

DACOWITS RFI #6



Navy Recruiting Command

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DACOWITS – Propensity to Serve

RFI #6

Based on briefings the Committee received from the Joint Advertising Market Research & Studies Office, more women are eligible to join the military as compared to their male peers; however, women are less inclined to join the military. Additionally, the number of women choosing to fill newly opened positions has been small.

To cultivate a pool of women with the physical capabilities and cognitive skillsets 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. Two examples include: West Point's Center for Leadership and Diversity in Science, Technology, Engineering, and Mathematics (CLD STEM), and the Army's Performance Triad (P3) initiative. The Committee requests a briefing from the Military Services* on specific community outreach/engagement programs, events, and activities programs being used to generate Military Service interest among women under the age of 17, including but not limited to the following:

- 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.



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- **Navy STEM Outreach (nationwide, year round)**
 - In 2017 Navy facilitated 19 “SeaPerch” events for 2,000 students (about 1/3 female) and 500+ teachers and influencers in metropolitan areas
 - SeaPerch is an underwater robot competition with construction kits provided by Navy
 - Navy branding demonstrates intent to engage America’s youth and provide opportunities across a wide array of STEM career fields
 - Female Navy City Outreach personnel act as mentors to the students

- **Girl Scouts’ G.I.R.L. (Columbus, OH, annually)**
 - Navy exhibit for 10,000+ girl scouts at their annual Jamboree 6-8 OCT 17 to generate Navy awareness; showcasing Navy personnel in STEM career fields
 - Participants will be from across the country, but most from the Midwest

- **U.S. Naval Sea Cadet Corps (nationwide with coastal concentration, year round)**
 - Conducts Navy centric programming for 9,000 students of which 1,800 (20%) are female across 380 units

- **Conrad Spirit of Innovation Challenge (Cape Canaveral, FL, annually)**
 - 700+ high school age students (historically 50-55% female) nationwide compete in a STEM-related innovation challenge
 - Several rounds of judging lead to the Spirit of Innovation Challenge finals at Cape Canaveral
 - Female Naval officers (STEM/Astronaut/Aviation) are judges and guest speakers



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▪ Educator Orientation Visits (EOV) and Educators to Sea (ETS) (CONUS Navy bases, year round)

- Recruiting Districts hosted 30 inport tours in San Diego, Seattle, Great Lakes, Norfolk, and Jacksonville for 178 Educators (66% female) to showcase life in the Navy
- Navy coordinated 6 “embarks” for 54 Educators including 18 females (33%). Participants have a 24 hour visit on an underway CVN in the San Diego operations area.
- These educators return to their schools/school districts and promote Navy’s opportunities for STEM careers to male and female students

▪ Future Projects

- Navy is considering the following opportunities for female youth engagement:

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| ▪ Do it Yourself (DIY) Girls | Los Angeles, CA |
| ▪ STEM Connector: Million Women Mentors | Nationwide |
| ▪ Wonder Women Tech Foundation | Long Beach, CA |
| ▪ Girls Who Code | Nationwide |
| ▪ San Diego Festival of Science & Engineering | San Diego, CA |