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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