

DACOWITS RFI #4



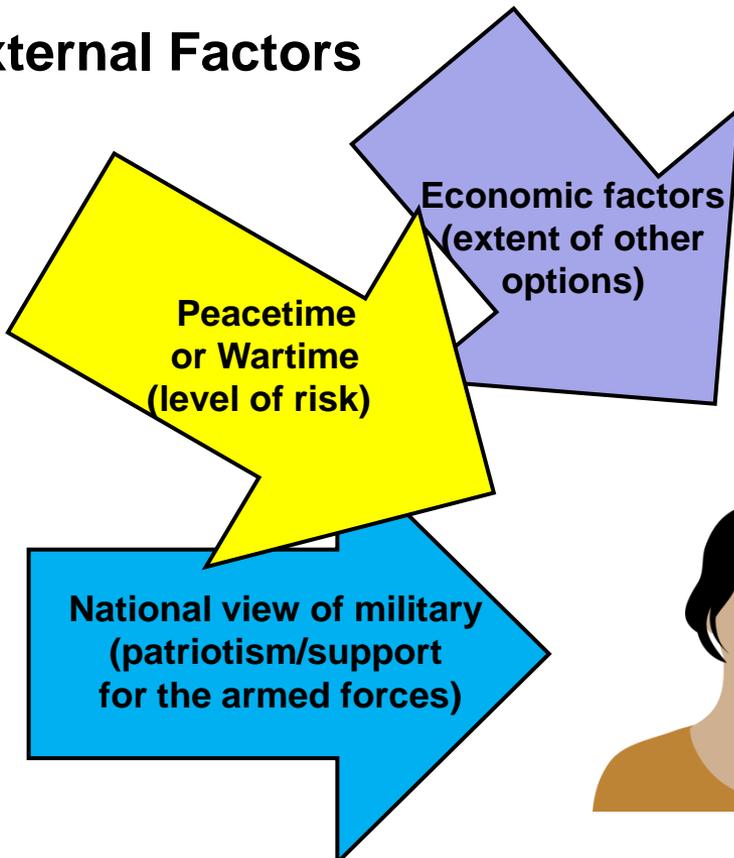
**Washington Liaison Officer
Navy Recruiting Command (NRC)
CDR Christopher Chadwick
8 December 2016**



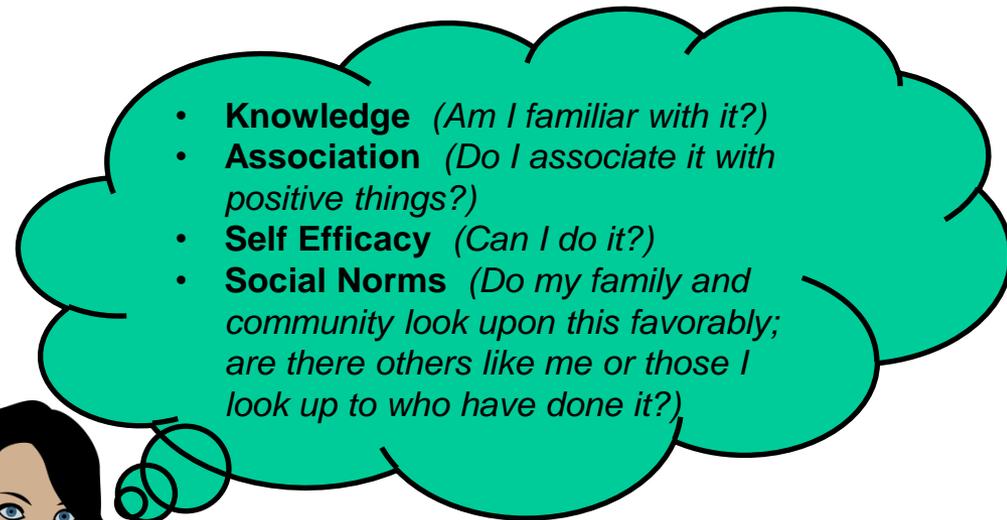
DACOWITS – Talent Management (Propensity to Serve) (RFI #4)

The committee requests briefings from the Military Services* on effort to increase propensity to serve among women aged 17 to 24 (e.g., recruiting strategies).

External Factors



Internal Factors



Factors influencing propensity



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- **Modest Marketing and Advertising (M&A) budgets can't have significant impact on aggregate propensity on their own**
- **Success not defined by moving the propensity needle; rather by meeting female accession goals and increasing gender diversity across the ratings:**
 - 25% female accessions
 - SEAL, Special Warfare Operator, and Special Warfare Boat Operator positions opened to women
 - 385 Nuke field females in FY16 (40% increase over FY15)
 - Nuke field female was previously incentivized; it is now formally goaled as of FY17
- **M&A efforts most effective at reaching the desired “Probably Not’s” and affecting their Internal Factors (esp. Knowledge, Association and Efficacy):**
 - Social Media
 - Creative Integration
 - Sponsorships (Society of Women Engineers (SWE), Grace Hopper, etc. New: Conrad Challenge)
 - Gender targeted Direct Mail/E-mail blasts
 - Ongoing branding and tag line development will provide opportunities to speak more directly to benefits of service

Optimizing M&A funds and effort



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OTHER HIGH-IMPACT POSITIONS CURRENTLY IN GREAT DEMAND INCLUDE:

- Explosive Ordnance Disposal (EOD) Technician** – Locate, identify, render safe and dispose of various forms of explosive devices – conventional, nuclear, chemical and biological.
- Navy Diver** – Perform underwater salvage, repair and maintenance; submarine rescues; and provide support for Special Warfare and Explosive Ordnance Disposal communities.
- Aviation Rescue Swimmer** – Perform aviation rescue operations over land and in an open water environment.
- Builder** – Construct everything from buildings to bridges and runways, or you could install finish work.
- Naval Aviator** – Be part of one of the world's most renowned aviation teams, directing critical flight missions and piloting the most state-of-the-art aircraft ever created.

Connect with Women in the Navy
Women Redefined

Female imagery and specific Calls to Action throughout Navy.com

Highlighting significant contributions and milestones year round (not just during Women's History Month)

**CAPT Kay Hire, USNR, Ret
Naval Flight Officer
2-time Space Shuttle crewmember**

Starting second year of sponsorship of the Conrad Foundation "Spirit of Innovation Challenge"

- Teams of high school students invent and pitch inventions in one of four categories
- Total student competitors 55% female
- NRC facilitates inspirational speakers and judges for the final round of competition at Cape Canaveral



2016-2017 Conrad Spirit of Innovation Challenge

CONRADCHALLENGE.ORG

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Joanne O'Rourke Joanne O'Rourke Dear God Please I beg that you have our beautiful country and don't let it be ruled by Hillary. Please I beg of you Lord Jesus Christ protect my family and friends from this murderer and far who is trying to bring down our country. I Love Mike

Like Reply 23 hrs

America's Navy added 11 new photos to the album: Maryland Fleet Week 2016 - in Baltimore, Maryland November 2 at 11:00am



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Additionally, does your Service branch see the Junior Reserve Officer Training Corps (JROTC) as a viable avenue to facilitate increasing propensity to serve, while at the same time abiding by the prohibition against active recruiting?

- **BLUF: NRC sees JROTC as a viable avenue to increase propensity to serve for some individuals; but the program overall is not a significant contributor to making mission:**
 - Many of those choosing to participate in JROTC are already propensed
 - Some do JROTC for reasons unrelated to future military service (camaraderie, fitness, extracurricular leadership)
 - JROTC units are associated with a specific service, but graduates may pursue any of the branches of the armed forces

- **NRC follows the policy guidance in OPNAVINST 5760.5D, Navy Support and Assistance to Youth Groups. NRC is assigned primary responsibility for Navy support to (and liaison with) youth groups, Navy JROTC being one of these**

- **NRC also provides advancement to enlisted accessions if they participate in JROTC in any branch during High School. Applicants who complete two years of JROTC are entitled to paygrade E2, and applicants completing three years are entitled to E3**