Coast Guard Recruiting and Outreach Programs

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Recruiting Goals
Coast Guard Academy

- Reflective of U.S. college-bound population
- CGA Strategic Plan Senior Leadership Team
- Promulgated every five years
- Strives for critical mass for accession
- Defines critical mass as between 25-30%

Recruiting Goals
Coast Guard Academy

- Since 2003 CGA has reached or exceeded goals for women
- Still not reaching goal for URM
- Instituted “Building a Community of Inclusion”
- Graduation rates for women and URM

Recruiting Goals

Coast Guard Recruiting Command

- Programs
  - Officer Candidate School
  - Direct Commission Officer Program
  - Enlisted
- Historical performance and current diversity of U.S. workforce
- Overall goal of 40% for women and URM
- Applicant vs Matriculation rates

Recruiting Goals

Coast Guard Recruiting Command

- Set annually by Commanding Officer
- Long term goal is to be more reflexive of population we serve
- Steady increases in women since 2009
- Still well below goal of 40%

Outreach Programs

Coast Guard Academy – Women Focused

- Science, Technology & Engineering Program (STEP)
- Women's Leadership Council
- Measures of effectiveness

Outreach Programs

Coast Guard Academy – Not Women Specific

- Academy Introduction Mission (AIM)
- Admissions brief and tours
- Academy Compass Event
- Cadet-for-a-Day
- Genesis Invitational
- Academy Enlisted Selection Opportunity Program
- Students of All Races (SOAR)

Outreach Programs

Coast Guard Recruiting Command

- Virginia Women's Institute for Leadership at Mary Baldwin College
- Girls Sports Sponsorship Program
- Targeted Marketing Campaign

Outreach Programs

Office of Leadership, Diversity and Inclusion

- Affinity Groups with student participation
- Compass Program
- Navy Memorial
- Partnership in Education
- Academy Partners Program
- Return on investment

Questions?

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