



U.S. Coast Guard Briefing to DACOWITS RFI 1 June 2024

Presented by:
Coast Guard Recruiting Command



Medical Waivers for FY22 & FY23

Delays and disqualifications at MEPS can significantly impact the success of the recruiting mission. For instance, at the end of FY22 and early FY23, all military services transitioned to the electronic Military Health System “Genesis”. With the availability of electronic health records, we have doubled our total medical waiver submissions from FY22 to FY23. This has caused delays, additional administrative workload and the requirement of additional staff to process. Current FY24 numbers have already surpassed FY23 total numbers mid-way through the fiscal year.

FY	Individual Medical Waivers Received	Approval Rate
FY22	1098	65%
FY23	2048	67%



FY24 Recruiting Goals vs. FY23



Reservations (Including Accessions)				
	FY23	Mission Percentage	FY24	Mission Percentage
Enlisted Active Duty	2094	50%	3029	72%
Enlisted Reserve	487	75%	*522	*72%
Active Duty Officer	132	43%	300	92%
Reserve Officer	**0	**0%	**0	**0%
NOTE 1: * Mission increased by 75 for FY24				
Note 2: ** Accessions for the FY do not take place until the end of the year				



FY23 & FY24 Recruits by Gender



Reservations (Including Accessions) Women				
	FY23	Mission Percentage	FY24	Mission Percentage
Enlisted Active Duty	296	14%	410	14%
Enlisted Reserve	88	18%	78	15%
Active Duty Officer	36	27%	69	23%
Reserve Officer	*0	*0%	*0	*0%

Note 1: * Accessions for the FY do not take place until the end of the year



Perceived challenges for recruiters engaging with potential female applicants



Job Market Competition

- Female applicants have shown tendencies to be more goal-oriented, and recruiters often find that female applicants already have been presented with other career and/or educational opportunities from other employers. The added competition is a barrier that recruiters must overcome.

Female Representation at Recruiting Events

- With a smaller number of female recruiters, the ability to relate with female applicants is a challenge. Seeing women in uniform, represented at outreach and recruiting events, is impactful to female recruitment, as it increases relatability and approachability.

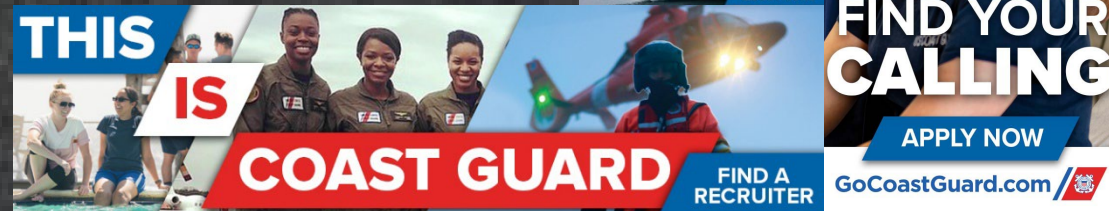


Strategies used to mitigate these challenges



Better marketing to potential female applicants

- Strategy #1 – Audience Selection (Be where the audience is)
 - Paid media channels
 - Direct partners like BuzzFeed or Bustle
 - Using partners' targeting filters when available
 - Direct Mail
 - Events and Sponsorships
- Strategy #2 – Visual Representation
- Strategy #3 – Message Alignment
 - Themes informed by research
 - Value alignment (lifesaving, environmental missions)
 - Lifestyle (work-life balance, family support)
 - Belonging /Community
 - Rational benefits calculation





Any additional challenges not already annotated

Lengthy Hiring Process

- With a hiring process that can take three to six months or longer, and with additional obstacles that lengthen the process (i.e. physical fitness challenges, qualifying through MEPS) the ability to keep female applicants engaged can be a challenge, particularly with a competitive job market and outside job opportunities



Facilitators impacting our ability to recruit women



Increased USCG marketing material and giveaways

- Recent marketing and promotional items have expanded to include female-centric items such as hair scrunchies/accessories, skin care kits, women-fitting apparel

Expanded offerings of personal care products at Training Center Cape May (TCCM)

Family engagement

- Using tactics such as social media (e.g. TCCM Facebook Page and Recruit Company-specific Facebook Pages) is an effective method that garners family support, enabling the family to follow the recruit's journey and the recruit to feel supported in their decision to join the military.