

SUBJ: DACOWITS RFI #1 (June 2017)

FROM: Coast Guard Recruiting Command

TO: CG-12B

Gender Integration: In 2016, as part of the Committee's review of the Services' gender integration efforts, DACOWITS examined strategic communication efforts relevant to the opening of all positions to women. The Committee conducted a comprehensive review of the images used on each Service's primary website and recruiting website. Across all websites, only a small percentage of the images of people included women. Additionally, there were substantial differences in the imagery representation of servicewomen by Service. Of the images that included people, only 6 percent of those on the ".mil" sites and 4 percent of those on the ".com" sites portrayed women in nontraditional roles. Complete findings from the 2016 DACOWITS' Annual Report are available online ([click here](#)).

Question 1:

a) What progress that has been made in this regard, to include changes made to incorporate gender neutral language on Service branch controlled WebPages, social media, recruiting outreach, retention outreach, training materials and other Service branch verbal and non-verbal environments to encourage recruitment, retention, and lateral moves into the combat roles opened to women since December 3, 2015?

BLUF: The Coast Guard Recruiting Command continues to engage in multiple efforts to increase the recruitment of females in the recruiting website, social media properties, recruiting outreach materials and environments that encourage the recruitment of women. All Coast Guard rates and officer positions were open to women before the December 2015 SECDEF decision to open all previously closed units and positions to women.

In October 2016, DACOWITS and its support contractor conducted a comprehensive review of the images used on each Service's primary Website (those with Web addresses ending in ".mil") and recruiting Website (those with Web addresses ending in ".com"). This review examined almost 100 WebPages and nearly 900 images. Across all of the ".mil" sites, approximately 21 percent of the images of people included at least one woman (94 out of 445); the proportion of images with women ranged from a high of 42 percent for the Coast Guard site to a low of 8 percent for the Marine Corps site. Similarly, across all of the ".com" sites, 23 percent of the images of people included at least one woman (61 out of 265), and the Coast Guard site featured the highest proportion of images with women (50 percent), whereas the Marine Corps site had the smallest proportion (5 percent). Far fewer images on these sites included at least one woman in a nontraditional role. **In our**

May 2017 imagery review conducted, we found the following gender integration results.

Photography:

Of the 37 photography images on gocoastguard.com, 30 included people-81%.

Of those that included people, 14 included women- 38%.

Of those that included women, 10 included women in non-traditional roles- 27%.

Videos linked from gocoastguard.com to You Tube

Of the 35 video links on gocoastguard.com, 35 included people: 100%.

Of those that included people, 23 included women-66%.

Of those that included women, 19 included women in non-traditional roles-54%.

Social Media (Facebook, Instagram, Twitter)

Of the 897 posts on Go Coast Guard Facebook, Instagram, and Twitter in FY 16 & 17, 523 included video or photography of people.

Of those posts that included people, 123 (24%) included women.

Of those that posts included women, 79 (64%) included women in non-traditional roles.

Recruiting Outreach Literature

Coast Guard Recruiting Command uses 9 different recruiting literature products which are the Opportunity Guide, Post 9-11 GI Bill brochure, Roles and Missions brochure, Frequently Asked Questions brochure, Presentation Folder, The Helmsman Pamphlet, CSPI Brochure, 5-set Poster Series, and Reserve brochure .Of these products, 8 include women, with 5 showing non-traditional roles.

We have created 4 general/enlisted and 12 officer web flyers that can be personalized for each Recruiting Office and printed on demand. Of these 16 flyers, 14 include women, and 5 include women in non-traditional roles.

National Advertisement/Marketing Female Targeting Initiatives:

Summary: In FY 2016 and 2017 several efforts were made use paid media to reach females, a female-targeted direct mail campaign, and a social media initiative highlighting the relatable lifestyles of active duty Coast Guard women.

1) **Paid Media:** Used a multi-tactic/layered approach to effectively message to females:

- The first tactic was to layer audience targeting (females age 17-24) into media buys utilizing partners that enabled us reach our audience where they are consuming content online.
- The second tactic was to leverage female-specific creative to increase likelihood of resonance with the audience while also targeting a generic

- audience (all youth ages 17-24) with a variety of creative, based on the insight that not all females will prefer female-only creative.
- Thirdly, we augmented this strategy with direct buys into sites with heavy female composition (Women’s Health, Bustle etc), and deeper segment targeting (Caucasian females, African American Females, etc.).
 - Investment:
 - FY16: (approximately) \$2.91M for female targeting, representing 30% of CG Recruiting Command’s (CGRC) overall budget. (Increased investment compared to FY15).
 - FY17: (through 5/15, approximately) \$1.3M for female targeting, representing 49% of CG Recruiting Command’s (CGRC) overall budget.
 - Photography: Strategically selected to showcase women in civilian settings and in their Coast Guard roles.
 - Investment: \$100K

2) Female Direct Mail Campaign: Executed a direct mail campaign in May 2016 targeting 501,292 female high school seniors living within 100 miles of the 57 Coast Guard recruiting offices.

- Mail Content: Focused on telling the Coast Guard’s unique story with the perspectives and needs of women in mind. Each package highlighted the benefits of CG service, along with the potential for a balanced work life, while subtly stressing unique opportunities available to women.
 - **Personal Touch:** Each package included a personal, signed letter to the recipient from a successful female Coast Guard Chief Petty Officer.
 - **Call to Action:** A unique landing page on the CG recruiting website was crafted to specifically appeal to the interests and sentiments of prospects responding to the call to action. Also allowed for unique tracking for creative testing purposes.

3) Social Media: Implemented “A Coast Guard Life” video feature series on the recruiting (GOCOASTGUARD) Facebook page.

- Contents: The feature videos focus on real life stories of current active duty CG members, with emphasis on their compelling hobbies and interests outside of service in addition to their role inside the service. 50% of the features have deliberately highlighted women.
- Timing: The posting of the videos was segmented at one per month starting in Feb 2016.
- Personal Interaction: The posts are followed by a Facebook Q&A and/or Live chat event for followers to ask questions directly to the featured person. This direct interaction was implemented to improve the sense of accessibility and reliability between the potential applicant pool and CG service members.