



DACOWITS RFI 2

Commander's Action Group (CAG)

Navy Recruiting Command

September 2022



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RECRUITMENT INITIATIVES TO INCREASE WOMEN'S PROPENSITY TO SERVE

In accordance with DACOWITS' Terms of Reference, the Recruitment and Retention (R&R) Subcommittee will assess the scale and effectiveness of the Military Services' recruitment programs with the goal of providing actionable recommendations on how to best increase adolescent women's propensity to serve. In addition, the R&R Subcommittee will examine existing policies and procedures to determine whether current practices inhibit the recruitment of women, specifically assessing the inclusivity of existing marketing strategies; current recruitment goals for women; improvements in the representation of female recruiters; virtual recruiting capabilities; and potential innovative best practices gleaned from the establishment of the Space Force.

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

- a. Current marketing strategies being utilized to attract women (to include racially and ethnically diverse women) into the military. Include specific methods (e.g., events, social media, commercials, games, advertisements, materials, etc.), as well as an analysis of the effectiveness of each in increasing the propensity of women to serve (i.e., the percentage of female recruits increasing), examining the last five years (FY17-21).
- b. Existing policies and procedures used to assess the inclusivity of existing marketing strategies to encourage the recruitment of women and to determine their effectiveness in increasing the propensity of young women to serve.



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- **2a. Current marketing strategies being utilized to attract women (to include racially and ethnically diverse women) into the military. Include specific methods (e.g., events, social media, commercials, games, advertisements, materials, etc.), as well as an analysis of the effectiveness of each in increasing the propensity of women to serve (i.e., the percentage of female recruits increasing), examining the last five years (FY17-21).**
 - i. In 2022, nearly 80% of talent professionals ranked “diversity hiring” as the most important trend in the recruiting industry for 2022 → Navy conducted diversity research to better understand our audience.
 - i. Diverse targeting channels include: paid display and video advertising with affiliate partners like BirdDog and Military.com; paid search; social media channels; experiential applications and events; and in PR.
 - 1. For instance, Navy video buys with female-specific targeting performed above benchmark in June. The content includes female Sailors → women can relate and see themselves.
 - 2. In March 2022, Navy ran a YouTube masthead video unit that is served cross-device but mostly on CTV devices. This ad unit reached nearly 50% of all females 18-25 in the US during the time it ran.
 - ii. Relevance of the messaging is critical. Navy has taken great strides to be inclusive in all our content.
 - 1. Most notably, [Make Your Name](#) is a video series focused on female Sailors and their stories.
 - 2. Across many other content series and campaigns, you will see female representation, including in our ongoing [Faces of the Fleet series](#).
 - iii. Affinity partners include the Society of Women Engineers (SWE) and Women in Aviation (WIA) to activate via national and regional conferences, career fairs, speaking panels and workshops and share relevant opportunities in the Navy with the audience.



Make Your Name

CDR **KELLEY** JONES
DETERMINATION





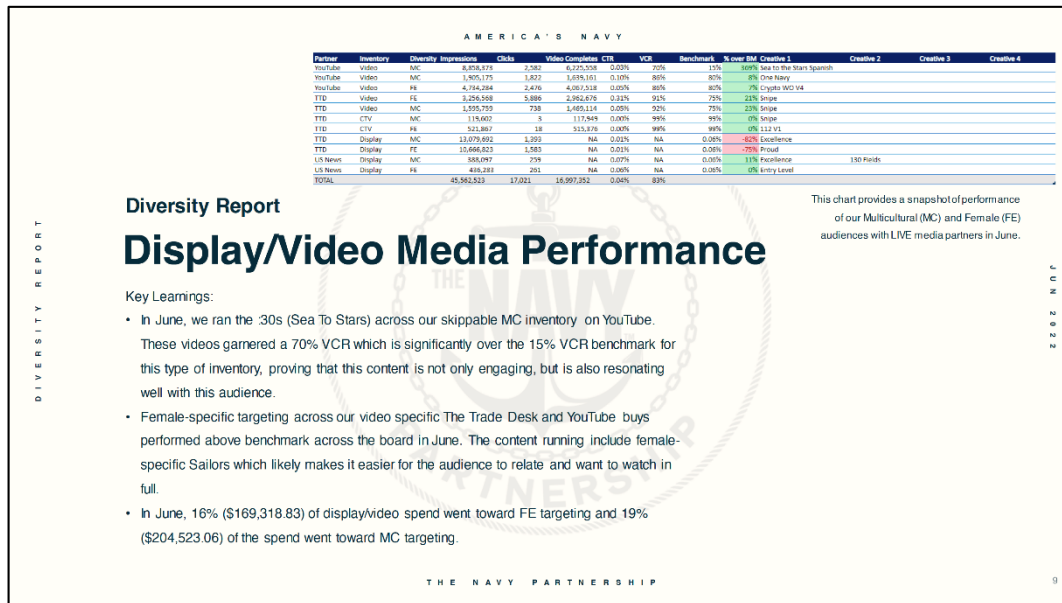
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- 2b. Existing policies and procedures used to assess the inclusivity of existing marketing strategies to encourage the recruitment of women and to determine their effectiveness in increasing the propensity of young women to serve.

The Navy's contract with the Agency requires diverse recruiting efforts, including women, while also mandating ongoing reporting. All campaigns are continually monitored.

The Agency provides monthly reports that highlight diversity marketing, including women, while making recommendations to improve the effectiveness of our campaigns.



Example slide from monthly Diversity Report