

# Morale, Wellbeing, & Recreation Award Programs Standard Operating Procedures Guide



March 2024

## Coast Guard MWR Awards Program SOP

1. **OBJECTIVE:** The objective of the Coast Guard MWR Awards Program is to recognize outstanding accomplishments of units of varying sizes, in supporting the mission readiness, retention, and resiliency of the Coast Guard family through Coast Guard MWR programs. This program includes two categories of CG MWR Awards—the Program of the Year Award and the MWR Professional of the Year (MWRPOTY) Award. Nominations are intended for units with MWR Programs, field units, and for MWR Professional’s within the award solicitation year. The three categories are defined below:

- a. The MWR Program of the Year category is designed for units with MWR CAT B and C Business Activities.
- b. The Morale Program of the Year award category is designed for operational units and the delivery of morale events at units afloat and ashore.
- c. The MWR Professional of the Year will be awarded in two categories. Senior MWR Professional of the Year and Junior MWR Professional of the Year.

2. **FORMAT:** Nominations for the awards program will be submitted using the format presented in this guide. Nominations must come to the Community Services Command (CSC) directly from the unit commanding officer, officer-in-charge, or the unit’s next level in the chain of command and must include a command endorsement. Nominations will be for the previous nonappropriated fund (NAF) year (1 February through 31 January).

3. **RECOGNITION:** Award winners and runners-up in each category will be provided recognition as the MWR Program of the Year in the category that they compete. The winner of the award in each category will receive NAF for their MWR Programs, amounts below:

Size	MWR Program of the Year		Morale Program of the Year	
	Winner	Runner Up	Winner	Runner Up
Large	\$4,000	\$1,000	\$1,000	\$500
Meduim	\$3,000	\$1,000	\$1,000	\$500
Small	\$1,000	\$500	\$1,000	\$500

The winners and runner-up in each category will receive a award and honorable mention on the announcement of the winners ALCGPSC. The unit’s name will be displayed in the perpetual plaque to be maintained at CSC. 1<sup>st</sup> place winners are ineligible to apply to the following year’s POY solicitation.

4. **DEADLINE:** Nominations must arrive at CSC by the deadline provided in ALCGPSC announcement. A panel will be convened from the CSC staff to review all submissions and will select the winner, and runner-up from all 3 categories. Notification of the results of this process will be made via ALCGPSC and the appropriate local award ceremonies may be scheduled.

5. MAJOR CHANGES:

- a. Addition of the MWR Professional of the Year Award.
- b. Changed the descriptions and classification of the large, medium, and small programs.
- c. Only the first place and runner up selections receive money, and the amounts awarded are based on class.
- d. 1<sup>st</sup> place winners will be ineligible to apply for the following year's POY.
- e. Two new categories were established: **MWR Program of the Year** and **Morale Program of the Year**. Only units with approved CAT B and CAT C business activities are eligible to apply for the **MWR Program** category. See appendix A, for unit classification.

## Coast Guard MWR Awards Program

### MWR Program of the Year

- a. Description: The MWR Program of the Year recognizes outstanding achievement in the delivery of MWR programs and services at locations with approved MWR CAT B and CAT C Activities. Classification based on number of full-time MWR employees, unit's Personnel Allowance List (PAL), and total revenue. See Appendix A for MWR program of the year unit classification.
  
- b. Format. Nominations must come to the Community Services Command directly from the unit commanding officer, officer-in-charge, or the unit's next level in the chain of command and must include a command endorsement. Nominations will be for the previous nonappropriated fund (NAF) year (1 February through 31 January).
  - (1) To nominate your unit for the award, commands are required to send a 1-page memorandum and a completed MWR/Morale Program of the Year slide deck. The MWR/Morale Program of the Year Slide deck can be found at [www.coastguardmwr.org/mwr-awards](http://www.coastguardmwr.org/mwr-awards). No other feedback will be required or considered. This customer-friendly format will enable all units to enter their accomplishments into a standard 15-page PowerPoint slide deck. This slide deck aligns with the award criteria. This PowerPoint was created to simplify and standardize award submissions, lessen the time required to complete submissions, and to enhance a unit's creativity to be able to capture the most influential aspects of their MWR/Morale Program. This is the only submission format that will be acceptable. Do not add or delete any slides from the submission application format. Slides 1-9 are mandatory and slides 10-15 are encouraged to promote your MWR program to the fullest. Although slides 1-9 are mandatory, it is appropriate to leave sections blank which either do not apply, or your unit has no feedback.
  
- c. Submission Responsibility. The Command must ensure that all required documents for submissions are accurate and accounted for. The nomination packages must be sent electronically [HQS-SMB-CSCMWR@uscg.mil](mailto:HQS-SMB-CSCMWR@uscg.mil) to Community Services Command from the unit commanding officer or officer-in-charge.
  
- d. Eligibility Criteria. The MWR Program of the Year Award will be awarded in three classifications: Small, Medium, and Large. Please see appendix A for classification criteria. All MWR Program of the Year submissions will be evaluated on the following criteria:
  - (1) Programming: Describe creative, unique, or experimental programs implemented during the previous NAF year. Explain how these programs contributed to the readiness, retention, and resiliency of MWR patrons in this area.
  
  - (2) Customer Service: Identify how the unit determined customer interests and needs and how this information was used to develop programs and activities. Describe the programs the command has implemented to provide the highest level of customer service. Provide any examples of this customer service.

- (3) Marketing Methods: Describe marketing tools used to generate interest and participation in programs and activities. Quantify the results of this marketing effort and the return on the marketing expenditure.
  - (4) Leadership & Professional Development: List professional development and leadership opportunities (e.g. college, continuing education, certificate programs, MWR-related training, etc.) provided to or obtained by the MWR staff during the period of evaluation. Describe and quantify, if possible, the effectiveness in obtaining these opportunities.
  - (5) Financial Management: Identify appropriated funds used to support the MWR program, how these funds were used, and a summary of NAF performance for the evaluation period. Identify and explain any budget variance. Describe alternate revenue sourcing the command used to leverage the delivery of MWR programs and activities.
  - (6) Facilities/Equipment Improvement Initiatives: Describe all projects that improved MWR facilities (consider buildings, grounds, and capital purchases). Include self-help projects. Describe the process that the command uses to fund renovation and capital improvement projects.
  - (7) Recognition: Describe any recognition that the unit's MWR staff or MWR program received during the period.
  - (8) Additional Reports: Provide any copies of financial audits, SMART team and FORCECOM inspections, Community Services Command inspections, and any other inspection reports that occurred during the evaluation year.
- e. Nomination procedures. Community Services Command will solicit nominations, via the annual ALCGPSC during the month of June. Each classification will be recognized with a first place and runner-up winner. Award winners will receive a certificate of recognition and a NAF cash award to support their morale program. The cash award amounts for the MWR Program of the year will be announced annually in the ALCGPSC solicitation message. The winners and runner-up in each category will receive an award and honorable mention on the announcement of the winners ALCGPSC. The unit's name will be displayed in the perpetual plaque to be maintained at Community Services Command.
- (1) 1st place winners are ineligible to apply to the following year's MWR/Morale Program of the Year solicitation.

## Morale Program of the Year

- a. Description: The Morale Program of the Year recognizes outstanding achievement in the delivery of Morale events at Morale Programs afloat and ashore.
- b. Format: Nominations must come to the Community Services Command directly from the unit commanding officer, officer-in-charge, or the unit's next level in the chain of command and must include a command endorsement. Nominations will be for the previous nonappropriated fund (NAF) year (1 February through 31 January).
  - (1) To nominate your unit for the award, commands are required to send a 1-page memorandum and a completed MWR/Morale Program of the Year slide deck. The MWR/Morale Program of the Year Slide deck can be found at [www.coastguardmwr.org/mwr-awards](http://www.coastguardmwr.org/mwr-awards). No other feedback will be required or considered. This customer-friendly format will enable all units to enter their accomplishments into a standard 15-page PowerPoint slide deck. This slide deck aligns with the award criteria. This PowerPoint was created to simplify and standardize award submissions, lessen the time required to complete submissions, and to enhance a unit's creativity to be able to capture the most influential aspects of their MWR/Morale Program. This is the only submission format that will be acceptable. Do not add or delete any slides from the submission application format. Slides 1-9 are mandatory and slides 10-15 are encouraged to promote your MWR program to the fullest. Although slides 1-9 are mandatory, it is appropriate to leave sections blank which either do not apply, or your unit has no feedback.
- b. Submission Responsibility. The Command must ensure that all required documents for submissions are accurate and accounted for. The nomination packages must be sent electronically [HQS-SMB-CSCMWR@uscg.mil](mailto:HQS-SMB-CSCMWR@uscg.mil) to Community Services Command from the unit commanding officer or officer-in-charge
- c. Eligibility Criteria. The Morale Program of the Year Award will be awarded in three classifications: Small, Medium, and Large. Please see appendix A for classification criteria. All MWR Program of the Year submissions will be evaluated on the following criteria:
  - (1) Programming: Describe creative, unique, or experimental programs implemented during the previous NAF year. Explain how these programs contributed to the readiness, retention, and resiliency of MWR patrons in this area.
  - (2) Customer Service: Identify how the unit determined customer interests and needs and how this information was used to develop programs and activities. Describe the programs the command has implemented to provide the highest level of customer service. Provide any examples of this customer service.
  - (3) Marketing Methods: Describe marketing tools used to generate interest and participation in programs and activities. Quantify the results of this marketing effort and the return on the marketing expenditure.
  - (4) Leadership & Professional Development: List professional development and leadership opportunities (e.g. college, continuing education, certificate programs, MWR-related

training, etc.) provided to or obtained by the MWR staff during the period of evaluation. Describe and quantify, if possible, the effectiveness in obtaining these opportunities.

- (5) Financial Management: Identify appropriated funds used to support the MWR program, how these funds were used, and a summary of NAF performance for the evaluation period. Identify and explain any budget variance. Describe alternate revenue sourcing the command used to leverage the delivery of MWR programs and activities.
  - (6) Facilities/Equipment Improvement Initiatives: Describe all projects that improved MWR facilities (consider buildings, grounds, and capital purchases). Include self-help projects. Describe the process that the command uses to fund renovation and capital improvement projects.
  - (7) Recognition: Describe any recognition that the unit's MWR staff or MWR program received during the period.
  - (8) Additional Reports: Provide any copies of financial audits, SMART team and FORCECOM inspections, Community Services Command inspections, and any other inspection reports that occurred during the evaluation year.
- d. Nomination procedures. Community Services Command will solicit nominations, via the annual ALCGPSC during the month of June.
- (1) Each classification will be recognized with a first place and runner-up winner. Award winners will receive a certificate of recognition and a NAF cash award to support their morale program. The cash award amounts for the MWR Program of the year will be announced annually in the ALCGPSC solicitation message. The winners and runner-up in each category will receive an award and honorable mention on the announcement of the winners ALCGPSC. The unit's name will be displayed in the perpetual plaque to be maintained at Community Services Command.
  - (2) First place winners are ineligible to apply to the following year's MWR/Morale Program of the Year solicitation.

## **POLICY ON CRITERIA FOR MWR PROFESSIONAL OF THE YEAR**

- a. Submission Responsibility. The Command must ensure that all required documents for submissions are accurate and accounted for. The process of submission for the MWR Professional of the Year (MWRPOTY) will be outlined in the ALCGPSC message released through CSC. All questions for the process will be directed to the POC referenced in the call for nominee's message.
- b. Eligibility Criteria. The MWR Professional of the Year Award will be awarded in two categories. Senior MWR Professional of the Year and Junior MWR Professional of the Year. To be eligible, candidates must meet the following minimum criteria:
  - (1) Senior MWR Professional nominee shall:
    - (a) Be in a full-time MWR position in paygrade/pay band E7/GS9/ NAF4 and above.
    - (b) Be assigned to their present unit for a minimum of six months at the time of submission.
    - (c) Show no mark of "Unsatisfactory" in conduct during the entire evaluation period and at the time of the awards reception.
  - (2) Junior MWR Professional nominee shall:
    - (a) Be in a full-time MWR position in paygrade/pay band E6/GS-8/ NAF-3 and below.
    - (b) Be assigned to their present unit for a minimum of six months at the time of submission.
    - (c) Show no mark of "Unsatisfactory" in conduct during the entire evaluation period and at the time of the awards reception.
- c. Evaluation Criteria. All MWRPOTY nominations will be evaluated on the following criteria via Coast Guard memorandum, not to exceed two pages.
  - (1) MWR Knowledge: Nominee produces high quality sustainable programs. Successfully developed or implemented an innovative practice that is sustainable and has enhanced MWR operations. The nominee demonstrates exceptional MWR Policy and financial acumen as they apply to overall business operations.
  - (2) Customer Service: Nominee has improved MWR experience by regularly applying patrons 'requests into the MWR Business's operation. Ensures the MWR survey board is being conducted to meet customers' desires.
  - (3) Command and Community Relations: Nominee has an open line of communication with the command concerning MWR business operations and demonstrates



professionalism with customers/vendors. Nominee is actively involved within the community.

- (4) Supervision. The MWR Professional is proactive in the daily activities of the units programs and actively communicates with all MWR staff. Supervisors' directions and expectations are clear.
- (5) Personal Development: Nominee strives to improve personal and professional skills through on and off-duty educational opportunities.
- (6) Collateral Duties: Nominee demonstrates pride, leadership, and enthusiasm when performing tasks not rating related. Members are well respected by peers and regularly volunteer for roles to support the unit's mission.

d. Nomination Procedures. CSC will solicit in June, typically via ALCGPSC.

- (1) Nomination packages may be submitted by CO/OINC IAW the competing year's message to [D05-SMB-CSCMWR@uscg.mil](mailto:D05-SMB-CSCMWR@uscg.mil).
- (2) The nomination package will specifically address and provide examples of how the nominee has demonstrated the evaluation criteria. The nomination package must include a command endorsement, not to exceed two pages in Coast Guard memorandum format. Units shall not mail in physical copies of submissions. Winners of the MWRPOTY are ineligible to apply the following year.
- (3) Packages received after the due date outlined in the message must state the reason for the delay in the body of the email to [D05-SMB-CSCMWR@uscg.mil](mailto:D05-SMB-CSCMWR@uscg.mil). Contact CSC prior to the due date. Examples of late submission include operational commitment and connectivity issues.

16. SELECTION. CSC will convene a panel at a time outlined in the announcement message for each year. The panel will review all nominations, rate them on the criteria listed above, and select a winner in each of the three categories for the Coast Guard MWR/Morale Program of the Year and the MWRPOTY.

17. AWARD PRESENTATION. An award will be presented to each winner and runner up for each category for the MWR/Morale Program of the Year and MWRPOTY.

18. FORMS. The forms referenced in this instruction are available at [www.coastguardmwr.org/mwr-awards](http://www.coastguardmwr.org/mwr-awards).

REQUEST FOR CHANGES. Units and individuals may formally recommend changes through the chain of command using the Coast Guard Memorandum. All such correspondence may be emailed to: [D05-SMB-CGCSCMWR@uscg.mil](mailto:D05-SMB-CGCSCMWR@uscg.mil)

Appendix A. MWR Awards Program Unit Classification  
Appendix B. Awards Package Check Lists

## Appendix A. MWR Awards Program Unit Classification

1. Below is a list of units classified by size for the MWR Program of the Year category. This classification was determined by the following: approved CAT B and CAT C business activities, full time MWR employees, PAL, and revenue. If you feel your unit should be on this list, contact the POC on the ALCGPSC. These units cannot apply for any other category.

a. Large Programs:

- 1) Base Cape Cod
- 2) Base Det Borinquen
- 3) Base E-City
- 4) Base Kodiak
- 5) Base Portsmouth
- 6) Coast Guard Academy
- 7) TRACEN Cape May
- 8) TRACEN Petaluma
- 9) TRACEN Yorktown

b. Medium Programs:

- 1) Base Alameda
- 2) Base Boston
- 3) Base Honolulu
- 4) Base Ketchikan
- 5) Base Miami
- 6) Base San Juan
- 7) Coast Guard Yard

a. Small Programs:

- 1) Air Station Barbers Pt.
- 2) Air Station Sitka
- 3) Air Station Atlantic City
- 4) Air Station Clearwater
- 5) Air Station Miami
- 6) Air Station Sitka
- 7) ATC Mobile
- 8) Base Seattle
- 9) Sec Lake Michigan
- 10) Sec North Carolina
- 11) Sec St. Pete
- 12) Sector New York
- 13) SFO Grand Haven
- 14) Sta Channel Islands
- 15) Sta Ft. Lauderdale
- 16) Sta Lake Tahoe

## Appendix A. MWR Awards Program Unit Classification

1. Below is a list for **Morale Program of the Year** category. Afloat and ashore units will compete for the following 3 classifications.

a. Large Fleet Category:

- (1) WMSL National Security Cutters (NSC)
- (2) Medium Endurance Cutters (270' class)
- (3) Ice Breakers (WAGB and USCGC POLAR STAR)
- (4) USCGC EAGLE
- (5) USCGC ALEX HALEY
- (6) All AIRSTAs
- (7) All Coast Guard Ashore units with 100 + on the PAL

b. Medium Fleet Category:

- (1) Medium Endurance Cutters (210' class)
- (2) Offshore Patrol Cutter (OPC)
- (3) Buoy Tenders Seagoing (WLB)
- (4) USCGC MACKINAW
- (5) All Coast Guard Ashore units with 40-99 on the PAL

c. Small Fleet Category:

- (1) Patrol Boats (110' and 87' class)
- (2) Fast Response Cutters (FRC)
- (3) Buoy Tenders Coastal (WLM & WLI)
- (4) Construction Tenders (WLIC)
- (5) Buoy Tenders River (WLR)
- (6) Ice Breaking Tugs (WTGB)
- (7) Waterways Commerce Cutter (WCC)
- (8) All Coast Guard Ashore units with 1-39 on the PAL

## **Appendix B. Awards Package Check Lists**

### **1. MWR/Morale Program of the Year Package Check List**

- a. File name –Submission YYYY (category) (unit name).
- b. The following will be included:
  - 1) Command nomination request, not to exceed four pages in Coast Guard Memorandum.
  - 2) Copy of the most recent Annual Audit report and all supporting paperwork.
  - 3) Most recent six months of financial Statements.
  - 4) Pictures must be of actual day-to-day operations of the unit's MWR Programs. No more than 20 pictures may be submitted. Below are suggested photos:
    - (a) MWR Staff photo; clean and neat in appearance, all in the same uniform
    - (b) Material condition of MWR facilities
    - (c) Customer service interaction
    - (d) Special events (CG Day, Holiday Party)

### **2. MWR Professional of the Year Package Check List**

- a. File name: MWRPOTY YYYY (Members Last Name) (Category)
- b. The following will be included:
  - (1) Command nomination request, not to exceed two pages in Coast Guard Memorandum.
  - (2) Pictures, no more than 20 photos may be submitted. Below are suggested photos:
    - (a) Nominee photo, profile and forward facing.
    - (b) Material Conditions of MWR facilities.
    - (c) Customer service interaction.
    - (d) Special events (CG Day, Holiday Party)
    - (e) The remaining photos are unit's choice.