

**US Coast Guard
Briefing to DACOWITS
RFI 9
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Presented by:

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9.a . What initiatives have or are the Services (to include the Reserves) implementing to attract and recruit women into aviation?

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- Imagery – Aviation themes feature prominently in marketing material across all channels (paid advertising, social media, etc.), including female representation
 - For the last 5 years, until Spring FY22, over 80% of CG Recruiting Command’s advertising spending was exclusively to generate female or minority leads (non-aviation specific)
- Events
 - Women In Aviation Conf)
 - During Coast Guard Academy’s annual Aviation Week, women aviators are selected to participate on panels and speak to cadets about the opportunities and challenges of being a woman in aviation
- For the last 5 years, until Spring FY22, over 80% of CG Recruiting Command’s advertising spending was exclusively to generate female or minority leads (non-aviation specific)
- Reserve – CG Reserve aviation positions only accept prior-service CG members



Aviation Maintenance Technician (AMT)



b. Are there initiatives being implemented to attract and recruit women from underrepresented communities? What associated policies and/or programs exist or are being developed to support the recruitment of women into aviation, to include underrepresented communities?

- Maximize representation of minorities, women, and minority women in advertising content
 - Filtering paid media to minority & women audiences when possible
 - Event selection to maximize exposure to minorities & women
 - CSPI Scholarship Program – (codified in law) available exclusively at Minority Serving Institutions
 - Includes access to flight school guarantee program (Wilkes Flight Initiative)
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c. What initiatives have or are the Services (to include the Reserves) implementing to retain women in aviation? What associated policies and/or programs exist or are being developed to support the retention of women in aviation throughout the Services (to include the Reserves)?

- Surge Staffing Requests - Support for aviators and units when a pilot or mechanic is out on family leave – the unit uses a request for forces to bring in a temporary fill for 6-12 weeks.
 - Implemented new CG Aviation Reserve Program – A way for aviators to remain affiliated with aviation if they choose to leave Active Duty (aviators must be fully qualified before transitioning to the Reserves)
 - Increased in-person attendance at the Women in Aviation International (WAI) Conference from 40 to 60 members in March 2022
 - During the Pandemic, the Office of Aviation Forces started a virtual Coast Guard Women in Aviation conference, and developed virtual mentoring site to promote networking, discussion, and mentorship
 - Future: Developing a Career Intermission Program (CIP) – A “pause” in career with continuation of some benefits and some affiliation with the Reserves (program is expected in FY24)
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d. What have or are the Services (to include the Reserves) doing to accommodate specific female fitment for flight gear and uniforms, to include accommodating gender specific physiological requirements? Provide the current state of these efforts as well as future plans to further develop and/or improve options for women in aviation.

- The Coast Guard has secured a new contract for survival suits that includes two different options of more “female friendly” zipper placement. These suits are available now.
 - Future: Working on better access to try on the suits so members can choose the style that works for them
- New women’s thermal undergarments are available to aircrews versus only male-fit cold-weather gear



e. What have or are the Services (to include the Reserves) doing to ensure flight gear and flight uniforms are accessible to women, to include accommodating gender specific physiological requirements? Provide the current state of these efforts as well as future plans to further develop and/or improve options for women in aviation.

- In FY 2021 the Office of Aviation Forces procured a 2-piece flight suit for all women in aviation
 - 2-piece flight suits are now available for all aviators, although cost in FY23 will be 3.5x the cost of a traditional 1-piece flight suit (\$151 vs \$526)
 - Current Effort/Future Development: following along with the Navy's in-flight bladder relief initiatives
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