



NOAA Commissioned Corps Commissioned Personnel Center

NOAA Corps Diversity Recruiting Strategy (Draft)

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Overview

NOAA Corps Recruiters

- LT Ricardo Rodriguez – Chief, Officer Recruiting Branch
- LT Douglas Pawlishen – NOAA Corps Recruiting Officer
- LT Dustin Picard – incoming Recruiting Officer (APR '21)

What we are doing now?

Where do we need to go (and what data is used to inform this)?

Strategy



Current Recruiting Strategy

Career Fairs - ~60 fairs annually, ~30 at MSIs / HBCUs

Engage with NOAA's Educational Partnership Program (EPP)

Monster.com - ~\$19,000 (annual) contract with Monster.com

Social Media - Rely solely on Officers liking and sharing

Magazine Ad - Advertise in *Diversity In Action* magazine



The Plan

Increase active engagement with diverse applicants

Build relationships and focus engagement for effect

- NOAA's EPP Program – Continue to engage heavily
- Top STEM universities
 - Some are current NOAA Partners
- MSIs with solid STEM programs
- Professional Organizations that promote diversity in STEM
 - National Association of Black Geoscientists
 - Latinas in STEM
 - Society of Asian Scientists and Engineers
 - AGU
 - Etc



The Plan (cont.)

Overhaul advertising strategy:

- Eliminate Monster contract
- Fund social media advertising campaigns
- Participate in national society conferences that promote diversity in STEM
- Publication advertising review
- Update recruiting materials

Increase Presence at Recruiting events promoting diversity

Experiment with “Soft Sell” uniform at recruiting events.



Obstacles and Resources

Recruiter Workload

- Recruiters only able to spend 15-20% of time recruiting
- Heavy administrative workload
 - Applicant tracking and engagement
 - Application QA/QC
 - Entrance physical scheduling
 - BOTC Inprocessing
 - Procurement / Travel

Additional resources

- OMAO Public Affairs (social media content)
- OMAO EEO Manager (not hired yet)



How Can You Help?

Give us your ideas & feedback

- Living and iterative strategy

Volunteer to assist

- Recruiting fairs
- Developing relationships with institutions and organizations
- Identify if you alma mater has groups that support / promote diversity
 - Engage with them directly or pass the info to OCMD



Questions / Open Discussion

Thank you!

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