

**SUBJ:** DACOWITS RFI #3

**FROM:** Coast Guard Recruiting Command

**TO:** Office of Diversity and Inclusion (CG-127)

**CONSCIOUS AND UNCONSCIOUS GENDER BIAS**

The Committee believes the Military Services should be focused on understanding and eliminating conscious and unconscious gender bias. The Committee is aware of some actions that have been or are currently being undertaken in this regard. For example, the Air Force Academy updated the Airmen hymn and the wording at the base of the ramp leading to the cadet area reading “Bring Me Men” with more gender-inclusive wording reflective of their core values. In October 2018, Marine Corps’ leadership publicly stated they will be conducting an internal review of doctrinal publications for language indicative of gender bias to strip unnecessary masculine pronouns and other indicators of gender bias out of its foundational publications within the next 24 months. Additionally, the Committee heard from the Marine Corps that academic research on unconscious bias is being provided to some Marine leadership.

The Committee requests a **Written Response** from the Military Services.

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**DACOWITS:**

- a. Does your Service use gaming technology for recruitment? If so, provide access instructions.
- b. Describe if and how your Service’s recruiting gaming technology reflects fair gender representation?
- c. Has the game been assessed to determine if the programming contains instances of unconscious gender bias? If so, what were the results?
- d. Are recruiters provided education on unconscious bias?

**CG Response:**

a. Does your Service use gaming technology for recruitment? If so, provide access instructions. **The Coast Guard does not use gaming technology that is built out specifically for recruitment. The Coast Guard works with partners such as Electronic Arts (EA) and Verve to sponsor gaming content that the Coast Guard’s target audience is playing. With both partners, if an individual watches a Coast Guard video, the gaming company will “reward” the individual with extra lives or something else to forward their progress along in the game.**

b. Describe if and how your Service's recruiting gaming technology reflects fair gender representation? Yes, when making the media buys, the Coast Guard focuses on including gaming that skews female, including games such as Plants vs. Zombies 2 and Cut the Rope.

c. Has the game been assessed to determine if the programming contains instances of unconscious gender bias? If so, what were the results? These games are built by the vendors and we cannot say for certain if they have been assessed to determine unconscious gender bias by our partners.

d. Are recruiters provided education on unconscious bias? Recruiters do not currently receive education on unconscious bias. There is an effort underway to review the curriculum for recruiter's respective training courses and potentially add this type of training in future training courses.