

The background of the cover is a photograph of a man in a Navy uniform, smiling and interacting with a child. The man is wearing a black jacket with white stripes on the collar and sleeves, and a gold anchor insignia on the chest. The child is wearing a red shirt. The overall scene is a crowded event, likely the Super Bowl LVII Fan Experience.

**NAVY**

Future of the Fleet

# RECRUITER

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**VOL. 71 NO. 1  
JANUARY-MARCH 2023**

# From the Admiral

Rear Admiral Alexis "Lex" Walker  
Commander, Navy Recruiting Command



## Recruiting Nation,

Let me first say what a pleasure it has been to travel the country and meet so many of you. I had the privilege of visiting all 26 NTAGs while "barnstorming" throughout late fall and early winter. During this time I learned so much about you, your successes, and also your challenges. Based off of your feedback, my team and I brought back a ton of homework – over 100 due outs! – on what we can do to make Navy recruiting better...and we're getting after it! As you would imagine, there were issues that were specific to each NTAG, but there were also issues that were relayed during almost every visit, with the top three being: recruiter stress and mental health concerns (this was also reflected in the 2022 Recruiter Quality of Life Survey), inadequate support staff manning, and better vetting of recruiters coming into Navy Recruiting Command. I don't yet have answers for these and the others, but please know that we have heard you and will do our best to address all of these issues. I will feed back our progress through the Regions and your Quads on a routine basis so that we can continuously get better.

As our recruiting environment continues to evolve, we are evolving with it. This evolution results in a continuous process of updating laws and policies, both internal and external to Navy Recruiting Command, to make Navy recruiting as competitive as possible in this extremely challenging talent acquisition environment. Two big recent policy adjustments were the rescission of the COVID vaccine mandate and the extension of leave associated with birth, adoption, or fostering.

In early January, Secretary of Defense Austin rescinded the Aug. 24, 2021 mandate that members of the Armed Forces under DoD authority needed to be vaccinated against COVID-19. The health and readiness of our Navy remains critical to our ability to defend the nation, so while no longer mandatory, it is still highly encouraged to continue to vaccinate.

For those who become new parents, either through birth, adoption, or fostering, leave has been increased up to 12 weeks to support service members and families during one of the most joyous, rewarding, and challenging periods of life. A lot of leadership, communication, and coordination will be necessary to ensure the fullest support and best outcomes for our new parents and their commands, so make sure to prepare in advance for the absence of our teammates.

Make sure you continue to educate yourself on these new policies and any others that come out in order to present the most accurate information to our applicants.

Last but not least, please take advantage of the large-scale Navy events that happen annually around the country. Fleet Weeks, Navy Weeks, Air Shows, and other high-profile events are intricately planned throughout the year and are great opportunities to raise Navy awareness. The presence of recruiters at these events, not just at a booth, but actively engaging with the public on meaningful levels, will go far to build credibility between local recruiters and the community. Once the high-level assets are pulled, the parades are gone, and the events are over, it is the local recruiters who remain as the Navy's ambassadors. Engage early in the planning, and use these opportunities to build wide networks and relationships that can serve to open doors in the future.

Thank you for what you do every day, and for how well you do it.

A handwritten signature in black ink that reads "Alexis Walker".





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## FRONT COVER:

PHOENIX (Feb. 5, 2023) – Damage Controlman 1st Class Kreig Newton hands out recruiting aids to visitors at the Super Bowl 57 Fan Experience. (U.S. Navy photo by Mass Communication Specialist 3rd Class Cody Anderson)



## BACK COVER:

Chart Your Course at Navy.com.

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Navy Recruiter encourages the submission of "Letters to the Editor" and articles expressing the opinion of individuals in the Navy recruiting community. All submissions must be signed. Send submissions to: austin.j.breum.mil@us.navy.mil

# A Message to the Field

National Chief Recruiter  
Gerald Allchin



Recruiting Nation,

As we enter February, March, April, and May, which is historically our most challenging time of year, I am confident every member of the team will continue to strive for excellence with the same dedication and commitment you have given to many of the hurdles we have been facing the past 12 months.

As you can see from a headquarters perspective, we have been doing our best to create, update, and fight for policies and programs that will help ease some of your burden. Please keep in mind that our primary market has not changed and we need to continue to focus our prospecting efforts there. For example, as you all know, we are taking CAT IV's, but they shouldn't be targeted during our prospecting efforts. Our priority remains focused on high school canvassing and prospecting with purpose and intensity.

We are also continuing our efforts to recruit for our high quality markets with nuke topping that priority list. We have enlisted help Navy wide with our Every Sailor is a Recruiter campaign. Sailors are able to text referral information and if those referral's lead to contracts, Sailors will be awarded a FLOC (limit of two). Our hope is that while this does not take much of the pressure off of our recruiters, it does bring awareness across the fleet that recruiting is an all-hands effort.

With all of the challenges we are facing, combined with the current battle for talent, we are waging war against the other services as well as civilian corporations. It's more important then ever that every Recruiter becomes a master of the VALOR sales process. It will take effort and ownership from every member of our enterprise to ensure we are able to overcome these challenges. NRC is working to provide more training tools and resources in order to help each of you master your Sales craft. If you have ideas or suggestions on how we can improve, please send them up the chain. I am open to hearing from all of you.

Lastly, I ask that every Sailor in our organization embraces the CNO's Get Real, Get Better initiative. I challenge each of you to identify the areas that you can improve in the most and execute a plan to Get Better!

As always, thank you for the hard work and dedication that you display each and every day! See you at the Top!

# Recruiter Spotlight

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A selected Navy Talent Acquisition Group chooses one Sailor with a special story to tell. We are highlighting them here so people across the country can see who our recruiters truly are. To learn more about these extraordinary Sailors, visit our website at [www.cnrc.navy.mil](http://www.cnrc.navy.mil).

## DECEMBER



Engineman 1st Class Brent Wagner



Aviation Boatswain's Mate  
(Equipment) 2nd Class Chemar Jordan

## JANUARY



Operations Specialist 2nd Class  
Ashley Mink



Aviation Electrician's Mate 1st Class  
Delford Lassiter

## FEBRUARY



Navy Counselor 1st Class  
Estarllyn Leonmejia



Electrician's Mate 2nd Class  
Christian Marpuri



# Eye on the Field



GREAT LAKES, Ill. (Feb. 9, 2023) - Recruits take the naturalization oath of allegiance to the United States of America during a naturalization ceremony inside the Recruit Memorial Chapel at Recruit Training Command. (U.S. Navy photo by Mass Communication Specialist 2nd Class Christopher M. O'Grady)



GREAT LAKES, Ill. (Jan. 23, 2023) - Recruits test for the third-class swim qualification at U.S. Navy Recruit Training Command in Great Lakes, Illinois. More than 40,000 recruits train annually at the Navy's only boot camp. (U.S. Navy photo by Mass Communication Specialist 1st Class Stephane Belcher)

# Eye on the Fleet



GARDEN ISLAND, Australia - Sailors assigned to the Los Angeles-class fast-attack submarine USS Asheville (SSN 758) salute the national ensign after arriving at Royal Australian Navy HMAS Stirling Naval Base, February 2, 2023. Asheville is currently on patrol in support of national security interests in the U.S. 7th Fleet area of operations. (Courtesy photo by Australia Department of Defense)



GULF OF THAILAND - A landing craft, air cushion, assigned to Assault Craft Unit 5, approaches the welldeck of amphibious assault ship USS Makin Island (LHD 8) during Exercise Cobra Gold, February 28, 2023 in the Gulf of Thailand. Cobra Gold provides a venue for the United States, allied and partner nations to advance interoperability and increase partner capacity in planning and executing complex and realistic multinational force combined task force operations. (U.S. Navy photo by Mass Communication Specialist 2nd Class Minh-Thy Chu)

# Navy Esports Displays Skills to FAN EXPO Portland Attendees

Story and photo by Mass Communication Specialist 2nd Class Tyler Priestley



U.S. Navy Religious Program Specialist 2nd Class Joshua Silva, assigned to the Navy's eSports team, Goats & Glory, plays Tekken 7 at FAN EXPO Portland. Goats & Glory is dedicated to outreach and engagement with members of the gaming community, showcasing life and opportunities available in the Navy.

PORTLAND, Ore. (Feb. 24, 2023) - The Navy's eSports team, Goats & Glory, made waves at FAN EXPO Portland. Several members of the team competed with attendees of the convention across several video games.

Goats & Glory teamed up with Navy Talent Acquisition Group (NTAG) Portland to provide an opportunity for expo fans to play against the Navy eSports team.

"I found it very helpful to have the esports team at the event," said Hospital Corpsman 2nd Class Daniel Pundt, local Navy eSports representative assigned to NTAG Portland. "This is the most engagement I've ever seen at a Navy booth setup."

The goal of combining eSports and recruiting efforts is to help bridge the gap with younger generations. Video games help Sailors and recruiters connect to younger members of the community, which allows recruiters an opportunity to further explain the benefits and possibilities of joining the Navy.

"Events like fan expo bring people from diverse backgrounds together to share their passion and creativity," said Pundt. "It doesn't matter where you come from or who you are, if you're respectful to others you have a place here. I feel that the Navy does something similar. I've had the opportunity to share my passion for service with people from all around the world."

The games available for competition were "Mario Kart 64," "Mortal Kombat," "Tekken 7," "Dragon Ball Z," and "Super Smash Bros: Ultimate."

"It was an amazing opportunity to be able to play these games with so many different individuals," said Personnel Specialist 2nd Class Emily Courtois, team member of Goats & Glory. "I was able to play with young kids while their parents taught them the controls of the game and people dressed in all different cosplays."

While video games are typically played online, this was an amazing opportunity to play face to face with members of the Portland community.

"It is important that the team comes to conventions like FAN EXPO Portland because it creates a unique opportunity for the Goats & Glory team to interact with people who have some of the same common interest such as video games," said Chief Operations Specialist Jonathan Figliola, Senior Enlisted Leader for Goats & Glory. "It also provides a space where we can communicate with civilians who may have some misconceptions about the military and dispel them. In fact, we often discover that we share very similar life styles despite having different occupations."

To stay up to date with future Goats & Glory events visit <https://www.cnrc.navy.mil/Esports/>.

Follow Goats & Glory on America's Navy Twitch channel at <https://twitch.tv/americasnavy>.

Navy Recruiting Command consists of a command headquarters, two Navy Recruiting Regions and 26 NTAGs that serve more than 815 recruiting stations around the world. Their mission is to attract the highest quality candidates to assure the ongoing success of America's Navy.

# NTAG Jacksonville's Change of Command

Story and photos by Mass Communication Specialist 1st Class Sean Stafford



Cmdr. Erick M. Kearns, outgoing commanding officer of Navy Talent Acquisition Group (NTAG) Jacksonville, addresses the guests at the NTAG Jacksonville Change of Command ceremony at Naval Air Station Jacksonville Feb.16, 2023.

JACKSONVILLE, Fla. – Cmdr. Timothy R. Trimble relieved Cmdr. Erick M. Kearns as commanding officer for Navy Talent Acquisition Group (NTAG) Jacksonville during a Change of Command ceremony held February 16, 2023.

The time-honored naval tradition of the official passing of authority between officers is a reflection of the spirit and integrity of all Navy men and women, past, present, and future.

The ceremony was presided over by Capt. Rajashaker "Bob" Reddy, Commanding Officer, Navy Recruiting Command Region East. Reddy highlighted the numerous accomplishments of the command, while paying homage to the challenges Kearns confronted as a commanding officer and his leadership.

"Today was an amazing day for NTAG Jacksonville. It's always bittersweet," said Reddy. "I'm excited about the leadership, I'm excited for the Kearns family, and I'm excited for the future of NTAG Jacksonville."

Kearns, who was responsible for the welfare and training of

more than 250 military and civilian employees across Florida and Southeast Georgia, acknowledged his Sailors for the command's success during his tenure, and encouraged the team to continue to strive for excellence as the new commanding officer takes charge.

"Steady as we go, continue on the heading to move NTAG Jacksonville forward," said Kearns. "I have every faith and confidence in this crew and team of NTAG Jacksonville to cross the line, load the wagon, ring that bell!"

Following the reading of the oncoming orders and traditional exchanges between offgoing and prospective commanding officers, Trimble officially assumed the title of commanding officer. In his speech, Trimble expressed his gratitude for the sustained superior performance of NTAG Jacksonville's Sailors during his executive officer tenure, and shared his views on the future of the command as the commanding officer.

"To me and my family this is one of the greatest days I've ever had in my career," said Trimble. "I started as a future Sailor





- ◀ Cmdr. Timothy R. Trimble, incoming commanding officer of Navy Talent Acquisition Group (NTAG) Jacksonville, addresses the audience at the NTAG Jacksonville Change of Command ceremony at Naval Air Station Jacksonville Feb. 16, 2023.

36 years ago and am still serving due to the opportunity the Navy has provided. I thank the Navy, the staff, and everybody at NTAG Jacksonville for their support.”

NTAG Jacksonville’s area of responsibility includes more than 30 Navy Recruiting Stations and Navy Officer Recruiting Stations spread throughout 250,000 square miles of Florida and Southeast Georgia.

Cmdr. Timothy R. Trimble is piped ashore for the first time as commanding officer of Navy Talent Acquisition Group (NTAG) Heartland during the Change of Command ceremony at Naval Air Station Jacksonville Feb. 16, 2023. ▶





PHOENIX (Feb. 9, 2023) – Recruiters hand out recruiting aids and talk to attendees to visitors at the Super Bowl 57 Fan Experience. (U.S. Navy photos by Mass Communication Specialist 2nd Class Austin









# Every Sailor First Responder: Two Recruiters Respond to Car Accident

Story by Chief Mass Communication Specialist Diana Quinlan



HAGERSTOWN, Md. – It was a usual work day with no indication it would be different from any other day at the office as two Navy Talent Acquisition Group (NTAG) Philadelphia recruiters drove to their recruiting station in Hagerstown.

Taking familiar winding country roads to avoid the traffic, Gas Turbine Systems Technician (Mechanical) 2nd Class Dylan Bryant and Operations Specialist 2nd Class Michael Farrow, both Springfield, Missouri natives, discussed their tasks for the day, but their plans took a sharp turn as they cleared one of the hills on the road on January 11, 2023.

"Coming across the hill, we saw smoke coming out of a car, and Farrow looked at me and said, 'Did you see that?' recounted Bryant. "I realized what had happened. Farrow looked at me and it was almost like a weird comic book where we looked at each other and said, 'Go time!'"

What they saw was the site of an accident involving three vehicles, and no one in sight through the smoke of destroyed engines. There was no discussion or second thoughts as the Sailors parked their vehicle on the side of the road to assist.

Every Sailor in the Navy is trained to be a firefighter and a first responder. On the ship, there is no calling 9-1-1, instead it's the muscle memory gained through continuous emergency response training that kicks in. That muscle memory took over and both Sailors rushed to help.

Farrow and Bryant quickly took in what just happened; a black minivan had been "sandwiched" between a tractor-trailer and a cleaning van in the accident. The scene was partially obscured by smoke, fuel was leaking from the vehicles, and cleaning supplies and chemicals spilled from the van.

Another vehicle was pulled up on the side of the road, but

the driver sat there frozen, unable to react seemingly after the shock of witnessing the accident.

"What do I do?" the driver asked approaching Bryant.

"Have you called 9-1-1?" was Bryant's response.

The driver said that he has not, but was dialing now. Meanwhile, Farrow and Bryant had quickly assessed the situation and leapt into action. They split to assist each victim, with Farrow approaching the black vehicle crushed in between two others, and Bryant rushing to the cleaning van.

"He [Bryant] went to the van; it was the husband and wife. They were screaming, hollering, crying. I went to the black Explorer stuck in between," Farrow recalled. "There was a lot of gasoline coming out of it, an engine still on and smoking, and I was worried that someone was still inside while the car could possibly catch fire."

The inside of the wrecked vehicle was obscured by the crushed car hood, cracked windshield and deployed airbags.

"I saw some feet hanging out of a door and yelled out, 'Are you okay?,' and thankfully a woman said 'yes,'" Farrow said. "I asked if anybody else was in there, and thankfully there was none. She moved the airbag and it was just blood... At this point, I made sure her limbs were good, and that I could help her move away from the car. All I could think was that I had to act, I was afraid that the car would catch on fire."

According to Farrow, at this point the tractor-trailer driver had finally walked over, he was shaking from shock, but otherwise unharmed. He and Bryant helped Farrow move the woman to the side of the road, trying to help out as much as he could until everyone arrived.



"If it wasn't for the possible danger of her car catching fire, we would not move her to avoid any further injury," Farrow explained. "But all we could think of was a smoking engine and gasoline spilling from the car, I just wanted her away from it."

Once on the side of the road, Farrow held her up, and Bryant tried to keep her as calm as possible, worried about the possibility she had sustained a head injury as paramedics arrived.

"I remember I was trying to keep the conversation going with her, I think her name was Maddie, so that she would stay calm," Bryant added. "I asked her, 'what are you doing today?' and she's like, 'I'm probably getting fired.' I asked for what, and she responded, 'for getting in this wreck.' I assured her that it's not how it works. She also said she was glad she didn't take her dog with her, as she usually does... because the back of her car, where the dog normally rides, was practically gone..."

According to Bryant, the passengers of the cleaning van were in bad shape too. The driver, as Bryant recalled, remained conscious, in shock from the collision while his passenger had suffered multiple injuries.

"You could see on the windshield where he hit it, and he had a giant bruise on his forehead," Bryant remembered. "But the van driver was able to move and helped me with his wife. She had the worst of them all: she had a broken leg and fractured her femur, it was just like Jell-O. She also had a pretty bad head injury. I helped hold her neck and head up as paramedics took over, but she was going in and out of consciousness."

It took only minutes for police and paramedics to arrive on the scene and take over, but to Bryant and Farrow it felt much longer. Even so, without their help the situation may have been very different. After reports were taken by the police and paramedics were there to care for the accident victims, Farrow and Bryant resumed their commute to the station - back to just another day at the office.

"There was nothing else for us to do and we didn't want to be in the way of the EMTs," Farrow said. "We helped to clean some debris off the road, and headed back to work. Everyone involved in the accident was taken to the hospital for treatment, and hopefully a smooth recovery."

Trained by the Navy to fight over the freeze-flight response, it was second nature for these Sailors to stop and help those in need. All the emotions would take over later, but in that moment their calm and collected actions were what people in distress needed the most.

"Thinking back, it was very stressful and horrifying, but at the moment we could only act, to help as much as we could and were trained," Bryant shared. "It's another day that these people are on this earth, and they're with their families and friends, and that's all I cared about; the fact that everyone walked away from that, everyone got away from the situation - that's all I cared about, really. And like Farrow and I have said the same thing to each other, 'it's just beyond lucky that everyone was alive, and it didn't turn for the worse.'"

Farrow added that it was just something that happened, and they were simply in the right place at the right time.

"Both of these recruiters are active in the community and have always put others before themselves, so it was no surprise that they responded to this situation without hesitation," shared Chief Sonar Technician (Surface) Robert Thompson, leading chief petty officer at Navy Recruiting Station Hagerstown. "Their actions speak for themselves - it is what being in a position to serve truly means. I couldn't be more proud of my Sailors."

NTAG Philadelphia encompasses regions of Pennsylvania, New Jersey, Delaware, Maryland and West Virginia, providing recruiting services from more than 30 talent acquisition sites, with the combined goal of attracting the highest quality candidates to assure the ongoing success of America's Navy.

# Ohio Educators Experience America's Navy First Hand During Jacksonville, Florida, EOV

Story and photos by Mass Communication Specialist 1st Class Theron Godbold



Educators from schools throughout the Ohio River Valley, tour a P-8 Poseidon from Patrol and Reconnaissance Squadron 5 (VP-5) at Naval Air Station Jacksonville during an Educator Orientation Visit hosted by Navy Talent Acquisition Group Ohio River Valley covers Ohio, West Virginia, Kentucky, and parts of Indiana for recruiting and Navy outreach for non-fleet concentration areas.

JACKSONVILLE, Fla. – During the second week of January eight, Ohio educators visited Naval Station Mayport and Naval Air Station Jacksonville as part of an Educator Orientation Visit (EOV), where they were able to experience a wide variety of jobs that their students could have in America's Navy.

"We visited a variety of naval career sites and learned how each sector contributed to the Navy's mission," Jana Wylde, an educator from Talawanda School District said. "I learned that the Navy has nearly every occupation offered in the civilian sector, with added benefits and stability, which is something many of my students seek."

Over two days the Ohio educators visited the Arleigh Burke-class destroyer USS Mason (DDG-87), Patrol and Reconnaissance Squadron Five (VP-5), Unmanned Patrol Squadron 19 (VUP-19), Helicopter Maritime Strike Squadron 40 (HSM-40), Center for Naval Aviation Technical Training Unit Jacksonville (CNATTU), and the military working dog (MWD) unit on-board Naval Station Mayport as well as many other commands.

"Visits like these are a great way for people to see deeper into a niche job that most do not get to see at all, especially educators," Master-at-Arms 1st Class Eric Dossantos said

after the group were able to see his MWD's in action during a demonstration for the visit.

During each event the teachers, counselors, and faculty from Ohio had the opportunity to speak with Sailors and hear how they came to join the Navy.

"Most beneficial to me was hearing from each individual, their personal path to finding success in the Navy," Wylde said.

According to Wylde, this experience while on the EOV enables her an opportunity to take real world examples back to the classroom and share them with her students so that the thought of flying a P-8 Poseidon in the Navy might not seem so out of reach.

"Educators spoke with Sailors across multiple commands and in various rates, learning about their jobs and their experiences in the Navy," Cmdr. Erik Moss, Commanding Officer of Navy Talent Acquisition Group Ohio River Valley said.

EOVs are a Navy Recruiting Command program that provides an actively engaged, compactly organized tour of various Navy commands and platforms to key center-of-influence educators, which serves to increase their understanding of life in today's Navy.





◀ MAYPORT, Fla. (Jan. 10, 2023) – Educators from schools throughout the Ohio River Valley, tour the Arleigh Burke-class destroyer USS Mason (DDG-87) during an Educator Orientation Visit hosted by Navy Talent Acquisition Group (NTAG) Ohio River Valley (ORV). NTAG ORV covers Ohio, West Virginia, Kentucky, and parts of Indiana for recruiting and Navy outreach for non-fleet concentration areas.



MAYPORT, Fla. (Jan. 10, 2023) – Educators from schools throughout the Ohio River Valley, watch a military working dog demonstration onboard Naval Station Mayport during an Educator Orientation Visit hosted by Navy Talent Acquisition Group (NTAG) Ohio River Valley (ORV). NTAG ORV covers Ohio, West Virginia, Kentucky, and parts of Indiana for recruiting and Navy outreach for non-fleet concentration areas.



"It was a great experience bringing educators from across the Ohio River Valley to Jacksonville, to showcase the Navy." Moss said. "Ultimately, the educators came away with a great appreciation for the Navy and how a career in the Navy could benefit their students upon graduation."

"I realized during this visit that the Navy isn't what I thought it was or what it seemed to be when I was in high school," Wylds said. "People don't join the Navy because they can't go to college; people join the Navy for top notch training and education in a field that interests them, they join to be a part of something bigger than themselves, for adventure, for travel, they join so they can build a life that they are proud of."

# Navy Physicians Partner with Medical Fraternity to Teach and Showcase Medical Career Opportunities

Story by Staff Writer Jordan Smith, Navy Recruiting Command Public Affairs Office



Over 250 pre-medical and medical students attend a joint Navy Recruiting Command (NRC) and Phi Delta Epsilon Leadership Institute conference at the Hyatt Rosemont in Chicago. Students conducted interactive suturing training led by Navy officers providing hands-on experience as well as learning about scholarship programs available in the Navy. NRC consists of a command headquarters, two Navy Recruiting Regions and 26 Navy Talent Acquisition Groups that serve more than 1,000 recruiting stations across the world. Their combined goal is to attract the highest quality candidates to assure the ongoing success of America's Navy. (Courtesy photos)

CHICAGO (Jan. 21, 2023) – In partnership with Navy Recruiting Command (NRC), Phi Delta Epsilon (PhiDE), a co-ed international medical fraternity, recently hosted over 250 pre-medical and medical students at their Leadership Institute event at the Hyatt Rosemont in Chicago.

During the event, PhiDE conducted an interactive suturing training session. The Bureau of Medicine and Surgery (BUMED) provided physicians to support the event on the behalf of NRC. While one Navy officer demonstrated various suturing techniques, his demonstrations were being displayed on a large screen for all of the students to see him work. Each student had their own suturing materials and practiced under the supervision of roaming officers and PhiDE physicians, assisting students as necessary.

Cmdr. Lamar Hardy, chair of dermatology at Naval Medical Center, San Diego, assisted in helping students and fielding questions.

"The unique thing about Navy medicine, or the Navy in general, is it gives you the opportunity to do anything you want to, from flying aircraft to serving as a surgeon," Hardy said, who has done both since starting his career in 1998.

The event gave students invaluable hands-on experience suturing as well as a great opportunity to learn about the scholarship programs available to them. Sailors from Navy

Talent Acquisition Group Great Lakes attended the event and presented Navy medical scholarship information.

Capt. Kelly Elmore, chief of staff at Walter Reed, spoke about being a recipient of the Health Professions Scholarship Program (HPSP) herself, and the 20-year career she currently has because of it.

"I love what I do, who I do it with and the reason why I do it," said Elmore. "I am so blessed to have been a part of the HPSP scholarship program. It has totally changed the lives of not only myself, but the lives of my family and community as well."

The Navy hopes to continue important partnerships like this in order to showcase naval opportunities in these critical skill areas. These types of events also increase awareness regarding just what types of careers a person can enjoy through naval service.



# Chief of Naval Personnel, Vice Adm. Rick Cheeseman, Visits Navy Recruiting Orientation Unit

Story and photo by Nava Kiss



The Chief of Naval Personnel, Vice Adm. Rick Cheeseman, addresses student at the Navy Recruiting Orientation Unit during his visit to Pensacola on Jan. 26, 2023. The Navy Recruiting Orientation Unit is the Navy's sole recruiting schoolhouse, providing technical and professional training to Enlisted and Officer personnel from every community that will help them succeed in today's challenging recruiting environment.

PENSACOLA, Fla. – The Chief of Naval Personnel, Vice Adm. Rick Cheeseman, visited the Navy Recruiting Orientation Unit and several other Naval Education and Training Commands (NTEC) January 26, 2023.

Cheeseman was accompanied by Rear Adm. Peter Garvin of NETC as they visited several schoolhouses on both Naval Air Station Pensacola and Corry Station.

Cheeseman began his visit having lunch with three students from NORU's Career Recruiting Force Academy, before speaking with the recruiting schoolhouse about important issues such as staffing, pay, technology, and the opportunity for Sailors to attend college.

"Visibility is very important" said Navy Counselor 1st Class Wright, one of the students who attended lunch with the admirals. "It means a lot that he makes it a point to come down and speak with the new people that are going to be filling the quotas for the Navy."

While at NORU, Cheeseman spoke with over 100 students currently in training to become Navy recruiters. In his message, Cheeseman emphasized the importance of mental health and also gave several students and staff the opportunity to ask questions.

"Suicide and mental health is my number one concern," Cheeseman said. "There is nobody in the chain of command, from E1 and up, who should say no to a Sailor who is asking for help."

He told students that he is working on giving Sailors the tools to respond, such as a mental health playbook.

When asked by a student about how Navy operations and recruiting will keep up with low staffing, Cheeseman spoke about minimizing the burden on individuals and commands.

"The model is not going to support how we've done business in the past," Cheeseman said. "We need to fundamentally think about how we do everything differently."

Cheeseman emphasized the importance of creating mission driven Sailors by reducing external stressors related to pay and changing stations, and by "incentivizing Sailors to do the things we need them to do."

The Navy Recruiting Orientation Unit is the Navy's sole recruiting schoolhouse, providing technical and professional training to Enlisted and Officer personnel from every community that will help them succeed in today's challenging recruiting environment.



# Successful Referral Program Elicits Hundreds of Leads

Story by Navy Recruiting Command Affairs Staff Writer



Since launching the Every Sailor a Recruiter campaign, which encourages Sailors across the Navy to share their experiences within their circles of influence, recruiting has seen members of the Navy respond in force. Recruiting has received 479 referrals, with 39 passing an initial blueprint and seven in DEP or assessed. Recruiting is in the process of drafting emails Sailors who provided referrals and preparing Flag Letter of Commendation's for those whose referral has led to a contract.

Among those receiving a FLOC is Cryptologic Technician - Collection Seaman Samuel Campbell, Navy Information Operations Command, Hawaii, whose referral led to the campaign's first contract.

Campbell joined the Navy in June of 2021 to follow in his father's footsteps.

"Being in the Navy has been eye opening and a big learning experience," said Campbell. "I had to grow up much faster. It wasn't easy, but it has been worth it."

Coming from a small town in Saint Louis, Missouri, he never imagined he'd meet so many diverse people or that he would be able to travel and do the kind of work he does now.

"A-School was such an incredible experience," said Campbell. "It is awesome that you can take a bunch of random strangers and suddenly become inseparable, like your family away from home."

It is because of this experience that he began sharing what he knew of the Navy with friends and family. He referred a close friend from high school who ultimately scored high on the ASVAB and chose to enlist in an Intel rating.

Campbell said he loves talking about his personal story and unique experiences and is open to sharing with anyone who wants to know more.

Sailors can earn up to two FLOCs if they successfully refer someone who signs a future Sailor contract. Sailors can text FLOC to 764-764 if a Sailor meets someone who would be a good fit for the Navy. The text will connect the individual to a survey page, which allows the Sailor to enter contact information for the potential recruit. This will then prompt a recruiter to connect with that person.

# From Educator to Leader, Houston-based Sailor Reflects on Black History Month

Story and photo by Mass Communication Specialist 1st Class Louis Rojas



HOUSTON – Raised in Houston, Logistics Specialist 1st Class Jessica Ivory, an E-Talent Scout with Navy Talent Acquisition Group (NTAG) Houston, is a lifelong learner with the passion to educate others.

Ivory brings a unique skillset to NTAG Houston from her past experience of being a special needs math teacher while in the Navy reserves.

Ivory put a priority on her education, earning a Bachelor of Science degree in Interdisciplinary Studies from Texas Southern University, a Master of Science in Mental Health and Wellness Counseling, and a Master of Science in Public Health: Epidemiology and Data Research from Grand Canyon University.

"I love to learn new things that I can use to teach to people of my community and culture," said Ivory. "Knowledge is power, I selected to get my masters in counseling to help bring awareness to mental health."

One of the biggest influences in Ivory's life is her mother.

"My mom has always been my biggest cheerleader and supporter," Ivory said. She pushes me to be the best version of myself and to always treated people well. She has amazing

strength and she's definitely passed it on to me."

Ivory has gained inspiration from many people but one person stood out to her.

"I am so inspired by Allyson Felix," said Ivory. As a former track athlete, I admire her work ethic! She's given her life to her craft and now does amazing work in her community! I mean she ran 12 weeks after giving birth! Superhero for sure!"

Ivory's family background and ethnicity comes from Jamaica with west African roots.

"My fraternal grandmother migrated to Jamaica when she was 15," said Ivory. "My fraternal grandfather also migrated to the US in the 1940s from Côte d'Ivoire and was born in Burkina Faso."

Ivory has a long line of military members in her family; her father served 6 years in the U.S. Army National Guard, and her uncle is a retired U.S. Navy commander.

Ivory made a decision to join the military to travel and do something to get away from her comfort zone but gained an appreciation for the people she works with.

"I have learned to compromise and relate based on our similarities and not focus on differences," said Ivory. "I have learned that you can learn from anyone and that before you can lead, you must be a great student."

Black History Month observance is about examining our past, creating a better future and celebrating diversity. For Ivory, Black History Month holds significant meaning for many reasons.

"Black history month means Resilience to me! No matter the chapter or the time in history, Black people have always been resilient," said Ivory.

The Navy observes Black History Month in the United States and recognizes the contributions that Black people have made to the Navy and this country, willingly and unwillingly. It is that sacrifice that makes America the country it is today, and so we remember those historical Sailors, notable civil rights leaders, and the millions of Black people whose names will never be heard.

# Remember – Honor – Celebrate

## Cherry Creek School District Honors Veterans and Military

Story and photos by Matthew Wheeler

Navy Talent Acquisition Group Rocky Mountain's commanding officer, Cmdr. John "Freeride" Coombs waves to the crowd as he prepares to perform the ceremonial coin toss.



DENVER – The Medal of Honor Society held its annual meeting in Denver, Colorado, in 2007. After the conference, one of the Medal of Honor recipients visited the Cherry Creek School District. It was then that Mr. Larry Bull, Director of Athletics and Activities from Cherry Creek School District had a thought: “how can athletes get more involved with veterans?”

It all started with recognizing our community's veterans by celebrating their service. This consisted of approximately 30 veterans and some pizzas. Every year since then, the event grew to include themes such as “Remember, Honor, Celebrate.” What started with three to four organizations showing what the military offers for their students and veterans is now well over 20 resources across Colorado, consisting of recruiters from all services, non-profit organizations, and the Veterans Affairs Administration.

On October 1st at Legacy Stadium, Cherry Creek Schools organized an event and luncheon for our nation's heroes, family members, and the guest speaker Brig. Gen. Bren Rogers, commanding general of the Colorado Army National Guard. This year, the school district introduced the Military Child's Table Setting, inspired by the POW/MIA ceremony, to honor the sacrifices and contributions of our military children with thanks to the American Legion Auxiliary.

The potted flowering plant – symbolizes that they may flower and flourish when planted.

The hand spade – recognizes that they may be transplanted to a new location, any place in the world at a moment's notice, where they become fully immersed in the culture, make new friends, and acclimate themselves to a new school.





Top: CH-47 Chinook Helicopter provided by the Colorado Army National Guard was flown in to the school as a display. Bottom Left: Navy Talent Acquisition Group Rocky Mountain's commanding officer, Cmdr. John "Freeride" Coombs stands with players from Eaglecrest High School as their honorary team Captain. Bottom Right: Guest speaker Brig. Gen. Bren Rogers, commanding general of the Colorado Army National Guard talks with NTAG Rocky Mountain's commanding officer, Cmdr. John "Freeride" Coombs.

The birthday cake and unlit candles, baseball glove and ball, and ballet slippers – represent the fact that sometimes special occasions are missed by one or both parents while serving their country.

The family photo – depicting a child or children with their uniformed parent represents the foundation of our country's strength.

The U.S. Flag – Families united in their commitment to national service and willing to make any sacrifice, both at home and abroad, to ensure that our flag continues to fly free.

After the ceremony, everyone was invited to attend a football game from the district's two rival high schools, Eaglecrest & Grand View. Students from both schools lined the walkways thanking the veterans and military for their service. The

game began with service songs from each branch, the National Anthem, Taps, and the ringing of the Honor Bell. Officiating the start of the game was Navy Talent Acquisition Group Rocky Mountain's commanding officer, Cmdr. John "Freeride" Coombs performing the ceremonial coin toss as an honorary team Captain for Eaglecrest High School.

The game's final score was Eaglecrest (Centennial, Colorado) 23; Grandview (Aurora, Colorado) 34.

Navy Talent Acquisition Group Rocky Mountain encompasses the states of Colorado, Wyoming, Utah, and parts of Idaho, Nebraska, and Kansas, providing Navy Recruiting services from more than 30 dispersed offices.



# NAVY RESERVE

## Navy Recruiting Gives 400 Reservists Opportunity as Recruiters

Story and photo by Mass Communication Specialist 3rd Class Cody Anderson



◀ MILLINGTON, Tenn. (Feb. 28, 2023) - Builder 1st Class Kiasha Stevens (left) and Navy Counselor 1st Class Amanda Bellah review the ZipServe advertisement for the definite recall of 400 recruiters to become canvass recruiters (CANREC). Navy Recruiting command has issued a definite recall allowing the opportunity to for reservists to become active-duty for a 24 month billet. (U.S. Navy photo by Mass Communication Specialist 3rd Class Cody Anderson)

MILLINGTON, Tenn. (Feb. 28, 2023) – Navy Recruiting Command (NRC) has issued a definite recall offering orders for 400 Navy reservists to become active-duty recruiters for 24-months. The definite recall began in January of this year and will end January 15, 2024.

NRC is looking for service members, paygrades E-5 and E-6, and is allowing those who were previously on canvass recruiter orders with the 803R Navy enlisted classification to apply. Waivers will not be provided for other ranks who wish to apply.

Production recruiters are responsible for achieving demanding missions and accession goals. Recruiters must be highly motivated, possess strong work ethic, personal and professional integrity and must be committed to reflecting the Navy's Core Values. Production recruiters will attend Navy Recruiting Orientation Unit located in Pensacola, Florida. The course of instruction is five weeks and, upon successful completion.

"I would recommend a reservist take definite recall orders to diversify their Navy career," said Builder 1st Class Kiasha Stevens, the enlisted canvass recruiter program manager at NRC. "It is a mission that is laying the foundation and building America's Navy. Additionally, active duty pay, health insurance and the many other benefits of being active duty make this offer appealing as well."

Benefits include:

- Active Duty Pay, Basic Allowance for Housing , Basic Allowance for Subsistence
- \$450/month Special Duty Assignment Pay
- Full Medical and Dental benefits
- 30 days paid vacation per year, plus paid Federal / National holidays
- Tuition Assistance
- Accelerated Retirement (Receive Retirement Pay Early)
- Increased Advancement Opportunities
- Civilian job protection under the USERRA Act

"The members will have a listing of places to choose from as the definite recall orders are for hard to fill billets," said Stevens. "They can prioritize the locations. However, the member must keep in mind that they have to go through an interview process with the NTAG once they have completed the application process."

To apply, members can log on to U.S. Navy Reserve ZipServe on My Navy Portal. The Job ID # is 24304, or they can submit a request for eligibility to PERS-92 at PERS-92@navy.mil.



# Future Sailors Ring in the New Year at the NY Stock Exchange

Story and photos by Chief Mass Communication Specialist Kristopher Regan



MANHATTAN, N.Y. – Gen. Gary Brito, Commanding General, Army Training and Doctrine Command addresses a crowd at the opening bell ceremony at the New York Stock Exchange after an oath of enlistment ceremony Jan. 3, 2023. More than 30 future service members from all areas of New York took part in the enlistment ceremony.

MANHATTAN, N.Y. – Three future Sailors from Navy Talent Acquisition Group (NTAG) Empire State had the opportunity to ring in the New Year in a very literal way.

After the oath of enlistment ceremony, three future Sailors rang the first opening bell for 2023 on the floor of the New York Stock Exchange January 3, 2023.

The event represented their first commitment to their service to the Navy, after reciting the oath, which was administered by Gen. Gary Brito, Commanding General, U.S. Army Training and Doctrine Command.

"This was an unbelievable way to start my journey with the Navy, it was an amazing experience and I appreciate the consideration to be involved," said Donat Armando De La Cruz, a future Sailor originally from Santo Domingo, Dominican Republic.

More than 30 future service members from all branches of the armed forces took part in the first-of-its-kind enlistment ceremony at the New York Stock Exchange opening bell.

"I couldn't think of a better way to start the New Year than seeing three of our future Sailors get on the floor of the New York Stock Exchange and raise their right hand representing our Navy," said Cmdr. Alicia Salerno, commanding officer of NTAG Empire State. "It was also great to see that this was a joint event with future service members from all branches, reminding everyone that our armed forces are all one team."



MANHATTAN, N.Y. – Gen. Gary Brito, Commanding General, Army Training and Doctrine Command administers the Oath of Enlistment before the opening bell ceremony at the New York Stock Exchange Jan 3, 2023. More than 30 future service members from all areas of New York took part in the enlistment ceremony.

# Sometimes What You're Looking for is Just a Hop Across the Pond

Story and photo by Dan Rachal, Navy Talent Acquisition Group Portland Public Affairs



PORTLAND, Ore. – Many Sailors begin their military career in another branch before switching over to join the Navy. Not many, though, spent a previous enlistment in the armed forces of a nation approximately 3,625 miles away.

Future Sailor Jack Cleminson started his military career in the Royal Army in the United Kingdom. After enlisting, he was placed in a parachute regiment as a reservist, a specialist regiment with, as he describes it, a fairly intense selection process. He completed boot camp and was then interested in joining the officer ranks and attending the Royal Military Academy Sandhurst, the British version of the US Army's West Point Military Academy.

One of the most elite military academies in the world, which boasts Prince Harry as a graduate, Sandhurst has a very competitive selection process. Despite feeling that he had done everything necessary to enroll, Cleminson was not accepted. This turn of events prompted him to reassess corporate career and life in the United Kingdom.

"I wasn't too happy," he said. "I was looking to try and figure out what I was going to do next. I was over here with my wife, visiting my parents for Christmas. I had my eyes on the US for a while, in terms of moving back. I had committed to a course with the British military, but that had

come to an end and I had a conversation when someone said something about the Navy and I started Googling it. It was like a lightbulb moment."

Considering jumping countries to join the military might seem like a wild idea to some, but Cleminson has been a bit unconventional. After finishing his university studies in South Africa, he went to South America for a year and hitchhiked solo across the continent, starting in Chile and making his way north. He slept on the side of the road in a tent, would catch rides with long-haul truck drivers, quickly learned Spanish along the way, and ended up in some pretty rough places. He didn't quite make it to Panama, his original destination, because he was concerned for his safety.

"I almost did it. The border of Colombia and Panama is super sketchy and I thought maybe not," Cleminson said. "I heard some stories and I had already done some sketchier stuff. I had gone into Venezuela to check it out and it was pretty rough at that time, but I didn't fancy tangling with narcos in the jungle."

After that trek, he headed to London and got a job in sales. That led to a job with Leonardo, one of the largest defense contractors in the world, and a move to Edinburgh, Scotland. There were parts of the job he enjoyed, such as the travel and talking about the technology he was working with, but overall it was not the challenge he wanted.

"It's a big engineering firm," Cleminson said. "There's a lot of going through tech spec documents, line by line with engineers who are meticulous about the language and I found it very frustrating and soul draining."

All that has led him to the United States and a Navy recruiting station in Oregon City, Oregon. He knows, at 28, that he is joining the Navy much later than the average applicant. This decision is a result of his life experiences, how well he operates in a military environment and his need for a regimented structure. Cleminson has a feeling that he hasn't done anything of consequence and that, perhaps more than anything, is what he is searching for from a career in the Navy.

"My creative, academic, and intellectual side that comes more naturally to me" Cleminson said. "Without a regimented life, it's all useless. You float around distracted and you do a million things and you never do anything."



# Q3 // MARKETING TOOLS AND INSIGHTS



## INTRODUCTION

Welcome to the quarterly overview of Navy Recruiting Command's advertising and marketing-related highlights from the previous three months, as well as a look ahead at strategies, tactics and tools for the upcoming quarter.

If there are topics that you would like to learn more about, or if you have ideas about how to improve the sharing of this information, email us at [navypartnership@vmlyr.com](mailto:navypartnership@vmlyr.com).



# Q2 // HIGHLIGHTS

## NATIONAL MEDIA

### SUPER BOWL LVII

The Navy was part of the biggest advertising event of the year. This year's Super Bowl TV broadcast included the Navy's new "Never" commercial in 16 key markets, where it reached not only future Sailors, but also their key influencers. During an event where the commercials often get more attention than the game itself, spotlighting the Navy message during the Super Bowl was the biggest win of the night.



### INTERNATIONAL WOMEN'S DAY

In partnership with Google, on March 8 the Navy ran a cross-channel masthead takeover on YouTube for International Women's Day. Highlighting the Navy's popular video series, "Make Your Name," our messaging targeted all female users accessing YouTube on that day, regardless of their viewing device. Navy content was seen by more than 40% of all women in the U.S. on that day.



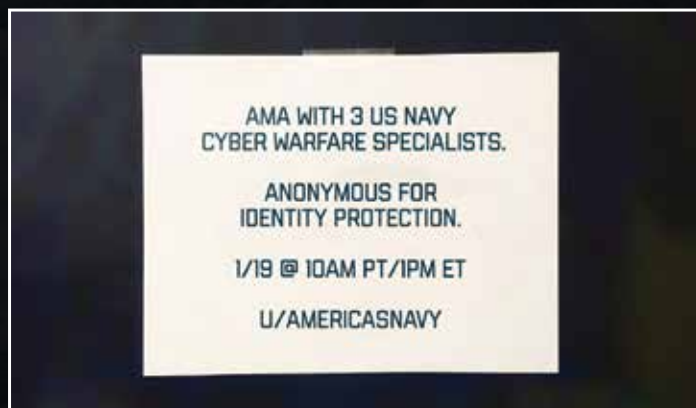


# Q2 // HIGHLIGHTS

## SOCIAL MEDIA

### REDDIT AMA WITH THREE NAVY WARFARE ENGINEERS

We hosted a first-of-its-kind “anonymous” Ask Me Anything (AMA) from a DoD account on Reddit. The AMA, hosted by three Cyber Warfare Engineers (CWE), received an overwhelming response from Reddit users, who submitted a range of questions for the team. The CWEs provided thorough responses about their personal Navy journeys and how to pursue a career in Navy Cyber Warfare. Check out the entire Reddit AMA by searching u/AmericasNavy.



### “LAUNCH IT” SNAPCHAT LENS

The “Launch It” Snapchat Lens went live in December, coinciding with the annual Army-Navy game. Players who interact with this lens are virtually dressed as Shooters and placed on a flight deck where they are prompted to do specific hand movements to launch jets. When done correctly, players are rewarded with the sight of fighter jets launching behind and around them. Try it for yourself by scanning the Snapcode in the Snapchat app.



### NEW YEAR, NEW PURPOSE

Twenty twenty-three arrived and America’s Navy encouraged its followers to become Sailors and transform their lives. This Instagram Reel series focused on specific benefits of joining the Navy, from earning an enlistment bonus to starting a career in the Navy Reserves.



# Q2 // HIGHLIGHTS

## EVENTS & CONVENTIONS

### JANUARY

- National Conference on Ministry to the Armed Forces (NTAG Richmond)
- Society of Critical Care Medicine Clinical Congress (NTAG Golden Gate)
- Phi Delta Epsilon Leadership Institute #1 in Chicago (NTAG Great Lakes)
- NTAG Miami High Schools
- NTAG Jacksonville High Schools

### FEBRUARY

- American Association of School Administrators National Conference on Education (NTAG San Antonio)
- Phi Delta Epsilon Leadership Institute #2 in Atlanta (NTAG Atlanta)
- Phi Delta Epsilon Leadership Institute #3 in Philadelphia (NTAG Philadelphia)
- Super Bowl Experience (NTAG Phoenix)
- Phi Delta Epsilon Leadership Institute #4 in Los Angeles (NTAG Pacific)
- Women in Aviation (NTAG Pacific)
- VEX Texas Championships (NTAG Houston)
- National Gay Pilots Association (NGPA) (NTAG Southwest)
- American Association of Directors of Psychiatric Residency Training (AADPRT) (NTAG San Diego)

### MARCH

- American Association of Orthopedic Surgeons (NTAG Southwest)
- National Science Teachers Association National Conference on Science Education (NTAG Atlanta)
- Point Mugu Air Show (NTAG Pacific)
- Defenders of Liberty Air Show (NTAG New Orleans)
- Esports Fan Expo (NTAG Portland, NTAG Ohio River Valley)
- Sun N' Fun Air Show (NTAG Miami)

## DIVERSITY

### JANUARY

- National College Resource Foundation Black Expo-San Diego (NTAG Southwest)
- National College Resource Foundation Black Expo-Los Angeles (NTAG Pacific)

### FEBRUARY

- National College Resource Foundation Black Expo-Oakland (NTAG Golden Gate)
- National College Resource Foundation Black Expo-Miami (NTAG Miami)
- Black Engineer of the Year Awards (BEYA) (NTAG Richmond)
- Women in Aviation National Conference (WIA) (NTAG Pacific)

### MARCH

- SWE Local Hartford (NTAG New England)
- National College Resource Foundation Black Expo-Atlanta (NTAG Atlanta)
- National College Resource Foundation Black Expo-Washington DC/Maryland (NTAG Richmond)
- National Society of Black Engineers (NSBE) (NTAG Mid America)



# Q3 // LOOK AHEAD

## NATIONAL MEDIA

### HULU TAKEOVER

Aligning with Armed Forces Week in May, the Navy is partnering with Hulu for a two-day takeover that will place Navy messages front and center. Anyone accessing Hulu on these two days (scheduled for 5/13 and 5/19) to stream content will see the Navy's message first. This also will include a branded slate ahead of the Navy video announcing that the Navy is co-sponsoring that week with Hulu as a way to further emphasize our alignment.

### MARCH MADNESS

The Navy will partner with Google during the Final Four of this year's March Madness tournament. During the two days that the Final Four games are played (4/1 and 4/3), the Navy will run a CTV Masthead Takeover on YouTube. This will target anyone engaging with YouTube on CTV, as that is where most March Madness content is viewed. Aligning with the Final Four games will give the Navy a huge reach boost.

### REDDIT AMA WITH NASA ASTRONAUT LCDR KAYLA BARRON

In Q3, we will host a Reddit AMA with former Submarine Warfare Officer and current NASA Astronaut LCDR Kayla Barron. LCDR Barron recently returned from the International Space Station after spending 177 days as a member of the NASA SpaceX Crew-3 mission. This AMA aims to inspire potential recruits who are wondering how far their Navy career might take them.



### INSIDE BOOT CAMP

In early 2023, we began posting our new Inside Boot Camp series across social media platforms, giving viewers an inside look at each phase of Boot Camp. This campaign was immediately successful, and we will continue it throughout Q3.

### CELEBRATE 2023 GRADUATES

This graduation season, we will celebrate Sailor Grads with multiple social media activations. First, we will provide post-graduate advice to future Sailors via Instagram Reels. We also will celebrate Sailor Grads by featuring them in our Instagram Stories. Finally, we will launch a new Giphy sticker pack in honor of our 2023 graduates.



# Q3 // LOOK AHEAD

## EVENTS & CONVENTIONS

In Q3, NRC will have a strong presence at a variety of events and conventions, recruiting the best talent in the nation. The Nimitz Virtual Reality asset will make appearances at several events. What follows is the current lineup of conventions and events:

### APRIL

- VEX Worlds (NTAG Red River)
- National School Boards Association (NSBA) Annual Conference (NTAG Jacksonville)
- AORN Global Surgical Conference and Expo (NTAG Red River Valley)
- National Student Nurses Association (NTAG Nashville)
- DECA International Career Development (ICDC) Conference (NTAG Jacksonville)
- American Association of Neurological Surgeons (NTAG Pacific)
- American Association of Colleges of Osteopathic Medicine (AACOM) (NTAG New England)

### MAY

- Wings Over South Texas (NTAG San Antonio)
- Indy 500 (NTAG Heartland)
- American Association for Thoracic Surgery (NTAG Richmond)
- American Thoracic Society (NTAG Golden Gate)

### JUNE

- VidCon (NTAG Pacific)

## DIVERSITY

In Q3, Diversity events will focus primarily on Navy Promotional Days (NPDs), which include visits to diverse high schools and universities to provide information about Navy education and career opportunities. NPDs feature junior officers with STEM backgrounds. NRC will continue activating during NCR Foundation's regional Black College Expos, targeting African-American high school juniors and seniors who are seeking scholarship and career information.

In addition to NPDs there are other Diversity events scheduled in Q3:

### APRIL

- National College Resource Foundation BlackExpo-Chicago (NTAG Great Lakes)
- NPD Detroit (NTAG Heartland)

### MAY

- NPD Newark (NTAG Empire State)

Interested in hosting an NPD or want to assist in the execution?  
Email us at [navypartnership@vmlyr.com](mailto:navypartnership@vmlyr.com).

## ETOOLBOX RESOURCES

### HERITAGE MONTH CLASSROOM PRESENTATIONS

A reminder that there are Heritage Month classroom presentations on the Etoolbox for Asian American and Pacific Islander Month in May.





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