

Department of the Air Force

Innovate, Accelerate, Thrive - The Air Force at 75

DACOWITS RFIs



SAF/DI
13 Sep 22



RFI 2 – Recruiting Initiatives and Marketing Strategies



- Focused marketing efforts, improvements on underrepresented populations and geographic regions, academic sources, MSIs, affinity orgs

- Partnerships and Events:
 - Battle of the Bands; Southern Heritage Classic; Historically Black Colleges and Universities Career Fairs (Virtual Career Academy); Women in Aviation (Girls in Aviation Day; 2021 Conference); High School Aviation Symposium

 - English as a Second Language (ESL) gaming league’s Diversity/Anti-Bullying initiative “AnyKey”

- Outreach includes all media sources
 - ~16K leads monthly; 20M reach, 1.1M engagements



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“Origin Story” & “If You can See It, You Can Be It” Campaigns

