



Female Recruiting Initiatives



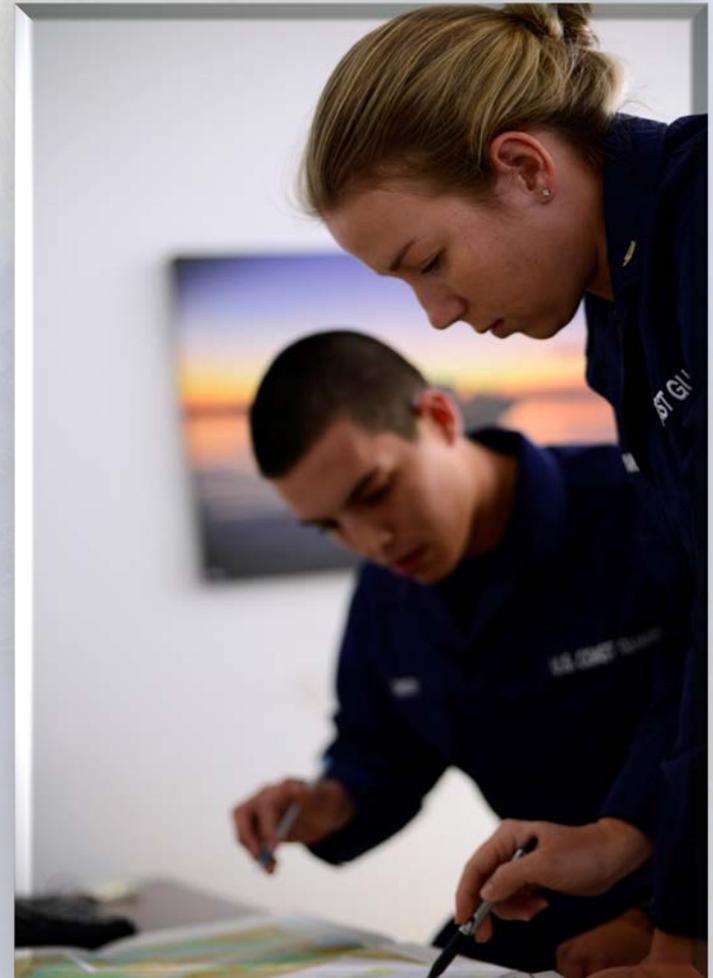
Coast Guard Recruiting Command
LTJG Joel Weise
Officer Programs Analyst



Discussion Topics



- **Coast Guard's Recruiting Initiatives**
 - Social Media
 - Female Direct Mail Campaign
 - National Advertisement
- **Local Efforts at Recruiting Offices**
- **Brand Ambassador Initiative**
- **Everyone is a recruiter**





Recruiting Initiatives

- **Social Media:**

- Produced Life style video series focused on the real life stories of several active duty women.
- Videos are posted to YouTube, Facebook, and gocoastguard.com
- Facebook live Q&A with featured members (#askacoastie)
- **Direct Mail Campaign:** Completed in May 2016, targeting over 500,000 senior high school females.
 - Targeted females within 100 miles of over 50 Coast Guard units.
 - Content focused on how the Coast Guard can benefit females.



Recruiting Initiatives Cont.



- **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

- **Lessons learned:** Best practices from top performing recruiting offices.
 - Having a female recruiter was vital to recruiting and outreach efforts.
 - Prompt follow-up with all female leads.
 - Having a honest and non-aggressive recruiting experience.
 - Pairing female prospects with other peers applying.
- Percentage of females in recruiting workforce FY12-FY17:

Fiscal Year (as of 01 Oct)	% of Females
2012	13.7%
2013	12.9%
2014	14.4%
2015	15.0%
2016	18.6%



Brand Ambassador Initiative



- **Summary:** CGRC has cultivated brand ambassadors available to assist recruiters with outreach and other recruitment efforts, published in the annual CGRC (Recruiting) Operations Plan.
 - Ambassadors represent a broad cross-section of career fields and specialties within the Coast Guard.
 - Deliberately sought successful female ambassadors as role models to applicants.





Everyone Is A Recruiter

- **Summary:** A program designed to mobilize the entire Coast Guard network to support recruiting efforts through three approaches:
 - Knowledge and Empowerment: Provides information to ensure the Coast Guard workforce is educated on available accession programs, and understand how to best refer leads to a recruiter.
 - Share Your Own Story: Encourage workforce to assist recruiters with outreach and get involved in their communities in order to share their personal stories increasing awareness and brand recognition.
 - Incentives: Recognition and awards are offered for successful recruitment.

