

SUBJ: DACOWITS RFI # 1 and 3 – Jan 2020 QBM

FROM: Coast Guard Recruiting Command

TO: DACOWITS Committee

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

MARKETING STRATEGIES (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.

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

- 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?

3. In 2017, the Committee recommended to the Secretary of Defense that “*the Military Services tailor their marketing to reflect the most salient reasons women join in order to inspire more women toward military service,*” as research has shown that the salient reasons women join differ from men.

The Committee requests a **written response** from the **Military Services** on how the data provided by the Joint Advertising, Marketing Research & Studies (JAMRS) office was used to develop their current marketing strategies to attract and recruit more women. If not, what research/data was used to support the current strategy?

Committee requests a **WRITTEN RESPONSE** from the Military Services.

CG Response:

RFI #1. The United States Coast Guard Recruiting Command does not use eSports, have any eSports teams, or use eSports as a recruiting tool for men or women. (See also Community Service Command official response)

RFI #3.

Coast Guard Recruiting Command uses JAMRS information/data within our current marketing strategy to attract and recruit more women with the following initiatives:

- 1. Direct mail efforts to reach women in the target markets (zips and DMAs) where women are historically more propensed to join the Coast Guard.
- 2. Development and social media deployment of lifestyle videos showcasing the lives and careers of current Coast Guard women, followed by social media engagements allowing youth to ask direct questions to these Coast Guard women and Chat Recruiters.

3. Development and social media deployment of Boot Camp videos explaining the boot camp experience and physical training requirements. A “Helmsman” pamphlet and “Health Grooming and training Tips for Women” brochure provide detailed and supplemental information.
4. Development and social media deployment of “Rating” videos explaining each of the Coast Guard, 21 job fields.
5. Gocoastguard.com recruiting website and several recruiting literature pieces have detailed information about: Education benefits, Eligibility Requirements, Health/Medical Benefits, Military Pay and Deployments including: Post 911 GI Bill brochure, Opportunity Guide, Reserve Brochure and Fact Sheet, FAQ brochure, and Average Day/Benefits Flyer.
6. Recruiters are encouraged to honestly and caringly deal with the boot camp, military, lifestyle, eligibility and deployment issues which are the most challenging for female youth. Recruiters are asked to not avoid the issues which cause women to feel less confident in the Coast Guard including: concern about succeeding in a structured environment, whether they could qualify for a particular Coast Guard job, the impact of leaving family and friends, what it takes to complete boot camp, and the variety of Coast Guard national and international missions.
7. Our advertising agency is also currently conducting research efforts to best reach and communicate with women.