

RFI Category and Number: Gender Integration RFI #1**RFI Question:**

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. The Committee requests a written response from the Military Services and SOCOM on 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.

RFI Response:Office of the Chief of Navy Information (CHINFO):

CHINFO is responsible for the Navy.mil website. The Navy.mil website serves as the Navy's primary website online and is a platform for written and visual content submitted from across the Navy enterprise. CHINFO receives nearly 10,000 images a month submitted from across the Navy and publishes approximately 20 percent of those images on Navy.mil. There are currently more than 210,000 images available on Navy.mil.

The 2016 DACOWITS' Annual Report states that "Across all of the ".mil" and ".com" sites, only a small percentage of the images of people included women (21 percent and 23 percent, respectively)." A finding of 21 percent of imagery containing women corresponds to the number of women serving in the Navy, who currently makeup 19 percent of the force. Furthermore a recent examination of Navy imagery released since January 2017 shows that more than 30 percent of top imagery released includes women.

With respect to imagery of women in "nontraditional roles" as CNRC defines them (Explosive Ordnance Disposal (EOD), Air Rescue Swimmers, Divers, submarine service, nuclear engineering, aviation, Cryptological Specialists, Special Operators (SO), Sea Air and Land (SEAL) officers, and Special Warfare Combatant Craft (SWCC) we publish images of women in these career fields as often as we are able. However, with the possible exception of aviation, we do not often receive imagery of these career fields due to access and security limitations based on the nature of the work they perform.

CHINFO does work with career field communities on their communication and recruiting efforts. For example, recently CHINFO worked with U.S. Submarine Forces to facilitate additional coverage and increased recruiting of women into the submarine community by developing a website for the Enlisted Women in Submarines (EWIS) program (www.navy.mil/EWIS) and gathering operational video footage of submarines and their crews, to include women, in order to update the Navy's library of content.

CHINFO will continue to highlight the important role that women play in the service and across the Navy's career field communities. We look forward to documenting the introduction of women into the SEAL/SO/SWCC career fields in the future.

Navy Recruiting Command (NRC):

NRC is responsible for the Navy.com website. NRC has made a significant effort to ensure that women, and women in nontraditional roles specifically, are represented on the website and other visual mediums for all of the reasons outlined in the report. NRC's internal audit showed a significantly higher proportion of images portraying women and women in nontraditional roles than what was represented in the report. NRC's audit viewed every page on the site and found 708 photos with people, 92 of which (13%) that included women (that percentage is likely higher because we did not account for photos in which the gender was indeterminable). There were 157 photos that depicted people in nontraditional specialties (as defined below in 1.), and of those, 42 (27%) depicted women.

The differences in the numbers are due to two factors:

1. The definition of "nontraditional" in the study emphasizes jobs/functions that the Navy does not contain to a great extent. We are committed to increasing the number of women in the Navy communities where they are underrepresented, and we would define nontraditional in the Navy context as EOD, Air Rescue Swimmers, Divers, submarine service, nuclear engineering, aviation, Cryptological Specialists, SO, SEALs, and SWCC.
2. The comprehensive review represented in the report only reviewed two pages deep (home page plus any accessible page with one click). Our site structure has several tiers beyond two pages, in particular the pages that outline non-traditional roles.

NRC's website at Navy.com is scheduled for revisions to coincide with our new brand launch at the end of the year and we acknowledge the value in placing women and other diversity-related imagery in all tiers of the website. The only new role for females is the opening of SEAL/SO/SWCC to women in October 2016; we will work within security guidelines to capture and display imagery of these individuals appropriately.

Navy Special Warfare (NSW):

The Navy SEAL & SWCC Scout Team, a division under the Operations Department at Naval Special Warfare Center, is a prominent public outreach component of NSW. The Scout Team's website, www.sealswcc.com, attracts 30,000 visitors a month and serves as the principal channel for NSW accession and preparation information. Changes were made in late 2015 to incorporate gender-neutral language on the website, including updating the general requirements to include the phrase, "SEAL training is open to men and women. Women are encouraged to apply." The same appropriately altered phrase was used for the SWCC general requirements page. As a matter of authenticity, all imagery on the website incorporates real Navy SEALs and SWCC, thus no women are currently represented. We are developing content which includes imagery of female staff and training cadre into the website.

The Scout Team also operates three main social media channels: Facebook, YouTube, and Twitter. The Scout Team Facebook channel (@usnavyseals) is followed by nearly 1.1 million people. The channel often posts photos from outreach events on this page and the photos often feature mixed-gender groups. This is the primary way of demonstrating that Naval Special Warfare is open and accepting women. Facebook posts are often repeated on the Twitter channel (us_navyseals), which has 470,000 followers. The videos are posted on our YouTube channel ([Navy SEAL + SWCC Scout Team U.S. Navy SEALs](#)), which has nearly 30,000 subscribers and thousands more visitors per month. The videos feature instructors and operators demonstrating various physical fitness techniques for training, as well as outreach events, some of which show female involvement. All of the Scout Team social media channels have gender-neutral language.

Scout Team outreach events often include young men and women in high school or college. NSW makes every effort to invite and include both female and male athletes to participate in the mental toughness and physical fitness events. Training materials have been adjusted to be gender-inclusive to the maximum extent possible. NSW continues to update website's instruction materials to include imagery of both females and males.

POC or office responsible:

CHINFO

NRC

NSW