



United States Army DACOWITS Propensity to Serve





United States Army



Propensity to Serve ***DACOWITS Quarterly Meeting*** ***12-13 September 2017***

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DACOWITS Quarterly Meeting – September 2017



Army Strategic Outreach Plan (ASOP):

- *The ASOP provide clear and concise directions that better position our Army to recruit, develop, and retain the most gifted people our Nation has to offer.*
- *This is accomplished through a synchronized Army-wide participation at select outreach events and activities.*
- *The Army-wide strategic outreach includes but not limited to:*
 - *Recruitment*
 - *Advertisement & Marketing*
 - *Awards & Recognition*
 - *Community outreach at educational associations and schools to promote interest and increase awareness about Army*
 - *Career Development & Training*
 - *Workshops & Seminars*
 - *Meet Your Army Campaign*



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■ ***Army Community Outreach***

- *In 2016, the Army connected with 25 outreach events and activities.*
- *Of the 25, 8 of the events or activities provided the Army with an opportunity to engage youth under the age of 17.*
- *These outreach events/activities were:*
 - *31st Annual Black Engineer of the Year Award (BEYA) Science, Technology, Engineer, & Math (STEM) Global Competitive Conference – February 2016, Washington, DC*
 - *43rd Annual National Society of Black Engineers (NSBE) Convention – March 2016, Boston, MA*
 - *87th Annual League of United Latin American Citizens (LULAC) Conference, July 2016, Washington, DC*
 - *Steve Harvey Mentoring Camp for Girls – July 2016, Atlanta, GA*
 - *Annual Women of Color (WOC) in STEM Conference, October 2016, Detroit, MI*



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- *28th Annual Great Minds in STEM (GMiS) Conference, October 2016, Anaheim, CA*
- *Annual Society of Women Engineer (SWE) Conference, October 2016, Philadelphia, PA*
- *Annual Mexican American Engineers & Scientists (MAES) Conference, October 2016*
- *At each of these events, Army General Officers (GOs) and Senior Executive Service (SES) Members served as keynote speakers, mentors, and centers of influence. A few examples are:*
 - *WOC in STEM: The Army hosted a mentoring and coaching workshop for middle school girls. Two Army 3-star GOs and 4 SES members participated in the event. Also, during the WOC in STEM Student Carnival, the Army conducted a STEM interactive seminar for approximately 1,000 middle and high school students in grades K-12.*
 - *SWE: At this event, one of the Army Command, U.S. Army Materiel Command introduced the Army Educational Outreach Program in STEM for K-12 program to female K5-12 students.*



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- *At NSBE, GMiS and MAES conferences the Army participated in and benefited from hosting several student seminars and promoted the “Meet Your Army Campaign.”*
- *At the Steve Harvey Mentoring Camp for Girls, Army senior “female” leaders spent a week with approximately 100 girls ranging in age 15-18. This event provided the Army with a platform to promote interest in the organizations and increased awareness about the Army’s educational high-technology career, officership, and leadership opportunities.*
- *KUDOs*
 - *The Equal Employment Opportunity Commission has identified and announced the Department of the Army’s Outreach Program as a best practices and success story.*
 - *The Secretary of Defense has also identified the Army’s Outreach Program as a best practices.*