

SUBJ: DACOWITS RFI #3 – December 2022 QBM

FROM: Coast Guard Recruiting Command (CGRC)

TO: DACOWITS Committee

THRU: Office of Diversity & Inclusion (CG-127)

RECRUITMENT INITIATIVES TO INCREASE WOMEN’S PROPENSITY TO SERVE

The Committee remains interested in the recruiting and accessions enterprise related to identifying, assessing, and recruiting qualified candidates.

*The Committee requests a **written response** from the **Army, Navy, Marines, Air Force, Space Force, Coast Guard, and National Guard** on the following:*

DACOWITS:

- a. *Provide accession targets/goals and actual accession numbers, separated by gender, for the last five years (FY18-22).*
- b. *Provide data related to whether female recruiters, compared to male recruiters, are more successful at accessing women into the military.*
- c. *What innovative methods or approaches (other than engagement with current affinity groups) are recruiters using to attract women into the military (to include racially and ethnically diverse women)?*
 - i. *Provide plans for partnering with unofficial & non-traditional partners (i.e. trade associations, etc.).*
 - ii. *How do you measure the effectiveness of these partnerships?*

CG Response:

- a. *Provide accession targets/goals and actual accession numbers, separated by gender, for the last five years (FY18-22).*

ACTIVE Enlisted					
FY	Mission	Enlisted	Achieved	Female	%
2022	4200	2792	66.5%	410	14.7%
2021	4000	3248	81.2%	488	15.0%
2020	3700	2812	76.0%	464	16.5%
2019	3345	2815	84.2%	603	21.4%
2018	3700	3751	101.4%	491	13.1%

ACTIVE Duty Officer					
FY	Mission	Accessions	Achieved	Female	%
2022	253	262	103.6%	72	27.5%
2021	210	211	100.5%	61	28.9%
2020	265	267	100.8%	77	28.8%
2019	277	277	100.0%	61	22.0%
2018	250	250	100.0%	57	22.8%

RESERVE Enlisted					
FY	Mission	Enlisted	Achieved	Female	%
2022	650	576	88.6%	98	17.0%
2021	600	586	97.7%	120	20.5%
2020	800	616	77.0%	103	16.7%
2019	800	716	89.5%	135	18.9%
2018	650	533	82.0%	98	18.4%

RESERVE Officer					
FY	Mission	Accessions	Achieved	Female	%
2022	85	74	87.1%	19	21.2%
2021	85	85	100.0%	19	21.2%
2020	40	40	100.0%	12	30.0%
2019	40	40	100.0%	14	35.0%
2018	40	40	100.0%	11	27.5%

b. *Provide data related to whether female recruiters, compared to male recruiters, are more successful at accessing women into the military*

A: Female recruiters are not more successful at accessing women into the military as compared to male recruiters. In 2020 and 2021, male recruiters beat out female recruiters in the category of most women recruited by region in each of the four regions and nationally.

c. *What innovative methods or approaches (other than engagement with current affinity groups) are recruiters using to attract women into the military (to include racially and ethnically diverse women)? i. Provide plans for partnering with unofficial & non-traditional partners (i.e., trade associations, etc.). ii. How do you measure the effectiveness of these partnerships?*

A: The goals for increasing women throughout the ranks and in the pipeline remains a constant focus. The Marketing Division within CG RC continues to enact, evaluate, and enhance tactical and strategic components of our framework to distinctively engage and expand our reach of women and minority candidates. The following outlines our ongoing and

continuous efforts to address any gaps in USCG recognition and awareness, and to amplify meaningful engagement:

ci. Provide plans for partnering with unofficial & non-traditional partners (i.e., trade associations, etc.).

A: Ongoing efforts:

- 1. National marketing plan and strategies - visual advertisements continue to heavily feature imagery of women in Coast Guard service showcasing both their professional and personal activities/accomplishments.**
- 2. National advertising campaigns with messaging that is informed by extensive Joint Advertising Market Research & Studies (JAMRS) and CG RC primary research to showcase messaging and sentiments to resonate and emphasize relatability among women. These messages cover and highlight concepts such as:**
 - a. Work-life alignment and balance;**
 - b. Personal sense of belonging, independence, success, and achievements; and;**
 - c. Personalized storytelling such as “a day in the life” vignettes of Coast Guard service women.**
- 3. Strategic national paid media placements that continue to exclusively reach and resonate with women (and/or minority) audiences.**
- 4. Continued partnerships with high-impact events for women. At the local level, recruiting offices continue to coordinate and expand on women-focused partnerships and sponsorships such as community softball teams, high school events and occasions, and career fairs.**

cii. How do you measure the effectiveness of these partnerships?

A: Measures for effectiveness is usually evaluated by the number of recruitment leads generated.