

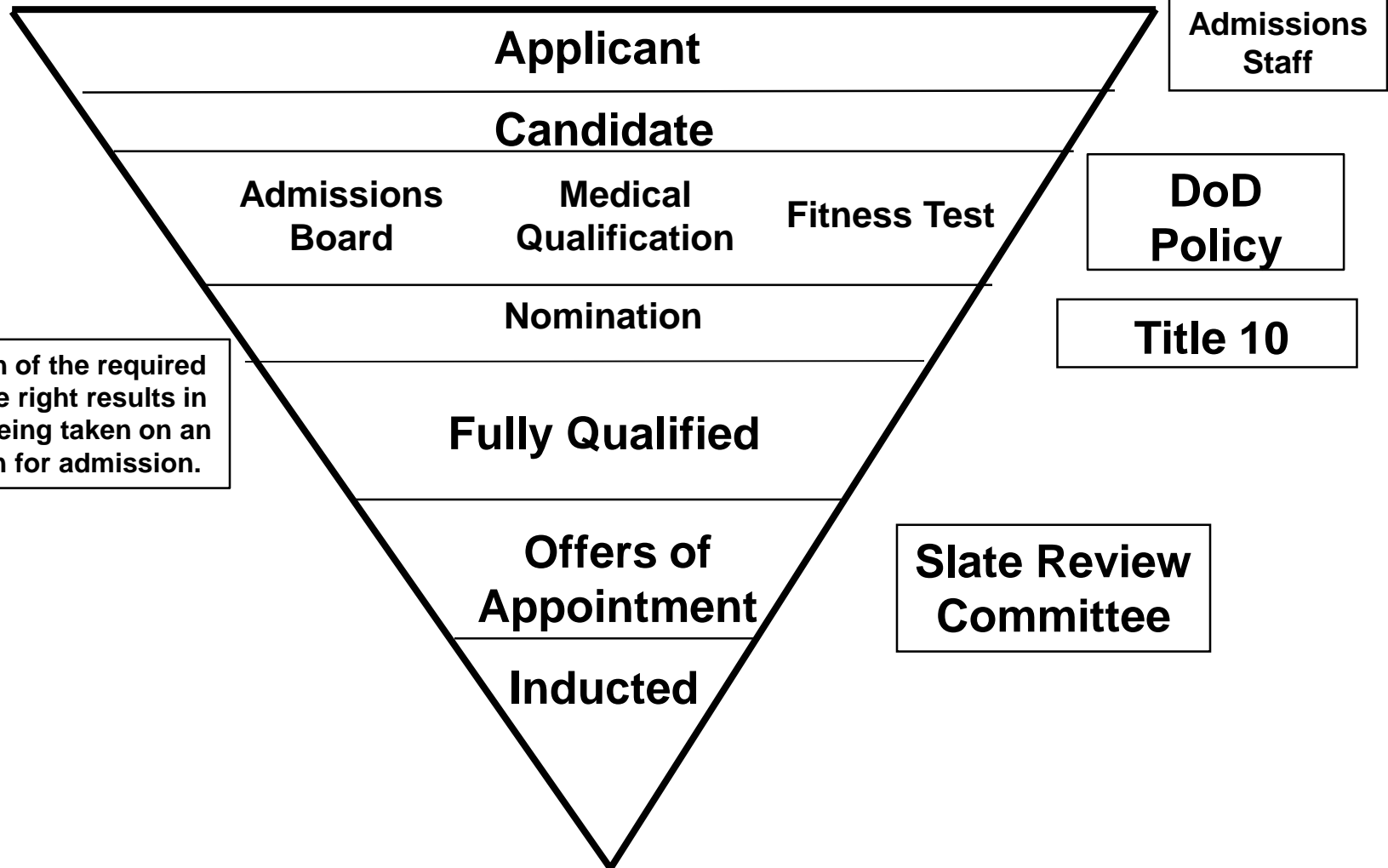
DACOWITS RFI #3



USNA Dean of Admissions
CAPT Stephen B. Latta, USN (Ret.)
12 December 2017



USNA Process

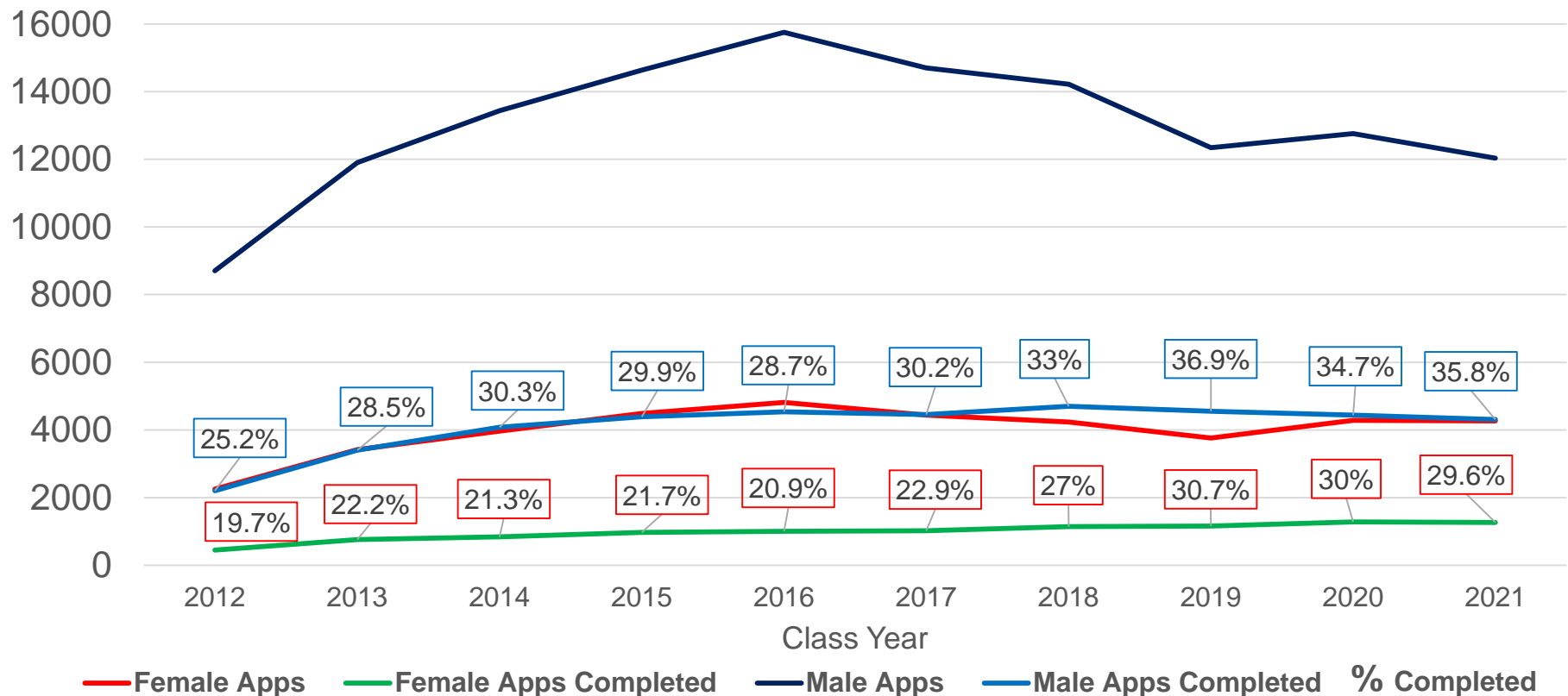




DACOWITS – Military Service Academy Admissions (RFI #3)

Data on the number of applications initiated versus completed applications (by gender, over the last ten years). Completion Rate included.

RFI #2 Response: USNA Applications

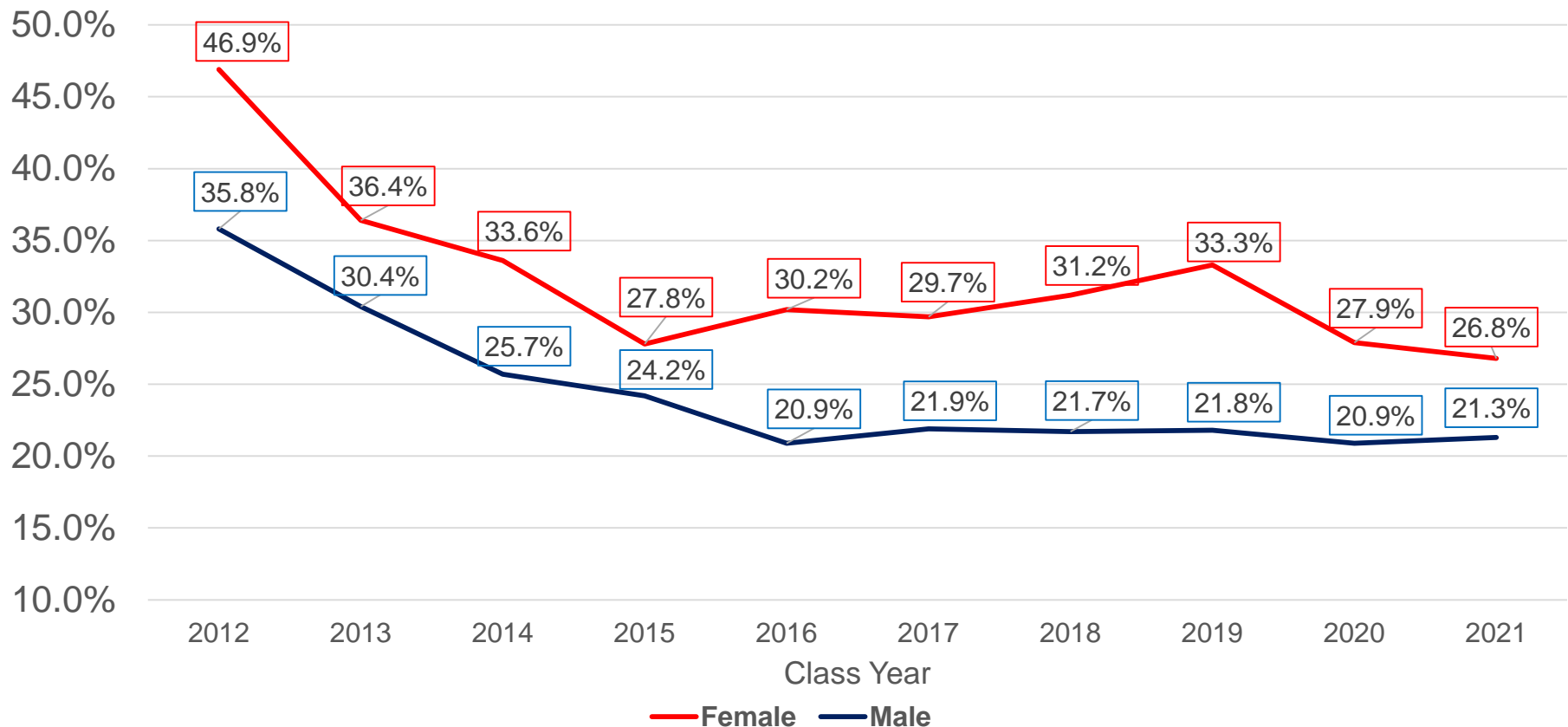




DACOWITS – Military Service Academy Admissions (RFI #3)

Percent of board reviewed females/males selected over the last ten years

RFI #3 Response: USNA Selection Rates





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Does the United States Naval Academy target women (marketing/advertising)? If so, what has been the effectiveness?

- **RFI #4 Response:**
- **Effectiveness**
 - Interest in USNA amongst eligible women continues to grow. Initiated applications from women have nearly doubled over the last 10 years, from 2,256 (Class of 2012) to 4,267 (Class of 2021). Targeted efforts include the following:
- **Website and Marketing Materials**
 - Office of Admissions website and all marketing materials have been revised to be more inclusive.
- **Internet and Social Media**
 - Facebook (FB), Twitter, Snapchat, and Instagram have been used extensively to showcase female Midshipmen (MIDN) and Officers at USNA.
 - Produced new videos that prominently featured female MIDN.



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Are there any planned initiatives to increase the percentage of women that apply?

- **RFI #5 Response: Yes. Targeted efforts are as follows:**
- **Prospect & Candidate Visitation Weekends/Summer Programs – expanded to allow for greater opportunity for female juniors and seniors to visit the campus; increased representation by females in all programs and increased female Midshipmen as mentors.**
- **Centers of Influence – concerted effort to include Educators and other Influencers of young women in orientation visits.**
- **Operations Information/School Visits – targeted schools with large female populations, increased participation by female MIDN and USNA musical groups.**
- **Addition of Women's Varsity Sports has increased interest in USNA**
 - **Lacrosse, Tennis, Golf**

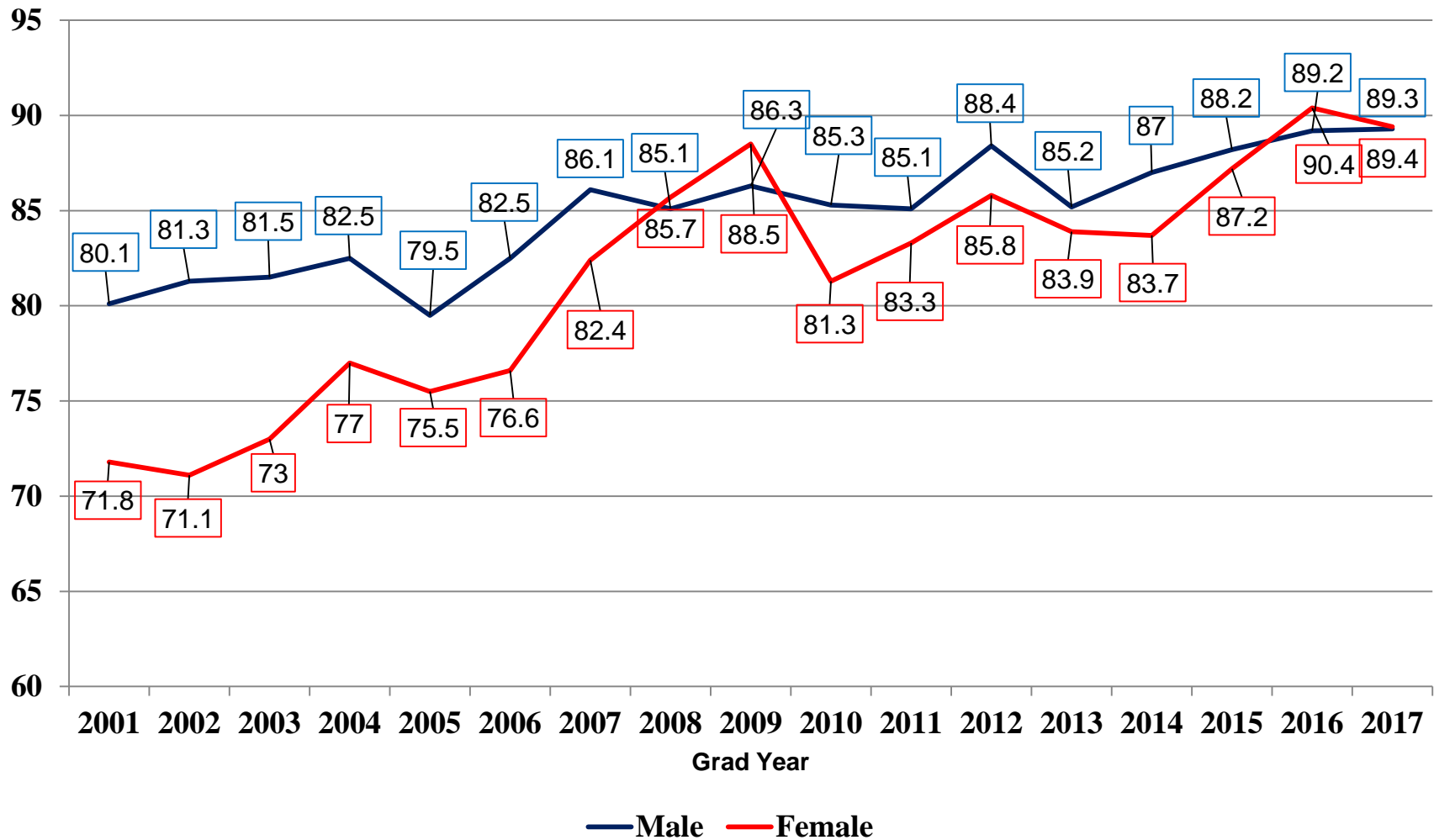




Backup

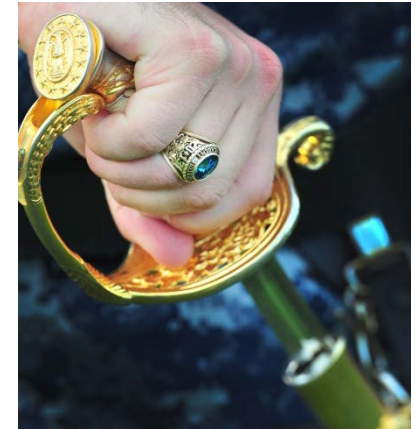
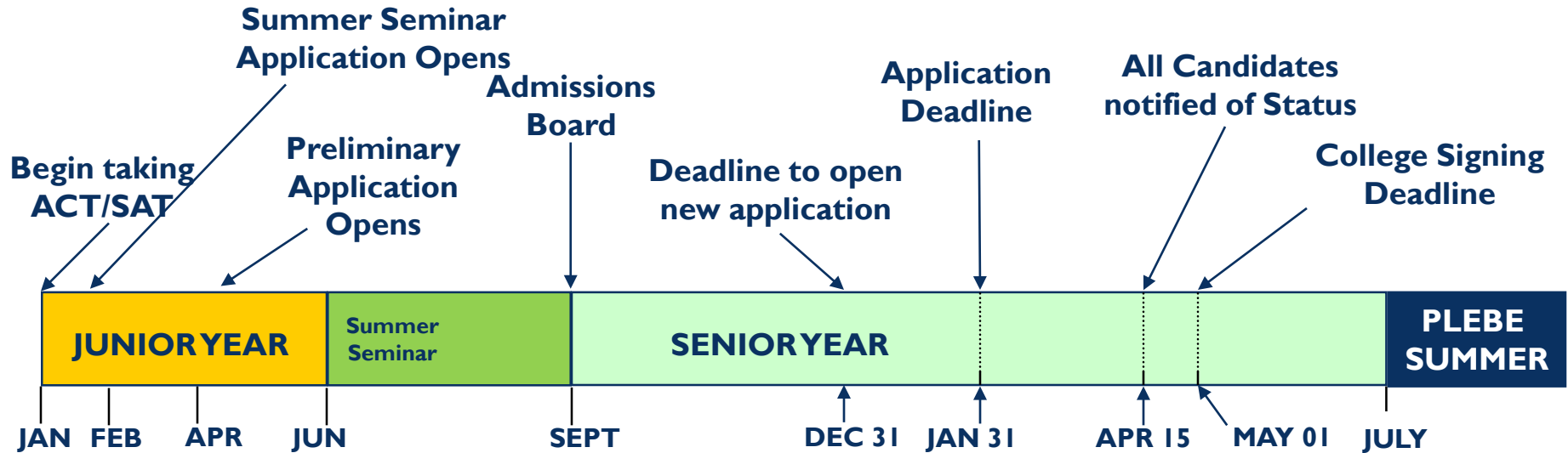


USNA Graduation Rates (%) by Gender





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Overview of the Application and Appointment/Nomination Process

- RFI #1 Response:

