidate School.

6. We maintain 16 chapters in two regions:

a. Western Region: Honolulu, Seattle, San Francisco, Ventura, San Diego, San Antonio, Houston

b. Eastern Region: Cleveland, Mobile, Miami, Tampa, Norfolk, DC, New York, New England (New London, Groton, Newport), Sigonella

c. Furthermore, we have integrated the Los Companeros Group from USCGA and the Latin American Studies Group from the United States Naval Academy into our New England Chapter and our DC Chapter respectively.

d. Our chapters continue to support local events when called upon to do so. Events include local Navy, Marine Corps and Coast Guard recruiting fairs; diversity activities that include speakers at those events; Latina Style events; local K-12 school events, including STEM events; and collaboration with other Sea Service affinity groups, e.g. NNOA, events.

7. Membership: There is still interest in our organization. In spite of our symposiums being canceled in 2017, we were able to recruit 15 new members since July 2017. Our new website has been a good medium to promote what we are doing within ANSO. Further, with our new website, our ANSO Chapters are able to communicate better with their members, and we are able to promote ANSO in a more modern way.

a. Total Members on the Rolls: 609 (Navy – 257, Coast Guard – 312, Marines – 26, Civilians – 14)

b. Total Active (Paid) Members on the Rolls: 131 (includes 92 Life Time Members) (Navy – 55, Coast Guard – 67, Marines - 6, Civilian – 3)

8. Issues:

a. NROTC ISR changes: Until recently, the Sea Service affinity groups ANSO, NNOA and NOMA – were allocated five NROTC ISRs per group per year reporting directly to Commander Navy Recruiting Command via the local recruiting district commanding officer. Today, those allocations have been folded into the 75 NROTC ISRs allocated each to the commanding officers of Navy Recruiting District East and West respectively. Even though we can still mentor qualified Hispanic high school seniors and direct them towards an NROTC scholarship, this reallocation has restricted me from the ability to directly award an NROTC ISR. In essence, we are taken out of the process for awarding an NROTC scholarship to an eligible Hispanic high school senior.

b. Propensity to join organizations like ANSO: We have noticed that the current generation of Hispanics is more “color blind” than previous generations. They prefer to be identified with their own service, e.g. a Sailor, a Marine or a Coast Guardsman, rather than a specific diversity group, e.g. Hispanic Sailor, Hispanic Marine or Hispanic Coast Guardsman. This is truly positive and is heading in the right direction. This direction, however, has caused a decrease in the propensity to join ANSO, and it has forced us to relook at our vision and our mission, and perhaps our end-goal.

c. Retention of Hispanic Officer and Enlisted members; low number of Hispanics in the Senior Officer and Enlisted Ranks: We are seeing more and more officers and enlisted taking advantage of retirement at their first

opportunity. Many officers at the O-4 and O-5 ranks and many enlisted at the E-6 and above ranks, are retiring at the 20-year mark. This is the time when their children are graduating from high school; they are tired of longer deployments that are straining the family nucleus; they do not want to contend with the stress of budget issues that they see those in higher ranks dealing with on a daily basis; and they are being offered lucrative opportunities in the private sector. This dilemma is reducing the pool of qualified Hispanic officers and enlisted to be possibly promoted into the higher ranks and therefore help the Sea Services reflect the leadership face of the nation in the senior officer and enlisted ranks.

d. Grants and Funding: Grants are becoming more difficult to obtain and are more restrictive. Perhaps, with the current upswing in our economy, this situation will change. Our funding is dwindling. In the past, we have used grants to supplement our symposiums, but that source of funding has dried up for the time being. Last year, I increased the fee for our symposium attendees from \$75 per person per day to \$100 per person per day in order to fully cover the costs of our symposiums without our injection of grant funding- more information on this change is included in the "Funding" section below. We are still pursuing grant funding, but we are more specific in the use of the grant funding, e.g., transition services.

e. BOD membership: I have reorganized and reduced the number of my Board of Directors. Nine of my eleven board members are active duty, and from time to time, they are subject to orders – "the needs of the Service". This continuous abrupt turnover makes it difficult to manage our organization. Five of my eleven board members have been on the board for two years or less. I will be looking at a significant turnover in my BOD over the next two years. Nevertheless, my BOD members are extremely dedicated to their own Service and to ANSO.

f. Other support: The support I receive from the Sea Service Diversity Offices is outstanding. I understand that the priorities of the Services occasionally make it difficult to have senior officers and senior enlisted attend ANSO symposiums as attendees or guest speakers. In order to mitigate that problem, I have revamped our symposiums so that they are more accessible to our senior officers.

9. Future:

a. Transition services: With regard to our mission, we are looking at focusing more on transition services. We have teamed and co-branded with Harvesting Wisdom (formerly Purple Star Veterans) using their transition process. In support of this effort, we are looking at submitting specific grant requests to companies that are interested in hiring Sea Service veterans.

b. Symposiums:

i. Five years ago, we revamped the way we execute our mission through a series of one-day professional development symposiums. In addition to reducing costs, my goal throughout every year has been to conduct at least two one-day symposiums – one in each ANSO region (Eastern and Western). Specifically, we have continued to focus each of our one-day symposiums on our "main thing": Mentoring and Career Management in Growing Leaders (Officers and Enlisted) for the Future of our Sea Services, with onsite mentoring that is closely aligned to individual key career milestone events, e.g., promotion boards, selection boards, etc. To date, our symposiums have resulted with great success and participation. Our renewed efforts fully support the Navy's "Line of Effort" – to "Strengthen our Navy Team for the Future" (from "A Design for Maintaining Maritime Superiority", Version 1.0, January 2016) in helping the Navy, as well as the Marine Corps and Coast Guard, with our continuing leadership development programs.

ii. Since the change in our annual program, and after five years of conducting two one-day symposiums per year, we have seen an average of 85 persons in attendance and an average cost of \$7376 per symposium equating to an approximate average cost \$87 per attendee. We were charging the Sea Services \$75 per attendee, and we were only receiving an average of \$6375 per symposium (given the average attendance of 39 Coast Guard personnel, 36 Navy personnel, and 10 Marine Corps personnel). Thus, we were losing approximately \$1001 per symposium or approximately \$12 per attendee. In order for us to break even, we needed to charge at least \$87 per attendee, as well as an additional charge to account for any unexpected increases in the cost per symposium. Therefore, starting in Fiscal Year 2017, we increased our \$75 rate per attendee per day per symposium to \$100 per attendee per day per symposium (this included the \$12 increase to break even and a 15% margin per symposium).

iii. Based on the overwhelming positive feedback from our symposium attendees, we also increased the duration of our symposiums to two days. This increase supports the need for further one-on-one mentoring sessions and local community outreach via a "Youth Day" event featuring our Sea Services.

iv. Therefore, with these two changes starting in FY17, I have increased the total overall fee to the Services of \$200 per attendee per two-day symposium. Moreover, we will continue to conduct two symposiums per year which equates to a total of \$400 per attendee per year. My request to the Sea Services is a total of \$34,000 for two two-day symposiums that we would charge per fiscal year. Based on the average number of attendees per Service as mentioned above, the approximate break out for each of the Services would be: \$15,600 per year for the Coast Guard; \$14,400 per year for the Navy; and \$4000 per year for the

Marine Corps. As a reminder, in comparison to when our annual program consisted of one three-day conference that cost approximately \$380,000 for 400 attendees, commercial venue costs, etc, our new program of two two-day symposiums per year is only 9% of the three-day conference per year – a 91% reduction in overall costs.

v. We are looking at 2018 for two more two-day symposiums. Details to be further discussed with regard to date and location.

c. We have modernized and reengineered our website to be more user-friendly and more attractive to today's generation. www.ansomil.org

d. Possible collaboration with NNOA: Given the decrease in the propensity to join an affinity group, e.g. ANSO or NNOA, as I discussed in paragraph 8.b. above, I am looking for specific collaboration opportunities with my African-American counterpart – NNOA. There are basic organizational differences between our two organizations, e.g. ANSO membership is all-inclusive from E-1 to O-10, and NNOA membership is only O-1 to O-10 that should be further discussed and recognized. However, our missions are basically the same and therefore there is possible synergy between our two organizations that could be exploited with regard to our symposiums / conferences.

e. Sea Service Diversity Office Input: Given my aforementioned comments, specifically paragraph 8.b., I would like to meet with the Diversity Offices of our Sea Services to discuss the way forward for ANSO, as well as the continued need for our affinity group.

10. Finally, I want to express my appreciation to our “parent sponsor” Latina Style for their continuing support and advertising of our organization and our events. Further, I want to thank my Sea Service Sponsors – the Diversity Offices of the Navy, Marine Corps and Coast Guard for their continuing support.

11. If you have any questions, please contact me at president@ansomil.org or (619) 208-7371.



William D. Rodriguez
Rear Admiral, United States Navy, Retired

Attachments:

- (1) ANSO Member and Symposium Attendee Survey Brief of 03 March 2017
- (2) After-Action Report for 2016 Western Region Symposium (19 May 2016)
- (3) After-Action Report for 2016 Eastern Region Symposium (07 September 2016)