



Strategic Talking points

A summary of facts, and frequently asked questions

TOPIC: USCG's Recruiting Effort's to Minority Serving Institutions (MSI's)
"Partnering 2010 and Beyond"

PURPOSE: To inform and educate USCG stakeholders of our outreach efforts to increase the applicant pool from a diverse population.

END STATE: To improve awareness of the full spectrum of USCG opportunities by assisting the MSIs in the personal and professional development of their students through proactive USCG involvement in leadership seminars, mentoring and USCG projects.

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FREQUENTLY ASKED QUESTIONS:

Q1. What are Minority Serving Institutions?

A1. The National Center for Education Statistics (NCES) has classified institutions as minority-serving based on either one of two *separate* criteria: legislation or the percentage of minority student enrollment. For the most part, institutions that enroll at least 25% of a specific minority group are designated as 'minority-serving' for that group. MSIs specifically are, Historically Black Colleges and Universities (HBCUs), Hispanic-Serving Institutions (HSIs), Asian-serving institutions, and Tribal Colleges and Universities (TCUs) which educate 58% of minority students.

Q2. Do our recruiting efforts at MSI's disadvantage the majority population?

A2. No. As the Coast Guard strongly desires to 'look like America', we continually measure our progress to determine if we are on the correct upward slope to achieve workforce diversity that correlates to National trend data. As the demographics of the U.S. population continue to undergo rapid change, forward-looking employers understand that the best opportunity for organizational success comes from a diverse workforce with a broad range of skills, outlooks, and experiences. As a military service as well as one of those employers, the U.S. Coast Guard has committed itself "to achieving a ready workforce that is diverse and whose composition includes representation of women, men, minorities, non-minorities, people with disabilities, and veterans." Our Service recognizes that improving Total Workforce diversity is not only a moral obligation in keeping with Coast Guard Core Values but also a business imperative. The Coast Guard needs and seeks the best human capital that our great Nation has to offer in order to operate and maintain the platforms and support systems being used daily wherever the Coast Guard is called to operate.

Q3. Are we lowering standards to increase diversity in our workforce?

A3. No. We are committed to ensure that we hire the best and brightest talent America has to offer. We continue to do all that we can to make certain that all Americans are fully aware of the fact that the Coast Guard is one of the best places to work in the federal government and that they have full and equal access to opportunities offered by the Coast Guard should they desire to pursue them. We continue to take bold, aggressive, and decisive action to promote the full awareness of -- and full and equal access to -- the entire spectrum of Coast Guard opportunities for our officers, enlisted members, civilians, Reservists, and our Auxiliary volunteers. The challenges of the 21st Century will be met by a Coast Guard that is comprised of men and women who better reflect the diversity of America, and whose contributions will continue the traditions and heritage that has made the Coast Guard America's premier Maritime Service for more than 200 years.

All Threats, All Hazards, Always Ready