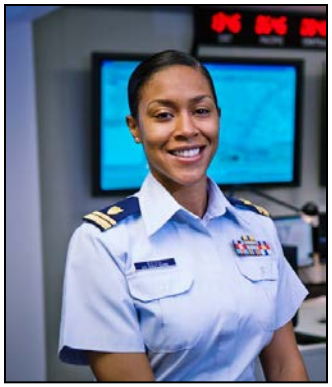
Coast Guard Briefing to DACOWITS

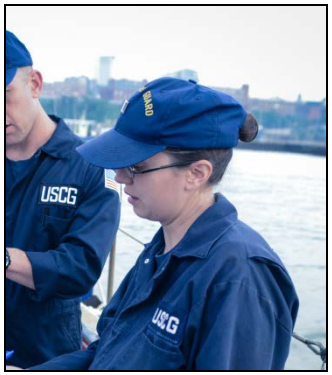
19 September 2014

LCDR Frances Fazio

Propensity Building: Strategic Marketing Efforts

- Enlisted Rating Videos
- Officer Videos
- Marketing Materials
  - Direct Commission Lawyer
  - Direct Commission Intel Officer
  - Maritime Academy Graduate Program
  - College Student Pre-Commission Program
  - Wilk's Flight Initiative





Propensity Building: Strategic Recruiting Efforts

- Strategic Advertisements
- Composition of Recruitment Workforce
- Virginia Women's Institute of Leadership
- Hometown Recruiter
- Officer Networks

Propensity Building: Strategic Recruiting Efforts

- Color Run
- Women’s Athletics
- Bonding

Questions?