



# DACOWITS Brief

## March 2017



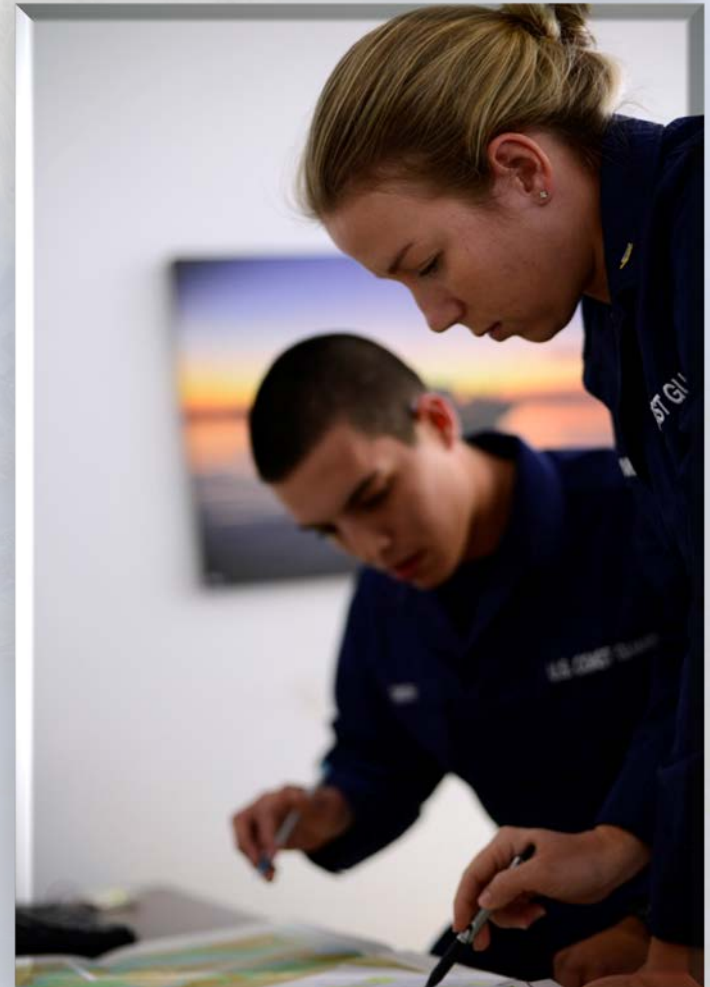
**Coast Guard Recruiting Command**  
LT Leslie Downing  
*Southeast Regional Leader*



# Discussion Topics



- **Coast Guard's Recruiting Initiatives**
  - Social Media
  - National Outreach
  - National Advertisement
- **Local Efforts at Recruiting Offices**
- **Brand Ambassador Initiative**
- **Why People Join the Coast Guard**





# Recruiting Initiatives

- **Social Media:**

- Produced “Lifestyle video” series focused on the real life stories of several active duty women.
- Videos are posted to YouTube, Facebook, and [gocoastguard.com](http://gocoastguard.com)
- Facebook live Q&A with featured members (#askacoastie)

- **National Outreach:** Increased focus on outreach events that have participation beyond the local and state level. Emphasis on athletic and military conferences to include:

- Capitol Hill Classic Volleyball Tournament
- Women in Aviation Conference



# Recruiting Initiatives

- **Paid Media/Advertisements:**
  - Purchased ad space with companies with high levels of female **viewership** (Women's Health, **Bustle** etc)
  - Ad content designed to reach a specifically female market.
  - Financial Investments
    - FY17: Allotted \$1.25 million (reduced marketing budget from FY16)
    - FY16: Spent \$2.91 million



# Recruiting Office Efforts

- **Our recruiting offices increased their focus on local/state level female-oriented outreach events as well as sponsorships.**
  - **Local/State outreach examples:**
    - Cool Women, Hot Jobs Career Fair, Baltimore
    - Latinas Leadership Conference, San Francisco
    - All-women high school outreach events
  - **Sponsorship examples:**
    - High school women's soccer teams; Denver, Corpus Christi
    - High school women's volleyball teams; San Diego, San Francisco
    - High School women's swim/dive team; Chicago
    - High school women's basketball team; Columbia
    - Univ of California Humboldt Bay womens' rowing team



# Brand Ambassador Initiative



- **Summary:** CGRC has cultivated “brand ambassadors” to assist recruiters with outreach and other recruitment efforts
  - Ambassadors represent a broad cross-section of career fields and specialties
  - Deliberately sought successful female role models





# Everyone Is A Recruiter



- **Summary:** designed to mobilize the entire Coast Guard network to support recruiting with:
  - Knowledge and Empowerment: CGRC provides information to educate the Coast Guard workforce on accession programs, and how to refer leads to a recruiter
  - Share Your Own Story: Encourage workforce to get involved in their communities and share their personal stories
  - Incentives: Recognition and awards are offered for successful recruitment





# Joint Advertising Marketing Research & Studies

- **Why Female Recruits Join:**

- Service-covered education costs
- Opportunities for continued education
- Travel
- Better their lives

- **Comparisons:**

- Although travel, pride and bettering their lives were all high priorities for female recruits, they placed a higher emphasis than males on educational opportunities and benefits than other demographics.
- Female recruits are less likely to be influenced by other tangible benefits such as health care, retirement or vacation time than males.



# Questions?

