

U.S. Coast Guard Response to DACOWITS Request for Information, March 2017

RFI#4: The Committee requests briefings from the Military Services on efforts to increase propensity among women.

- How has your Service adjusted your recruitment strategies within the last year to attract the high caliber women needed to fill newly opened and other positions? A diverse workforce improves our capacity to perform our missions with excellence on a daily basis, and has been established as a service need by our COMDT. In FY17, CGRC directed all recruiters to "re-double your efforts for female recruitment, and continue to invest in your recruitment of under-represented groups."

- In particular, how has your Service adjusted their marketing and branding?
Our marketing department utilizes data provided by Market surveys to target female audiences, particularly through extensive "lifestyle" videos. These videos capture the background work-life story of individual Coastguardsmen/women. Coast Guard Recruiting has also been taking proactive measures to step up National Outreach through sponsorship of an active recruiting at significant Women's Athletic events, such as the recent Capitol Hill Classic Volleyball tournament in Washington, DC.

Additionally, here are just a few of the many local efforts our recruiters are putting forth out in the field to reach the young female population of our nation:

1. Recruiting Office Orlando actively recruited for future Aviatrice during the "National Women in Aviation Conference" in Orlando this month along with numerous active duty female Aviators.
2. Recruiting Office D.C. recruited at the "Women in Military Service Forum" on 01 March at Hayfield High School in Alexandria, VA.
3. Recruiting Office Baltimore will be attending the "Cool Women, Hot Jobs Career Fair" at the SW Academy Magnet School in Baltimore MD on 30 March.
4. Recruiting Office San Francisco recently attended a local "Latina's Leadership Conference" in the San Francisco area.
5. Recruiting Office Louisville continues to attend career fairs at local all-women High schools, such as Assumption High School and Lady of Mercy Academy

Additionally, many of our recruiting offices have been targeting women's teams and women's schools with advertising and sponsorships as a way to encourage more young women to consider a career in the Coast Guard. Some of the current local advertisement campaigns and sponsorships include:

1. Weld Central High School Girls Soccer Team (Denver, CO)
2. University of California Humboldt Bay Women's Rowing Team (Humboldt Bay, CA)
3. Fontana High School Girls Volleyball Team (San Francisco, CA)
4. San Diego State Girls Volleyball Team (San Diego, CA)
5. Westwood High School Women's Basketball Team (Columbia, SC)
6. Veterans Memorial High School Girls Soccer Teams (Corpus Christi, TX)
7. Elgin High School Girls Swim/Dive Team (Chicago, IL)

What unconventional or non-traditional methods is your Service using to recruit?

From a strategic standpoint, CGRC continues to strive to reach the 51% of our nation's population that are women through well-dispersed representation of successful female recruiting professionals across the nation. Our goal is to have at least one female recruiter in every one of our 55 offices, however because we do not currently have a significantly higher population of females in recruiting than we do in the service as a whole this can be challenging for assignment officers at times. To mitigate this challenge, CGRC has established a list of "Ambassadors" that have agreed to assist our recruiting efforts when needed to reach minority and female populations that might not immediately connect with a non -minority, non-female recruiter.

What are the primary reasons newly accessed Service members gave for joining your Service branch and how do you regularly survey for this information?

(Differentiate data by gender, enlisted vs. officer, and other relevant demographic attributes.) CGRC does not regularly survey for this information, but maintains a close relationship with JAMRS via a detached duty liaison, LT Harms. JAMRS annually updates this data and it varies based not only on gender but also on ethnicity, cultural background, and age group. In recent reports, JAMRS indicated that one of the greatest barriers to female accessions is an overall impression that the military lifestyle is not attractive or amenable to family work-life balance, which is why many of our marketing lifestyle videos showcase this aspect of our active duty female service members.