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# **DACOWITS RFI #1**

## **Navy Recruiting Command**

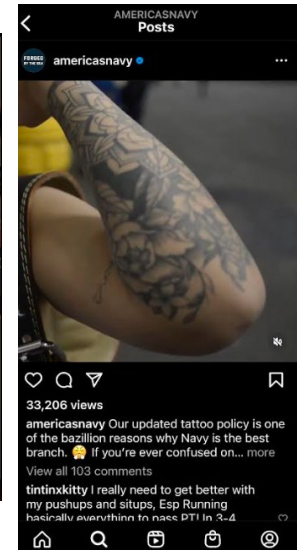
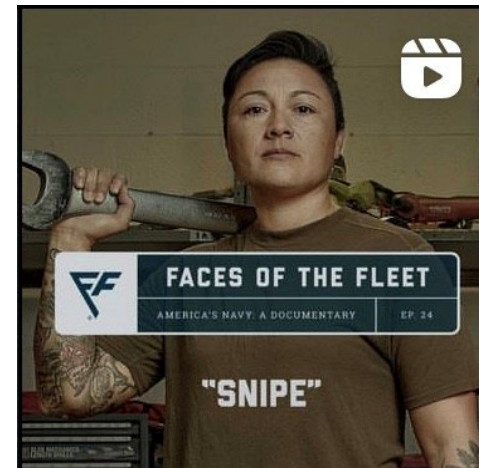
### **March 2023**

# DACOWITS RFI #1

## RECRUITMENT INITIATIVES TO INCREASE WOMEN'S PROPENSITY TO SERVE

### RFI 1a: What barriers, inhibitors, challenges, and/or concerns are recruiters encountering when engaging with potential female applicants?

- General female concerns for serving:
  - Physical and mental safety
  - Awareness of what the Navy is/does
  - Is the Navy a right fit for an individual female
  - Does the Navy have jobs that I am interested in
  - Can a female still maintain femininity while serving
  - What is the work-life balance
  
- Specific policies addressing female inhibitors:
  - Grooming standards (hair, nails, etc.)
  - Single-parent policies
  - Body-fat: Navy current standard is a maximum BF% of 35% for women
  - Relaxed tattoo policy





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### RFI 1b: What specific strategies are or could be used to address/mitigate these barriers/challenges?

- Leverage specific targeting and content strategies to address women, showing what a career in the Navy can do while acknowledging the challenges women face
- The ***Make Your Name video series*** highlights empowering stories of female Sailors. ***“I’ll show the world any girl can be a Captain. I’ll show them that I am enough”***
- One strategy is to openly talk about internal initiatives that are being implemented to prevent, address, and respond to women’s issues in service
- The Navy Partnership conducted its first brand tracking study in Fall 2022.
  - Over 1,000 eligible prospects were surveyed
  - Prospects are looking for emotional safety (77%) and physical safety (78%) when looking for a place to work
  - Addressing the perception of safety in the Navy will be critical to attracting more female prospects



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### RFI 1c: What training do recruiters receive to keep well-informed of current benefits of military service that appeal to and attract female applicants?

- Recruiter E-Toolbox has current information for female service in the Navy under the 'High Priority Programs' tab
- Specific enlisted and officer program benefit updates are routinely communicated via Navy Recruiting Command All Hands emails and are stored for future use on the Flankspeed / Sharepoint portal
- Strategic placement of female recruiters across Recruiting Nation

#### Classroom Presentation



##### Women in the Navy Classroom Presentation

Email this presentation to prospects to engage them quickly with high level details about opportunities as a woman in the Navy.

[Powerpoint >](#)

[PDF >](#)



##### Women's History Month Presentation

Email this presentation to prospects to engage them quickly with high level details about opportunities as a woman in the Navy.

[PDF >](#)

#### Women in the Navy

##### THE SAILOR'S CREED

I am a United States Sailor.  
I will support and defend the Constitution of the United States of America, and I will obey the orders of those appointed over me.  
I represent the fighting spirit of the Navy and those who have gone before me to defend freedom and democracy around the world.  
I proudly serve my country's Navy combat team with Honor, Courage, and Commitment.  
I am committed to excellence and the fair treatment of all.

##### Women in the Navy

Serving in the Navy is challenging, exciting and rewarding. And for women, it's incredibly empowering. Your responsibilities are significant, your respect is well-earned and your lifestyle is liberating. A career in the Navy is an opportunity to push your limits personally and professionally. In America's Navy, women are trailblazers and leaders in nearly every field--your career could take you from the depths of the sea aboard submarines all the way to a career in aviation, soaring upwards to the stars, and everywhere in between.

[Hair Regulations >](#) [Uniform Regulations >](#)  
[Grooming Standards >](#) [Maternity Leave >](#)

[Guidelines concerning Pregnancy and Parenthood](#)



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### 5 WOMEN SHAPING OUR FLEET

#### 1. LTJG Brie Coger



Some dreams don't fit within the confines of a cubicle. Brie Coger dreams of sprinting away from massive explosions on Hollywood sets, but never imagined she'd be the one setting off the explosives. In her search for purpose and adventure, she found both as an Explosive Ordnance Disposal Officer. [Discover Brie's full story here.](#)

#### 2. FC1 Natalie Tardif



Natalie Tardif is a mom, she is also a Sailor, fire controlman, and warrior. People ask her everyday how she does it—how can she be a mom and a warrior? [Discover Natalie's full story here.](#)

#### 3. MA3 Rachel Higuera

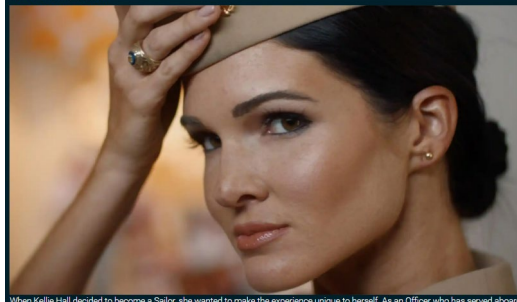


Confidence doesn't come easy to everyone. Sometimes it takes four legs to remind you how to be comfortable in your own skin. That's what Rachel Higuera learned as she traveled to Japan as a Master-at-Arms in the Navy. [Experience Rachel's full story here.](#)

**RFI 1d: Are there any additional challenges not already annotated that are impacting your Service's ability to recruit women?**

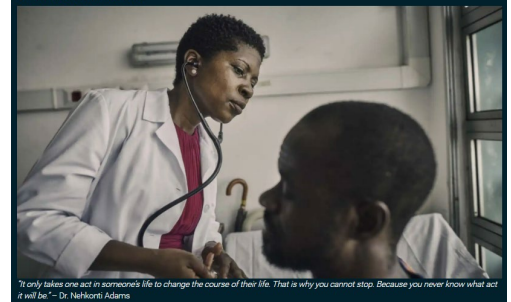
- The Navy recently announced a ***new 12-week parental leave policy***. Programs like these show meaningful advances to those in the Navy or considering joining. Beyond the first 12 weeks, childcare has been and will continue to be a major barrier for women to continue their careers
- Diversity and outreach efforts
- Female messaging campaign is critical to developing positive Navy perceptions of female military service

#### 4. LT Kellie Hall



When Kellie Hall decided to become a Sailor, she wanted to make the experience unique to herself. As an Officer who has served aboard deployed ships, a Human Resources Officer, an Officer Recruiter, and a MISS OHIO USA contestant, Kellie is proof that staying true to yourself is always the best path. [Check out Kellie's story here.](#)

#### 5. Dr. Nehkonti Adams



"It only takes one act in someone's life to change the course of their life. That is why you cannot stop. Because you never know what act it will be." — Dr. Nehkonti Adams  
Born in Liberia, Raised to be a doctor and Sailor in the United States Navy, LCDR Nehkonti Adams and her family find their home in Africa during the Liberian Civil War. Now, she's come home to treat patients afflicted by infectious disease. [Explore Nehkonti's full story here.](#)