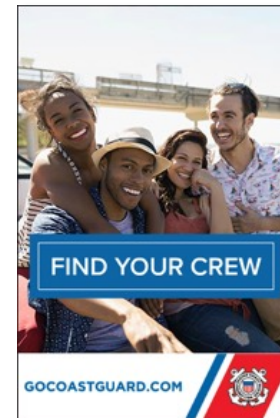
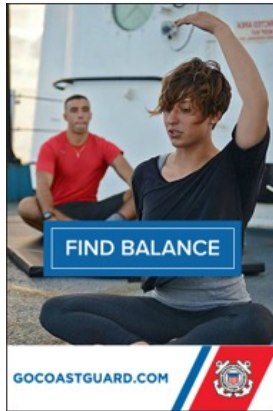


**U.S. Coast Guard
DACOWITS • RFI 3
September 11, 2018**

**Presented by:
Chief Nick Ameen
Public Affairs Chief, CGRC Marketing**

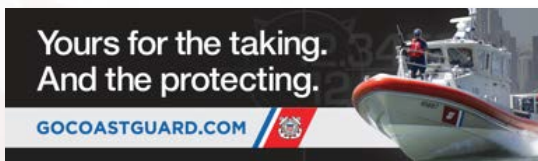
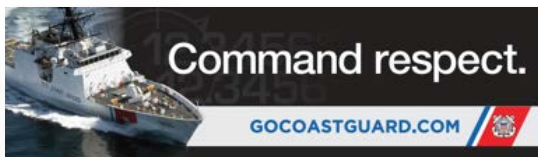
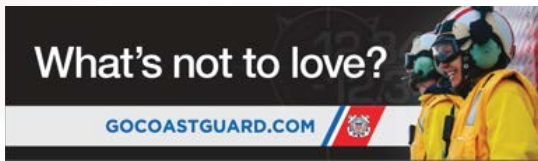


RFI #3a – Marketing Approach

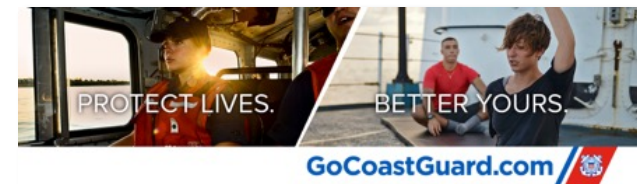


RFI #3b – Evolving Approach

Previous 5 Years

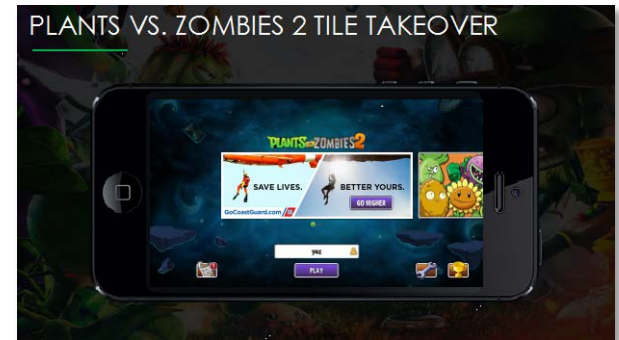
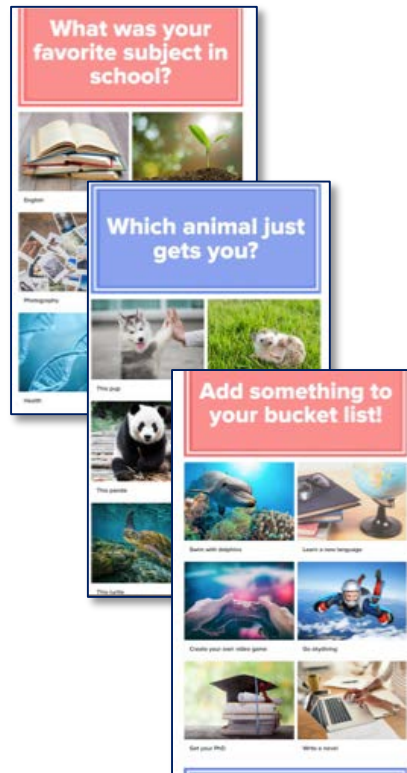
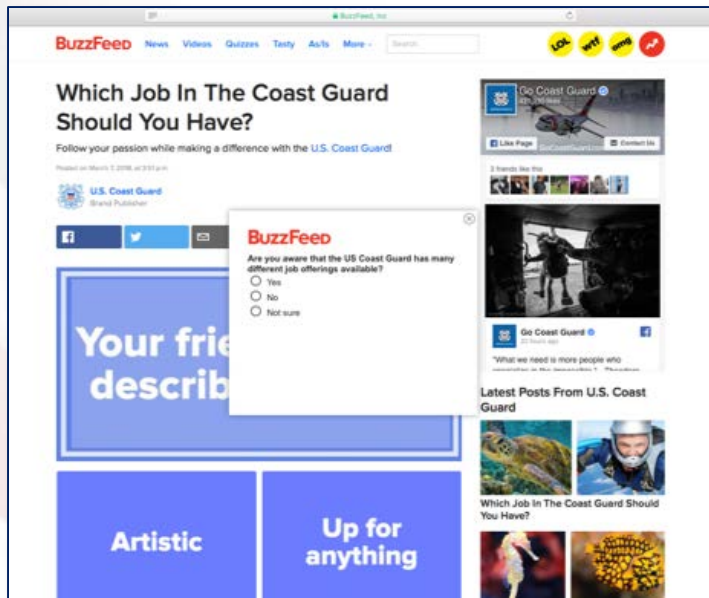


Current



RFI #3b – Evolving Approach (cont.)

This BuzzFeed Quiz Will Reveal Which Job In The Coast Guard Is Perfect For You



RFI #3b – Evolving Approach (cont.)



<https://www.youtube.com/watch?v=s2RAyqKTxOI&feature=youtu.be>



RFI #3c - Future



<https://www.youtube.com/watch?v=2TQE6E-L9hE>




<https://www.youtube.com/watch?v=OJCYJOHgjIQ>



RFI #3c – Future (cont.)

United States Coast Guard
U.S. Department of Homeland Security

BALTIMORE MARYLAND



RECOMMENDED TARGET AUDIENCE

- Mandi**
25,354 youths
- Taylor**
54,767 youths
- Jessica**
116,146 youths
- Alex**
54,671 youths
- David**
19,821 youths

Total youth population in 50-mile radius: 823,656

TARGETED HIGH SCHOOLS

These schools have the most youth with high likelihood for Coast Guard accession:

- Chesapeake High
- Northeast High
- Frederick High
- Park View High (VA)
- Parkville High & Center for Math/Science

ZIP CODES All data presented within a 50-mile radius

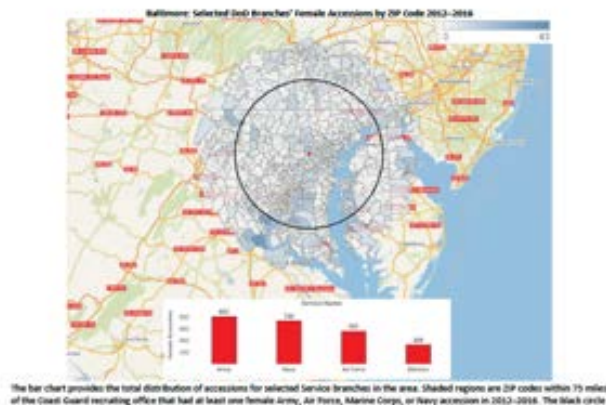
ZIP Code	Female	Minority Male
21122	978	141
20744	648	568
20164	1,294	800
21234	1,169	511

RESEARCH & PROJECTED GROWTH

- High population counts across USCG recruiting stations for all personas.
- The region ranks 4th in minority male population growth and 5th in female population growth over the next 10 years.

MEDIA STRATEGY

- Partner with local city venues with media presence or Baltimore football stadium promo
- Paid social (Facebook, Instagram, Google display ads)



V. Personas

Mandi Iverson, Star, Idaho

Amnda (Mandi) is a 17-year-old senior in high school. She and her mom, dad, and two younger brothers live in Star, Idaho. Star, with a population of about 8,000, is about a half-hour drive to Boise. Mandi's mother is a bookkeeper at Star Tire and Automotive, and her father works for Wright Brothers, a construction company. Mandi and her family are Boise State football fans, enjoy country music, and go on hikes together. For as long as she can remember, Mandi has gone hunting with her dad, and on weeknights, she and her mom watch American Ninja Warrior on television. She enjoys spending time with her younger brothers, watching them play youth football on the weekends and taking them for rides in the family's ATV.



Taylor Stevenson, Coon Rapids, Minnesota

Taylor is an 18-year-old senior in high school and is deciding where to go for college. She and her mom, dad, and younger sister live in Coon Rapids, Minnesota, in the Twin Cities area. Taylor's mother is an accountant and her father works as a manager at the Ecolab corporate headquarters. Her family avidly follows football and basketball at the University of Minnesota, which is where her parents met. Taylor and her sister grew up playing soccer. Her parents enjoy home improvement and decorating. As a family, they attend church regularly and listen to gospel and contemporary Christian music. They like to visit bookstores, attend minor league baseball games, and take cruise vacations to the Bahamas every few years.



Jessica Ryder, Erie, Colorado

Jessica is a 20-year-old college student from the town of Erie, Colorado, a suburb of Denver. She is currently a full-time student at a state university in Colorado. Growing up, she spent her time watching sports with her dad and younger brother, who is now a senior in high school. While visiting home, she often attends her brother's high school football games with her parents. When her brother graduates next



RFI #3d - Links

Buzzfeed

https://www.buzzfeed.com/uscoastguard/10-women-of-the-coast-guard-share-advice-they-wish-theyd?utm_term=.olQDOKWJv#.it784BRix

https://www.buzzfeed.com/uscoastguard/11-incredible-facts-about-the-ocean-that-will-blow-your-mind?b=1&utm_term=.gy2NldWnK#.uuNYR95o1

https://www.buzzfeed.com/uscoastguard/amazing-sea-creatures?b=1&utm_term=.rug1rgBod#.ceVkvoypl

https://www.buzzfeed.com/uscoastguard/which-job-in-the-coast-guard-should-you-have?b=1&utm_term=.ijkdYJx4o#.kq862dL7W

<https://www.facebook.com/BuzzFeedPartner/posts/1922043937815497/>

Complex

<https://www.youtube.com/watch?v=0jvt8Js0OU0>

<https://www.complex.com/pop-culture/2018/02/10-best-tech-tv-shows-of-the-millennium-ranked/>

<https://www.complex.com/sports/2018/06/14-mind-blowing-nba-draft-facts-and-figures-you-never-heard-before/>

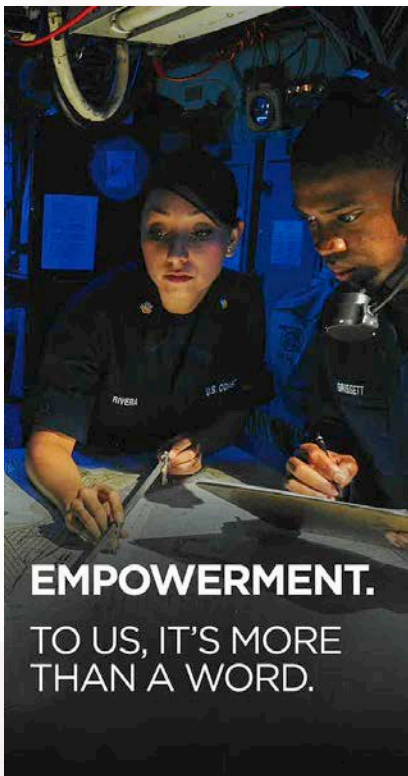
<https://www.complex.com/music/2018/07/engineering-rap-superteams-through-the-decades/>

<https://www.complex.com/sports/2018/05/skylar-diggins-smith-wnba-here-to-win>

<https://www.complex.com/sports/2018/03/14-greatest-college-basketball-peformances-of-the-last-decade-ranked/brittney-griner>



RFI #3e – Specific Messaging



EMPOWERMENT.
TO US, IT'S MORE THAN A WORD.

GOCOASTGUARD.COM




HELPING COMMUNITIES RECOVER.

After three devastating hurricanes hit the U.S. in just six weeks, Coast Guard men and women from across the country reacted as part of the largest response in Coast Guard history.



Rescued over 11,300 people



Corrected over 1,200 buoys and navigational aids



Removed over 3,600 damaged or sunken vessels



Rescued more than 1,500 pets

Adm. Robert Testles Before the Senate Committee on Commerce, Science and Transportation, 12/19/2017. <http://coastguard.dodlive.net>

SAVING LIVES. PROTECTING WATERWAYS. MAKING THE WORLD BETTER.

The 42,000 members of the Coast Guard work diligently to protect America's borders, waterways, and maritime environment.

Make a lasting, positive impact through our 11 missions:

- Marine Environmental Protection
- Aids to Navigation
- Port & Waterway Security
- Drug Interdiction
- Search & Rescue
- Living Marine Resources
- Defense Readiness
- Migrant Interdiction
- Ice Operations
- Marine Safety
- Law Enforcement

GoCoastGuard.com/Hurricanes

ARE YOU READY TO MAKE AN IMPACT?

If you're thinking about the kind of life you want after graduation and your must-haves include **friendship, adventure, a meaningful career, and opportunities** to help people, then service in the Coast Guard may be a great fit.

It's rewarding to know you are counted on to get the job done.

Science, Technology, Engineering and Math (STEM)-related career opportunities available.



RFI #3f – Seeking Higher Education



RFI #3f – Seeking Higher Education (cont.)

How does marketing attract women who are seeking high education?

GoCoastGuard.com THE COAST GUARD ABOUT ACTIVE-DUTY CAREERS RESERVE CAREERS FAMILY AND FRIENDS

EMAIL SIGN-UP FIND A RECRUITER CHAT NOW APPLY NOW Search the site

Home / Active-Duty Careers / Enlisted Opportunities / Receive Pay & Benefits as a Coast Guard Member EN ESPAÑOL

RECEIVE PAY & BENEFITS AS A COAST GUARD MEMBER

As an active-duty member in the Coast Guard, you'll be privy to a benefits package that is largely unheard of for most people just starting out. College tuition assistance, housing and meal allowance, free health, dental and eye care, and 30 days paid vacation are just the beginning of the benefits offered.

Pay:

All active-duty enlisted members entering the Coast Guard start out making approximately \$20,000 annually. This is just basic pay. Members may also be entitled to other allowances depending on their status. Other allowances might include sea pay, housing allowance (if you don't use the government housing that is provided), clothing allowance, family separation allowance and hazardous-duty pay. Pay increases are also given based on time in service and promotions. Download the most recent [military pay scale](#).

Education:

Through the Post-9/11 GI Bill, we'll help you pay for college or vocational technical training. To find out more, and also get up-to-date official information, visit the new "Post-9/11 GI Bill" (which offers a substantial increase in benefits).

View Job Descriptions
Receive Pay & Benefits
Advance Through Training
Participate with Prior Service
FAQ
Plan Your Next Move

COAST GUARD RESERVE

WHO WE ARE

BENEFITS

GO SOCIAL!

POST-9/11 GI BILL
It's Your Future

Department of Veterans Affairs
Washington, DC 20330
Priority for Post-9/11 GI Bill

Scan here for more information on the Post-9/11 GI Bill and other education benefits at <http://www.benefits.va.gov/gibill/>

Scan here to follow us on Facebook or go to www.facebook.com/veteransaffairs for news and discussion on the Post-9/11 GI Bill

Scan here to find participating Yellow Ribbon schools (see http://www.benefits.va.gov/gibill/yellow_ribbon/ for details)

Table of Post-9/11 GI Bill Benefits:

Service Component	Percentage of Tuition and Fees	Maximum Monthly Stipend
100% (10 years)	100%	Up to \$1,300
90% (9 years)	100%	Up to \$1,100
80% (8 years)	80%	Up to \$900
70% (7 years)	70%	Up to \$700
60% (6 years)	60%	Up to \$500
50% (5 years)	50%	Up to \$300
40% (4 years)	40%	Up to \$100

Veterans Affairs

VA Logo



RFI #3g – Appealing to Women



Go Coast Guard

Published by Nick Ameen [?] · August 26 at 9:00 AM · 🌐

Every job in the United States Coast Guard is open to women. Check out this article about Coast Guard women serving as aviation maintenance technicians. #WomensEqualityDay

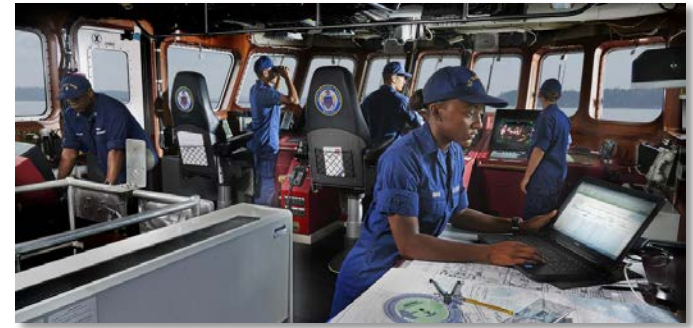


AVM-MAG.COM

Women of the Coast Guard Aviation Maintenance Technician Specialty



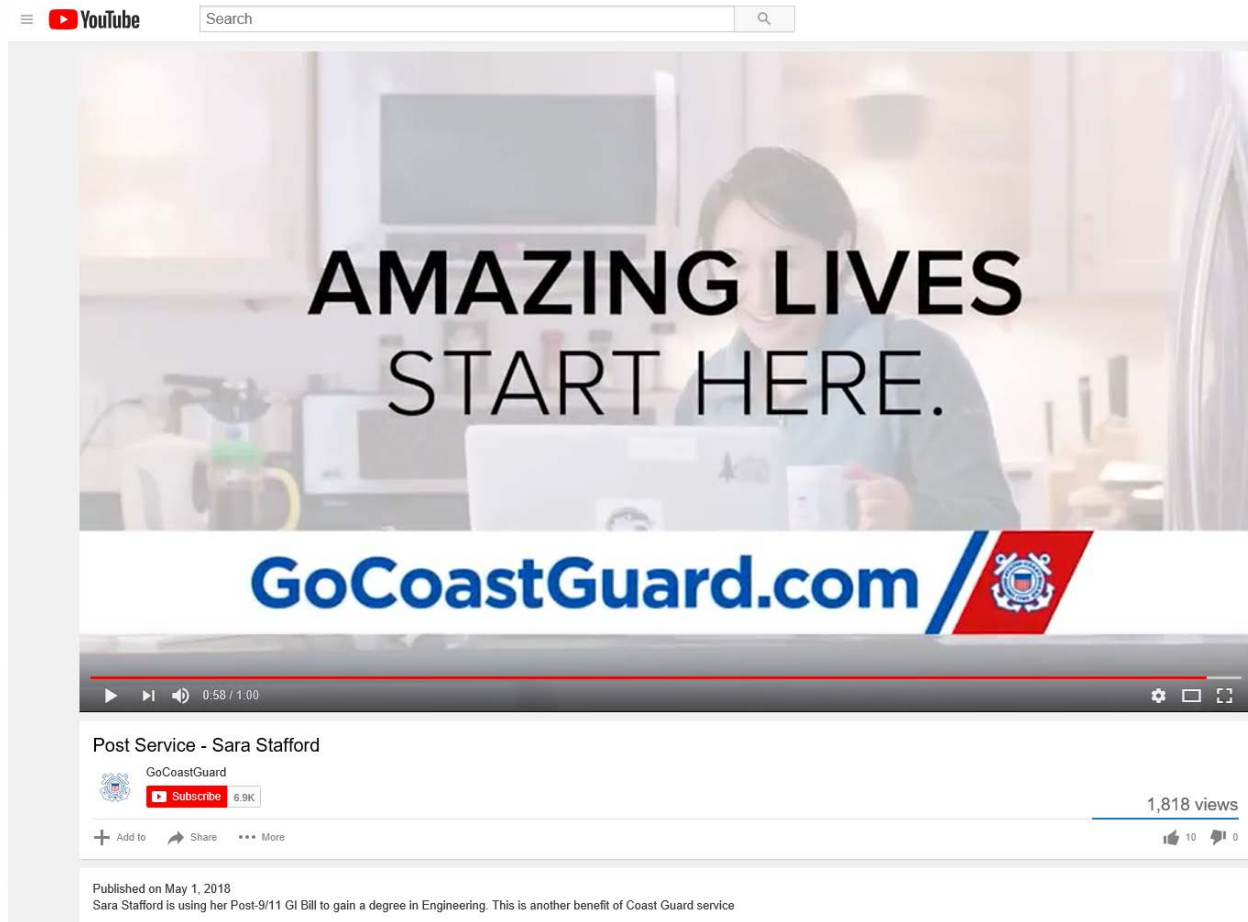
RFI #3g – Appealing to Women (cont.)



GoCoastGuard.com



RFI #3g- Appealing to Women (cont.)



The image shows a YouTube video player interface. At the top, there is a search bar and the YouTube logo. The video content features a woman in a blue shirt sitting at a desk with a laptop, looking at the screen. Overlaid on the video is the text "AMAZING LIVES START HERE." in large, bold, black letters. Below the video, there is a banner for "GoCoastGuard.com" with the Coast Guard logo. The video player controls show a progress bar at 0:58 / 1:00. Below the video, the title "Post Service - Sara Stafford" is displayed, along with the "GoCoastGuard" channel name, a "Subscribe" button with "6.9K" subscribers, and "1,818 views". There are also buttons for "Add to", "Share", and "More". At the bottom, the publication date "Published on May 1, 2018" and a description "Sara Stafford is using her Post-9/11 GI Bill to gain a degree in Engineering. This is another benefit of Coast Guard service" are visible.

<https://www.youtube.com/watch?v=2TQE6E-L9hE>



National and Local Outreach



Point of Contact

**Coast Guard Recruiting Command,
Marketing Division**

Mauro Cooper

Division Chief

202-795-6823

Mauro.A.Cooper@uscg.mil

