

DUTIES OF THE DISTRICT VICE COMMANDANT

In actual practice, the duties of the DVC's have never been rigidly defined. They have evolved over time since the positions were established. For the purposes of this instruction, the DVC's duties include, but are not limited to, the following:

1. Visit each detachment in your district twice in each 12 month reporting period (1 June to 30 May).
2. Communicate with your Detachment Commandants and insure that you receive each detachments Quarterly report in a timely manner, Preferably 30 days before each Quarterly meeting or the Department Convention.
3. Prepare your DVC Report, and submit it to both the Department Adjutant and the Area Officer for your part of the State, either the Jr. or Sr.Vice Commandant in a timely manner, preferably no less than 2 weeks prior to each Quarterly meeting or the Department Convention.
4. Send out the quarterly rosters for the detachments in your district electronically, to both the Commandant's e-mail and the Adjutant's e-mail. Discuss each quarterly roster with the detachment Commandants regarding Recruitment/Retention.
5. Maintain a file on each detachment in your district. Any correspondence from the Detachment, Department of National HQ should go into these files, as well as your own personal notes.
6. Attend the Officer Installation of each detachment in your district. Pick up the Report of Officer Installation (ROI) from the Det. Adjutant, check it for correctness, make copies for your file and the Dep't Commandant, and forward the document to the Dep't Paymaster.
6. Organize new detachments from target cities identified by the Senior Department Staff (Commandant and Chief of Staff)

INTRODUCTION TO DVC TRAINING

CONGRATULATIONS! You've been appointed a DVC by the Department Commandant. You've probably got a lot of questions about the job you've taken on.

This course is designed to answer them, and give you the tools you need to answer other questions that you or your Detachment Commandants may have as they arise.

As an appointed Department officer, you may now wear the Department officer's MCL cover with the gold crown. Enjoy this "perk": It's the only one that comes with the job.

Being an effective DVC takes more time and effort than being a detachment Commandant. Doing a proper job will get you praise from the Department Commandant and senior staff. If you made the decision to accept the appointment for the accolades you will receive, it's time to rethink the decision; because except for the ones listed above there aren't any----other than the personal satisfaction that any Marine or Corpsman feels knowing they have done their job well.

The Department of North Carolina is the "Powerhouse" Department in not only the Mideast Division, but in the entire Marine Corps League. We have not gained this reputation by sitting on our sorry behinds. Because our Department is so large, the Commandant needs his DVC's to perform their duties to keep him up to date and abreast of the activities of all detachments. There's way too many to visit and address and resolve all the issues that arise for any one person to manage. Therefore, the Commandant depends on the DVC's to assist him in managing the Department, and continuing its growth.

Now that you've been fed the sulphur, let's get into what the DVC's job actually entails.

NEW DETACHMENT FORMATION Part 1

DVC's get assigned "Target Areas" to start new Detachments. The target areas are normally identified by the Department Commandant and the Chief of Staff. The target area may be a county, or a particular city or town.

So, you've been assigned a target area! What do you do, and in what order?

The first step is to fall back on Marine Training. Once you have been assigned a target, (target area) and an objective (form a detachment), it's time to make a recon of the area.

I set aside a full day for a recon of my target area. Prior to starting out, I make sure I've done my research and have the gear I need to get things done.

---Get on the internet and do searches of the area. You want to find the locations of the local newspapers, radio stations, City/County office buildings, Police and Sheriff's Departments.

---A map of the target area, be it a city or county. Use your GPS if you have one, but don't count on it alone. Marines still know how to read maps. You can always get a hard copy map at a gas station when you arrive in the area. Use your AAA membership for maps if you have one.

---Scotch Tape, Stapler and Staples, Push Pins (for hanging flyers).

---Beaucoup copies of the MCL recruiting Flyer (.PDF file from Dep't Website). Put your contact information on the flyers, and also Contact info for the local "lead Marine" if you have one)

---MCL business cards.

---change to buy copies of local papers/penny-savers, etc.

---PSA for Radio Stations/Newspapers—see examples

Unless it's mid-summer, wear your red Blazer---it attracts attention!

Visit the local PD, Sheriff's Office and Highway Patrol Station. The two fold purpose of these visits is:

1. Let local law enforcement know you are in the area and what you're doing---in small towns especially you will raise interest.
2. Law enforcement is a common job for Marine Veterans. Normally they will let you post flyers and your cards in the station house.

Visit the local newspapers and radio stations. Most will post a flyer in their offices, and you can inquire about placing advertisements. Many will give you a small space for free. For Radio Stations, Federal law requires them to make Public Service Announcements for free, a certain number of minutes per week.

Now it's time to "PAPER THE TOWN"---go to every outlet that will let you post a flyer---Post Offices, Grocery Stores, Gas Stations, Convenience Stores, Public Library, eateries, utility offices, community bulletin boards, County/City office buildings. Hit every strip mall you see.

Check into the local Legion Post, VFW, DAV hut, and ask if you can leave some cards/flyers. Ask the Barkeeps and members in the bars who the Marines are in town, and get as much info on them as you can. (This starts your contact list if there is no Lead Marine identified by the Chief of Staff)

While you're there, cruise the local shopping centers---Wal-Mart, Lowe's, etc. Leave a flyer on EVERY CAR sporting USMC stickers or emblems. (if you have someone riding with you this will go a lot faster.)

If your area is a county, identify the larger towns, and once you've hit the county seat you can hit the smaller towns and villages.

It may take more than one trip to get all the flyers out, but persistence and papering pays off!**

NEW DETACHMENT FORMATION 2

Your recon trip to the area is over. You've papered the town with flyers, dropped flyers on vehicles all over, the newspapers have ads and radio stations are running your PSA. You've probably made a few contacts with Marines and corpsmen as you did your recon. And if you're lucky, the Chief of Staff may have given you the contact information for some "known Marines" in your target area.

Start an Excel Spreadsheet for your new detachment. An example is provided for your perusal.

As you enter the information on the Marines and Corpsmen you've already talked to, as an experienced Leaguer you have judged the excitement level of the individuals as you talked with them. Use a (*) or other symbol on your spreadsheet to mark them as potential officer candidates.

(Open Discussion on above)

As you get calls and e-mails from interested Marines and Corpsmen, add their contact info to your spreadsheet. If you have received any names and numbers from the Chief of Staff, contact them about arranging the next step, an initial organizational meeting.

As you did your recon, you probably saw places where you could hold a meeting. If the Legion/DAV/VFW seemed friendly to you, that is a possibility, but save it as a last resort due to the presence of a bar. We don't want to give any potential members the idea that we're another "drinking" veterans group. Best locations are eateries with divided rooms for meetings, ex. Golden Corral, Ryan's, or family restaurants. Most don't serve any alcohol.

Feel free to contact another department officer to assist you when you hold your meeting.

Get a date in mind (within 10 days of the calls) and call your contacts to see if they can attend. **ASK EACH CONTACT TO BRING ANOTHER MARINE OR CORPSMAN WITH THEM.** Encourage them to bring their wives/ girlfriends/significant others, Associates

count on the Charter for numbers to start a new detachment. TELL THEM TO BRING THEIR CHECKBOOKS---We need the dues for each applicant for membership.

Once the date is set, it's time to go back to publicity. Inform the Newspapers, Radio stations, etc of the date of the meeting. Go back to the target area with fresh posters and mark them--- ORGANIZATIONAL MEETING ----date/location time.

Always post your cards along with the poster, even if you just staple them to the bottom of the poster. This gives potential members some "Take Home" information. Add the Ph # of any of your contacts who will let you. Anyone who says "sure, put my number on the flyer" is a potential officer candidate.

As your meeting date approaches, check the rosters of the adjoining detachments to your target area. There may be members in your target area driving a fair distance to a detachment in a neighboring county/area.

In many cases adjoining detachments have members living in your area that are not active due to the distance they have to drive to meetings and events. Once you have contacted them, call the Commandant of their detachment, and see if he would be amenable to the member transferring to the new detachment. This is a courtesy to the neighboring detachment, you don't want the Commandant and members to think you're "stealing" members.

*****Remember that members transferring in are experienced Leaguers and make good officer candidates*****.

Also be sure to check the MAL list for any MAL's living in your target area. Ask them to attend the organizational meeting.

New Detachment Formation 3

Organizational Meeting

Have your ducks in a row for this meeting. Coming fully prepared and well organized will impress the attendees with how we operate. Don't be afraid to call EVERY CONTACT either the night before the meeting or the day of the meeting to remind them. Send e-mails as well to all who have given you an e-mail address. Remind them to bring their checkbooks or cash to pay their initial dues.

Be in full uniform, preferably Red Blazers. It also helps to have 1-2 Leaguers with you, if not other Department Officers, bring a few along from your own bunch. Not only can they help discuss the league with the candidates, but they also get an appreciation for just how hard your job is.

Have all of the following with you.

Applications---Pad style and Tri-Fold

Membership Transmittals

Application for Charter

Pens

Flyers

Business cards

USA and USMC Colors (bring from your own detachment)

Have some money with you to make change if necessary

Copies of the League and Department Mission Statement

Start the meeting promptly, regardless of how many people show up. Don't "pucker" if only a few show up. After opening the meeting, if there's not enough there to start a charter, break out the cell phones and start making some calls, the Marines who do show up can toss some names at you and help you can make some calls.

****NOTE**** National by-laws say you need 20 names to start a charter. I've started one Detachment with 18 names and 1 with 15. If you're close---Get out the phones and make the calls, best to get it done the first night if you can. If there are members there without spouses/girlfriends, have them fill out an app for them too---Getting the numbers is imperative at this meeting.

Make your Presentation----After introducing yourself and Leaguers with you, give them a short bio of yourself, while handing out copies of the mission statements.

Then, give a brief overview of the “Book of Meletis”. While you’re speaking, have the Leaguers hand out applications and pens. (Discussion on above).

Once you’re done speaking, explain the dues. I always tell them to start at 30.00--23 to National, 4 to Department for new Regular and Associate members. (this leaves 3.00 /member for the new det. kitty. Transfers are free as long as their dues are not in arrears.

If they seem unwilling to sign up, don’t beg---appeal to their Marine Pride, using the “Book of Meletis”. Regardless of the number in the room, SIGN UP EVERYONE WHO IS THERE. Once the cash has changed hands, those who signed up will help you find the rest of the Marines you need. Let them know “We ARE going to establish a detachment here.” Your determination will light the flames. If you’re still way short on numbers, set a date within 2 weeks for another meeting, time and place to be decided by those present.

If you already have enough to apply for charter, Explain the elective and appointed offices, and which appointed offices need to be filled ASAP. Start with the elected officers---Ask if anyone would like to be local organizing officer----no takers? Point at one---chances of him saying NO once put on the spot is slim---That’s your potential Commandant –Elect. Anyone else who wants to volunteer for an office—put them in as “interim---to be verified by election”. If you’re not at 90 minutes into the meeting, hold the election then and there and get your 4 elected officers seated. Set the date for the next meeting (2 weeks) and dismiss the meeting, ask the 4 officer candidates to remain. Set up a “staff meeting” with them sometime before the next regular meeting, and get them familiar with what goes on. Check all your applications and cash/checks before YOU leave.

If you have time after the meeting, get your transmittals done then and there, if a long ride home, do them when you get home.

Hint: run the cash and checks through your own detachment's checking account. Total up everything, have your paymaster write you a check to National and a check to Department, keep the rest in cash or a detachment check to give to the Commandant to open his checking account.

The “Book of Meletis”

Don't laugh! ---what you will read here helped Commandant Pete Meletis grow our department from 18 to 50 detachments over just a couple of years, an amazing accomplishment by any standard. He must have been saying the right things. If you attend the Department Meetings regularly, you've heard Commandant Pete speak many times, and know a lot of what will be in this piece of the course. If you use it correctly---IT WORKS!!!!

WHAT IS THE MOTTO OF THE MARINE CORPS?

Semper Fidelis---Always Faithful

Always Faithful----To who or what?

Faithful FIRST TO GOD---COUNTRY, CORPS AND THE
INDIVIDUAL MARINE

---Being a Marine, or serving as a Corpsman in the FMF is a GOD GIVEN PRIVILEGE.

---As a result, not everyone can be a Marine, and that is as it should be. This places Marines and FMF Corpsmen in a special group. We have a RESPONSIBILITY TO GOD to bond together as our nation's elite warrior class to continue to serve Him by doing good works in our Communities. To show by our ACTIONS that “Marines Care”---not just for our fellow Marines and Corpsmen, but to all of our fellow veterans—our comrades-in-arms, and our fellow citizens in need.

EVERY Marine is proud of their service. In lots of cases their might be a bit of tarnish on that pride, because it's been a long time since that Marine has associated with other Marines. But that pride is still there. It's up to YOU to put the verbal Brasso on that Marine's pride. And it usually doesn't take much. Usually asking the question “Are you proud of being a Marine?” is all you need to do.

Remind prospective members that The United States doesn't NEED a Marine Corps, but they do WANT a Marine Corps. The leaders of our government sleep soundly at night knowing that if trouble erupts anywhere in the world, the President can call the Commandant of the Marine Corps and go back to sleep.

Regardless of their political affiliation, most all Americans have respect for the Marine Corps. Why is that? The Core Values—HONOR, COURAGE AND COMMITMENT. They know that Marines don't leave wounded or dead on the battlefield. They don't surrender when they are surrounded. They fight the enemy with skill and courage. Marines don't give up their honor. Commitment is personified in the axiom of Chesty Puller----

FAILURE IS NOT AN OPTION!!!

Always Faithful----and it TAKES faith to do this job.

Talk to these Marines---Reach into them and bring out their Pride in being a Marine.

You'll have them on your side in no time.

DVC REPORTING

In 2011, the system for reporting data at the Detachment, Department and Area Officer level were re-created from scratch. This was necessary for the Department Senior Staff to analyze progress toward the Goals set by the Commandant.

It is essential that each DVC submit to their Area Officer a complete DVC report with all detachment reports included in the data NLT 14 days before the Quarterly Meeting or Department Convention. In so doing, we have all the data from the detachments we need, and done so the Area Officers (Sr. and Jr. Vice) can get their reports submitted to the Commandant in a timely manner.

If your DVC Report is missing data from detachments that have not submitted a report, all the data skews, and we cannot accurately measure the progress of the Department to our Goals.

Therefore, from the Senior Staff, through all DVC's to the Detachment Commandants, we are all dependent on each other for the reporting process to work properly.

Notice is given by the Adjutant 6 weeks in advance of each quarterly event. DVC's should start THEN to call their detachment Commandants to remind them to get their report in. None of these reports takes more than 15 minutes to complete, so there is no reason for the foot-dragging and non-submission of detachment reports that is going on. If you cannot get a Detachment Commandant to submit a report, go up the chain and let your Area Officer know.

(Go over DVC Report form and Detachment Report Form) PDF's to be added to this part of the course

****WHEN YOU REPORT AT THE MEETING****
BE ACCURATE---BE BRIEF---You only have a specific amount of time for you to give your report in!