



# 2017 CGRC DACOWITS Brief



## Question :

To cultivate a pool of women with the physical capabilities and cognitive skill-sets necessary for military occupations, the Military Services must engage potential female recruits earlier in life. The Committee acknowledges that formal recruiting of minors is prohibited, but that informal community outreach/engagement programs, events, and activities for minors do exist.

- . Geographic location where these programs, events, and activities are conducted.
- . Frequency at which these programs, events, and activities are conducted.
- . How do these programs, events, and activities encourage the influencers of young women (e.g., parents, coaches, pastors, teachers, local executive leadership) to become ambassadors for the Military Services.



# Where are We Recruiting?



The Coast Guard is recruiting across the United States of America through various programs and initiatives:

Everyone is A Recruiter: The goal of the program is to mobilize the CG family (active duty, reserve, auxiliary, civilian and retiree members) to support recruiting efforts and critical recruiting needs

## Brand Ambassadors:

The ambassadors represent a broad cross-section of career fields and specialties within the CG. A deliberate effort was made to seek successful female ambassadors representing the same cross section who are at a range of points within their careers (i.e. early in career, mid-career, pinnacle of career). Composition is 54% female





# National Outreach Initiatives



**AVCA Convention** - Columbus OH - target audience were coaches and parents.

**Capitol Hill Volleyball Tournament** - Washington DC - target audience were high school girls, teachers, parents, and coaches.

**Texas Southern Relays** - Houston TX - target audiences were high school girls, teachers, parents, and coaches.

**Penn Relays** - Philadelphia PA - target audiences were high school girls, teachers, parents, and coaches.

**SkillsUSA TECHSPO** – Louisville KY - target audience were high school girls, teachers, and parents.

**Circle of Women Expo** – New York NY - target audiences were high school girls, teachers, and parents.

**Future Farmers of America** – Indianapolis IN - target audiences were high school girls, teachers, and parents.

RO Boston: Annually attends (every April) the **Girl Scouts of America's** annual conference in Kingston, MA.



# Local Outreach



- Efforts by Recruiting offices nationally to engage with high schools and youth organizations which include females:
- NorthEast Region- 214 Outreach Events
- Southeast Region – 446 Outreach Events
- Midwest Region – 347 Outreach Events
- Western Region – 448 Outreach Events

