



# U.S. Coast Guard Briefing to DACOWITS RFI 1 March 2023

**Presented by: Coast Guard Recruiting Command  
Southeast Regional Supervisor**

## A. What barriers, inhibitors, challenges, and/or concerns are recruiters encountering when engaging with potential female applicants?

- Recovering from the impacts of COVID-19
- Limited student engagement over 2-year period
- Changing Recruiting Landscape
  - Entrepreneurship at record highs
  - Decreasing propensity to serve among American youth
  - Somewhat stable U.S, economy





## B. What specific strategies are or could be used to address/mitigate these barriers/challenges?



### Market to potential women applicants

- Strategy #1 – Audience Selection (be where the audience is)
  - Paid media channels
    - Direct partners like Buzzfeed or Bustle
    - Using partners' targeting filters when available
  - Direct Mail
  - Events and Sponsorships
- Strategy #2 – Visual Representation
- Strategy #3 – Message Alignment
  - Themes informed by research
    - Value alignment (lifesaving, environmental missions)
    - Lifestyle (work-life balance, family support)
    - Belonging /Community
    - Rational benefits calculation





## B. What specific strategies are or could be used to address/mitigate these barriers/challenges?



### Additional emerging efforts and strategies

- Increased USCG swag and giveaways
  - Recent marketing and promotional items were expanded to include women centric items such as hair scrunchies/accessories, skin care kits, women-fitting apparel
- Expanded offerings of personal care products at Training Center Cape May
- Expanded non-traditional methods of recruiting
  - Search Talent and Refer (STAR)
  - Hometown Recruiting

### C. What training do recruiters receive to keep abreast of current benefits of military service that appeal to and attract female applicants?

- Female Boot Camp FAQ guide
- Frequently published guides and OPNOTES on new emerging policy
- Recruiter School required for qualification
- Refresher Recruit Training





## D. Are there any additional challenges not already annotated that are impacting your Service's ability to recruit women?



- The addition of MHS genesis to the medical screening process provided more transparency, but increased overall processing time.
- Limited footprint of Recruiting Offices across the country makes it difficult for applicants in some areas to easily access a recruiter. The Coast Guard has seven new offices scheduled to open in summer of 2023 to help address this issue.