

DACOWITS RFI Gender Integration RFI #4



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DACOWITS – Gender Integration (RFI #4a)

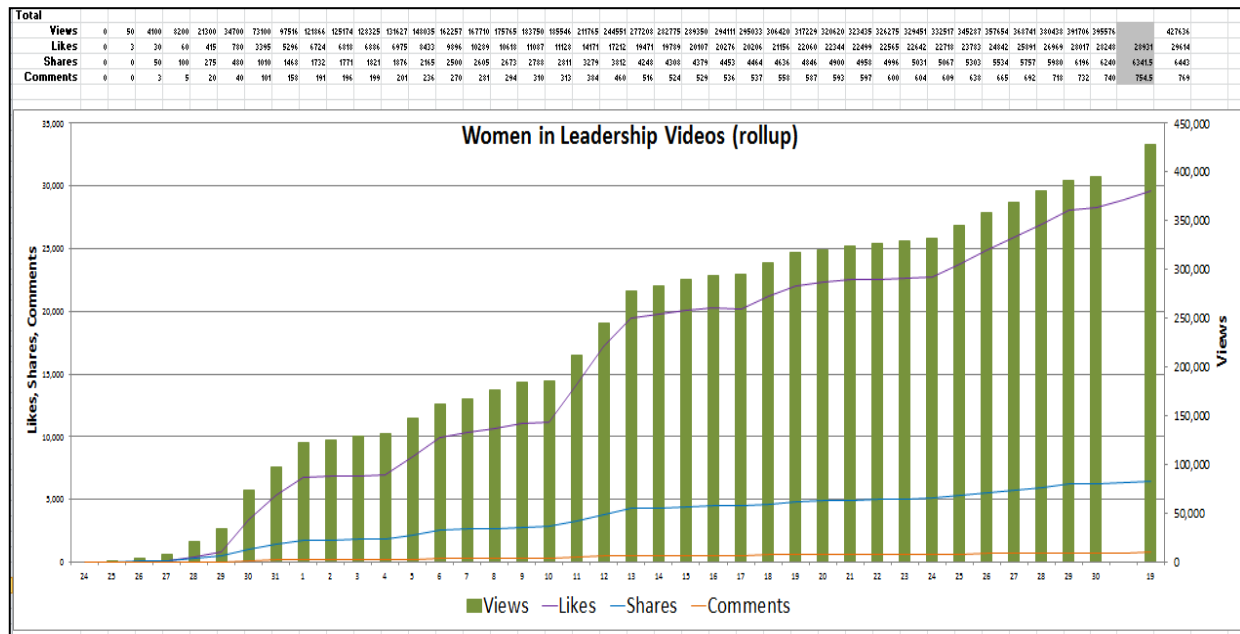
a. What marketing strategies is the Navy using to increase the accessions of women?

- Social Media - Instagram “Ask Me Anything” held with active duty female sailors
- Direct Email campaign oriented toward STEM and tech specialties, sent to lists made up of 70% female recipients
- Print Media - Designed and ran advertisement for “Women of Color” Magazine
- Events - Outreach with focus on recruiting women
 - Women in Aviation
 - Grace Hopper Celebration of Women in Computing
 - Society of Women Engineers
 - National Conference of Women’s Bar Association



DACOWITS – Gender Integration (RFI #4a continued)

- New Women in Leadership video series in fall 2015
 - 5 videos in all, highlighting women in URL communities O-3 to O-5
 - Received 400,000+ views across multiple social channels in first month
 - Addressed 3 main objections highlighted by research:
 - Work-life balance concerns
 - Unfamiliarity with leadership opportunities
 - Perceived inability to be in the Navy and still raise a family





DACOWITS – Gender Integration (RFI #4b)

b. Has the Navy altered its marketing strategies to recruit women into the newly opened positions and units? If so, how?

- Fundamentally no, the marketing strategies have not been altered
 - Female oriented and targeted messaging was already integrated throughout all marketing and advertising channels
 - NRC was already recruiting women for the Warrior Challenge programs (EOD, Diver and AIRR)
 - “SEAL tryouts” published and open to everyone, now if female candidate passes, SEAL path now open

- Specific updates outlining eligibility requirements for SEAL and SWCC were updated to remove the "males only" stipulation
 - Navy.com, call center scripts, and CHAT processes were adjusted