Navy Recruiting Outreach

BLUF

Navy Recruiting Command's outreach efforts are intended to increase Navy awareness, inform and develop centers of influence and inspire males and females of all racial and ethnic groups to consider the Navy as a career option.

Navy Recruiting Diversity Strategy

- **Affinity Group Engagement. Engage with traditional and emerging affinity groups. Maximize the return on investment of the resources expended for greatest effect on near-term and long-term diversity recruiting.**

- **Navy City Outreach (NCO). Provide personal representation across the country to promote outreach, engagement, and awareness with influencers.**

- **STEM Outreach. Develop/align with outreach programs that inspire the next generation of scientists and engineers through hands-on learning activities that incorporate Navy-relevant content (i.e. SeaPerch).**

- **Metrics and Return on Investment. Thorough evaluation of all resources and events to determine tangible benefits to the Navy and the recruitment of potentially qualified applicants.**

Inform, Influence, Inspire, and Hire.

Affinity Group Partnerships

- **National, regional, and local partnerships with organizations that focus on STEM and diversity to build trust, create Navy awareness, and generate leads.**
- **Sponsorships with seven affinity groups ("Big 7"). Sponsorships enable access to student chapters across the nation.**
  - NSBE – National Society of Black Engineers
  - MAES – Latinos in Science and Engineering
  - AISES – American Indian Science and Engineering Society
  - SWE – Society of Women Engineers
  - SASE – Society of Asian Scientists and Engineers
  - SHPE – Society of Hispanic Professional Engineers
  - APAMSA – Asian Pacific American Medical Student Association
- **Society of Women Engineers. Key sponsorship in forging relationships with female influencers and gaining access to potentially qualified female officer applicants.**

Affinity group partnerships include engagement with organizations that seek membership by male and female students.

Navy City Outreach (NCO) Program

- **The NCO Program exists to build trust, positive awareness, and opportunity for the Navy to engage and connect with youth and influential leaders within diverse metropolitan markets, and to communicate the importance of education and the Navy's need to inspire young people of all backgrounds regarding their potential and opportunity to become naval officers.**
- **City Outreach Officers**
  - **Currently seven Community Outreach/Assistant Community Outreach Officers assigned to five large metropolitan areas (Atlanta, Chicago, Houston, New York and Los Angeles). Required to also support surrounding Navy Recruiting Districts.**
  - **Primarily engaged in center of influence development and STEM related activities.**
- **STEM Outreach**
  - **Broad range of STEM education and outreach programs to increase Navy awareness and encourage college enrollments and pursuit of careers in science and engineering (ie. SeaPerch, STEM2Stern Program).**

Outreach efforts encourage participation by male and female influencers and students.

Measures of Success

- **Recruiting Leads**
  - **Primary metric for evaluating recruiting events.**
  - **Captured via Business Reply Cards (BRCs), processed by NAVCRUITCOM N94, through the Navy Advertising Leads Tracking System (NALTS), and made available to recruiters within 96 hours of event completion**

- **Officer Applications and Accessions**

- **Additional Metrics**
  - **Event attendance**
  - **Booth attendance**
  - **Development of centers of influence**
  - **Positive public relations effects**

- **Outreach events, either youth or influencer focused, are not expected to result in leads. ROI from outreach is more subjective and captured via After Action Reports (AARs).**