



Strategic Communication Plan

A summary of facts and frequently asked questions

U. S. Coast Guard Engagement Effort's to Minority Serving Institutions (MSIs) "Partnering 2015 and Beyond"

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

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

USCG POINT OF CONTACT: LCDR Richard Angelet, MSI Liaison Officer, 202-475-5316

FREQUENTLY ASKED QUESTIONS:

Q1: What are Minority Serving Institutions?

A1. MSIs are colleges and universities where at least 25% of the student population is made up of minority students. MSIs are sub grouped by Historically Black Colleges and Universities (HBCUs); Tribal Colleges and Universities (TCUs); American Indian Alaska Native Serving institutions (AIANSIs); Hispanic-Serving Institutions (HSIs), Asian American and Native American Pacific Islander Serving Institutions (AANAPISIs); Alaska Native and Native Hawaiian-Serving Institutions (ANNHs); Tribal Colleges and Universities (TCUs); and Predominantly Black Institutions (PBIs). They enroll over sixty percent of the 4.7 million minority undergraduates. MSIs are eligible for federal funding under Title III of the Higher Education Act of 1965 and are governed by numerous Presidential Executive Orders (i.e., E.O. 13532, 13555, 13592, and 13515).

Q2: Do our recruiting efforts at MSIs disadvantage other groups?

A2. No. As the USCG strongly desires to 'look like America,' we continually measure our progress to determine if we are on the correct upward glide 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, the USCG has committed itself to achieving a workforce that is diverse and whose composition includes representation of women, men, minorities, non-minorities, people with disabilities, and veterans. Our Service continues to recognize that improving total workforce diversity is not only a moral obligation in keeping with USCG Core Values; it is also a business imperative. The USCG needs the best of America's human capital in order to safely and effectively execute our eleven statutory missions for the American people!

Q3. Are we lowering standards to increase diversity?

A3. No. We are committed to ensure that we attract, hire, train and, retain the best talent America has to offer. We continue to do all that we can to ensure that every American is fully aware of the opportunities that showcase the USCG as one of the best places to work in the federal government. The Coast Guard provides every American full and equal access to opportunities if they desire to pursue them. We continue to take aggressive and decisive actions to promote awareness of opportunities the Coast Guard has to offer our officers, enlisted, civilians, reservists, and Auxiliary volunteers. The average Armed Forces Qualification Test (AFQT) score for entrants in the USCG is 72.8, one of the highest in all the military services. The challenges of the 21st Century will be met by a USCG 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 USCG America's premier Maritime Service for more than 224 years.

Service to Nation, Duty to People, Commitment to Excellence