

DACOWITS

U.S. Coast Guard Academy (CGA)

Overview of the Application and Appointment/Nomination Process

CGA Application Overview:

- The online application is open annually from the first week in August to January 15th and is accessible via www.uscga.edu/apply using a personalized account that students can create at any time prior to applying. All required application items, including letters of recommendation and PFE results, must be submitted via the online recommendation module; however, official high school and college transcripts may be submitted offline.
 - PFE: Physical Fitness Examination
- An application will be considered complete and eligible for review by the Cadet Candidate Evaluation Board when the online portion, including personal statements and unofficial high school or college transcripts, has been submitted by the applicant and the following is received via the online recommendation module or directly from the source:
 - English Instructor Letter of Recommendation
 - High School Counselor Letter of Recommendation
 - Mathematics Instructor Letter of Recommendation
 - Physical Fitness Examination Results
 - Standardized Test Scores (SAT with Writing or ACT with Writing Test)

CONT.

- Once these items have been received and officially added to the record, the applicant will be assigned in order of completion to a round (approximately 100 records) for review. In advance of being reviewed by the Cadet Candidate Evaluation Board, the following supplemental application items will be added, if applicable:
 - AIM Program Evaluation
 - AIM: Academy Introductory Mission; CG summer program similar to the other service academy summer seminars.
 - Athletic or Music Potential Report(s)
 - College Transcript
 - Commanding Officer Endorsement
 - High School Profile
 - Interview Report
 - Personal Letter(s) of Recommendation

CONT.

Cadet Candidate Evaluation Board (CCEB) Overview

- Every complete application will be holistically reviewed by at least two members of the CCEB to assess each applicant's potential and motivation in the context of institutional goals. The CCEB is organized in teams of two or three members of the Academy faculty and staff as well as boards that convene for specific purposes. Team members individually evaluate an applicant's record and may consider the opinions of earlier readers. Applicants are holistically evaluated across four dimensions: their potential to succeed academically within CGA's rigorous mathematics and science curriculum; their potential to develop into a leader of character; their potential to contribute to CGA's extracurricular activities; and their potential to enrich the CGA community.
- CCEB members are guided in their assessment by instructions written annually by the Director of Admissions and will receive annual training on the review process; additional information about the CCEB process is available in the CGA Admissions Statement.

Data on the number of applications initiated vice completed applications (broken down by gender) over the last ten years:

Percent of applications completed by women

Percent of women selected

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Applications Started	2806	3371	4580	4543	2541	2295	2396	2214	2208	2314
Application Package Complete	1370	1672	2223	2344	1982	1992	2096	1948	2026	2021
Appointments Offered	412	411	385	374	315	328	379	388	433	497
Appointments Accepted*	-	-	-	-	251	234	259	287	304	296
Total Sworn-In	291	284	289	291	248	231	256	287	304	294
Men										
Applications Started	2225	2682	3625	3534	1936	1814	1853	1681	1624	1677
Application Package Complete	1088	1334	1780	1845	1515	1575	1608	1478	1476	1459
Appointments Offered	306	296	261	247	202	213	261	255	277	317
Appointments Accepted*	-	-	-	-	159	150	173	186	189	196
Sworn-In	208	202	199	191	159	148	163	186	189	196
Women										
Applications Started	581	689	955	1009	605	481	543	533	584	637
Application Package Complete	282	338	443	499	467	417	488	470	550	562
Appointments Offered	106	115	124	127	113	115	118	133	156	180
Appointments Accepted*	-	-	-	-	92	84	86	101	115	100
Sworn-In	83	82	90	100	89	83	93	101	115	98
*Not calculated prior to Class of 2016										
Percent of application completed by women	20.58%	20.22%	19.93%	21.29%	23.56%	20.93%	23.28%	24.13%	27.15%	27.81%
Percent of appointment offered to women out of total appointments offered	25.73%	27.98%	32.21%	33.96%	35.87%	35.06%	31.13%	34.28%	36.03%	36.22%
Percent of appointments offered to women out of total complete packages	7.74%	6.88%	5.58%	5.42%	5.70%	5.77%	5.63%	6.83%	7.70%	8.91%

Do the MSAs target women (marketing/advertising)? If so, what has been the effectiveness?

- The premise for this question is somewhat inaccurate for the Coast Guard Academy. Female enrollment at the Coast Guard Academy is stable at about 35%. We are not investing funds to increase the enrollment rate of women. We do monitor admission statistics on a weekly basis and remain poised to act right away in the unlikely event such a need arises.
- Marketing efforts are highly sensitized to both race and gender. We use the following approaches to communicate effectively with prospective women cadets and their parents:
- Ensuring an equal distribution of names by gender when these names are purchased for purposes of outreach.
 - Colleges use a service to purchase names from the companies that compile SAT and ACT scores.
 - CGA collects the names of sophomores and juniors for outreach and tells them about the academy.
- Balancing the gender composition of the recruiting staff.
- Training staff to understand how perspectives on college choice may differ by gender.
- Training staff to understand how cultural norms concerning female participation in the U.S. military may differ by gender.
- Managing visual images.
- Segmenting the messages in certain communications based on gender.