

SUBJ: DACOWITS RFI #1 - March 2020 QBM

FROM: Community Service Command

TO: DACOWITS Committee

THRU: Office of Diversity & Inclusion (CG-127)

MARKETING STRATEGIES (RECRUITMENT AND RETENTION - R&R)

DACOWITS continues to believe the increased accession of women into the Military Services will help create a stronger, more capable force. However, as more information becomes available regarding women's motivations to join the military, the Committee questions whether the Military Services might be missing key opportunities to tailor their marketing to the female population.

The Committee requests a **written response** from the Military Services on the status of their eSports team programs.

DACOWITS:

- a. What is the planned demographic composition of those teams?
- b. Do the Services use eSports teams as a recruiting tool for men and women?

CG Response:

USCG MWR does not have an official ESports program.