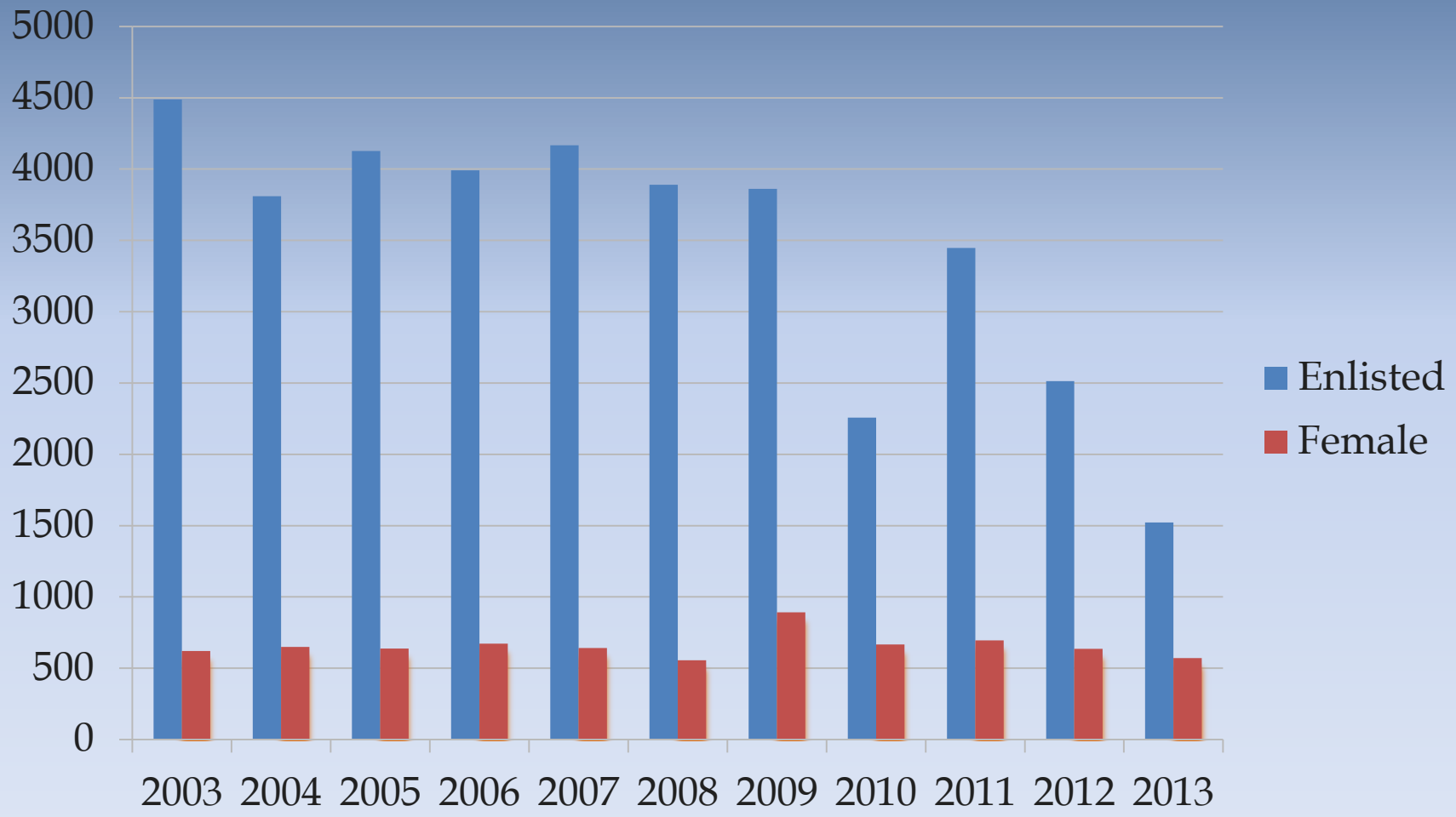
USCG BRIEF TO DACOWITS

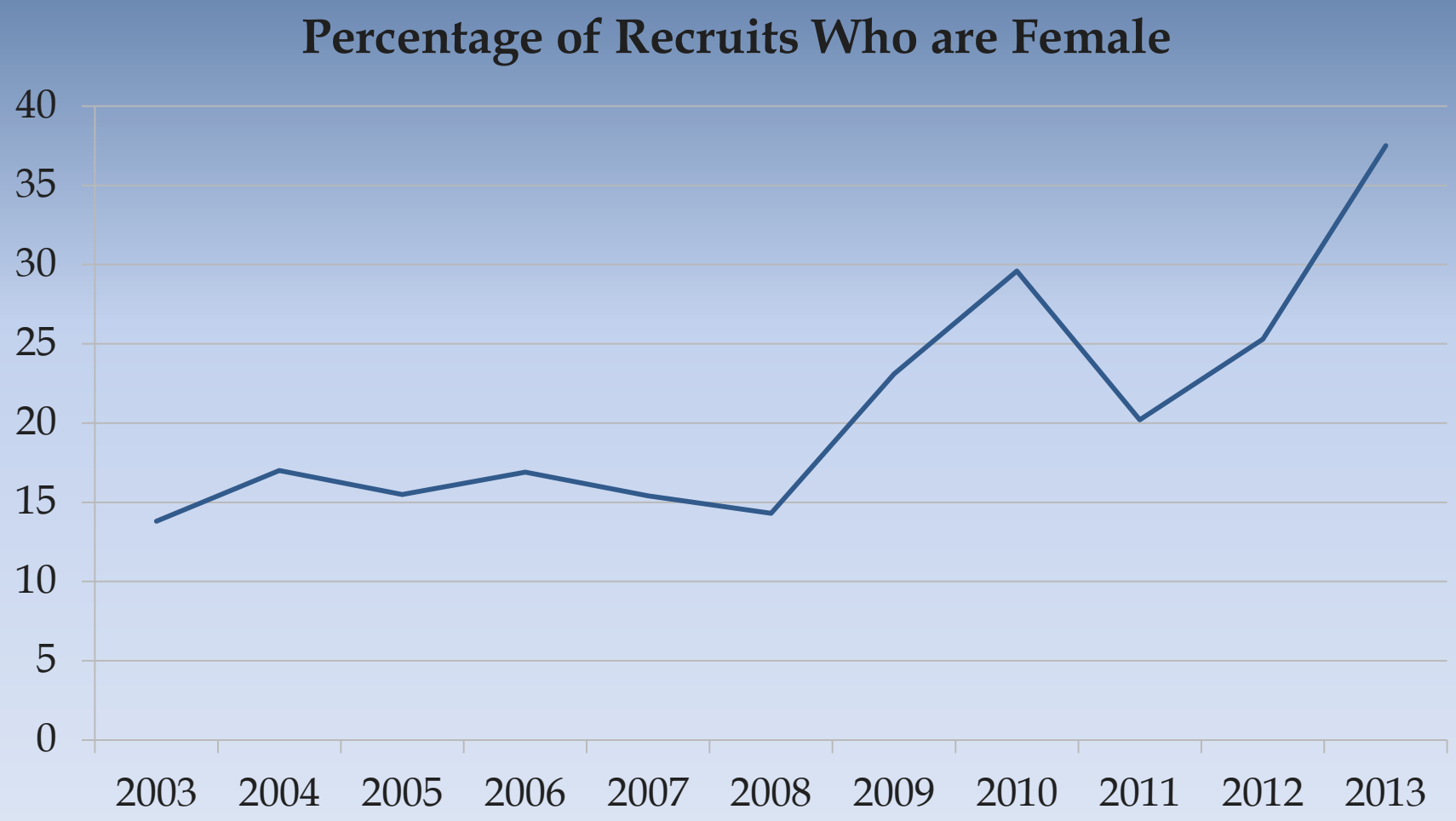
ENLISTING WOMEN INTO THE COAST GUARD

March 2014

Enlisted Female Statistics



Enlisted Female Statistics



Enlisted Female Recruiting Strategies

Aggressive Advertising

- 40% of our media budget specifically targets women
- 47% of new rating videos have females as primary subject of interviews
- 50% of our CSPI videos feature a female officer

Strategic Partnerships

- Girls Sports Sponsorship Program
- Centers of Influence

Enlisted Female Recruiting Efforts

- Continue Aggressive Marketing Efforts
  - Mud Run
  - Color Me Rad
  - Publications
    - Latina
    - Seventeen
    - Ebony
- Build the Following Strategic Partnerships
  - Leverage Partnership with CGA to increase female recruitment

Questions?