

NAVY

Future of the Fleet

RECRUITER

Navy Recruiters of the Year Announced
Pg. 12-13



**U.S. Navy Celebrates 50 Years of the
All-Volunteer Force on 248th Birthday**
Pg. 18-19

From the Admiral

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



Recruiting Nation,

Happy Fiscal New Year! In looking back at FY23 I am amazed at what we were able to accomplish despite a recruiting environment that remains one of the toughest since the implementation of the all-volunteer force. I appreciate your hard work and commitment to being better. It showed through all of our efforts. Our year ended with the numbers below:

FY23 Accessed/Goal:

30,236/37,700 Active Component – Enlisted
2,080/2,532 Active Component – Officer

6,342/8,390 Reserve Component – Enlisted
1,167/1,940 Reserve Component – Officer

While we did not reach our goals for FY23, we contracted 6,000 more Sailors than we did the year before, which enabled us to reduce the forecasted miss by roughly 50-percent. That is significant, and we should all be proud. It goes without saying, though, that we still have more to do, and are primed for bigger successes in FY24. We will implement new policies, to augment those already in place, and will continuously add more fleet recruiters until we achieve 100% of billets authorized.

The entire Navy is invested in helping us close the gap between what we are producing now and what we need to produce to achieve our mission in FY24. We will continue with our Every Sailor a Recruiter program, and have expanded the program to include the Navy at large so that we can capitalize on Sailor referrals to make our recruiters more efficient and effective.

You remain our subject matter experts, however. Each of you has been specifically trained and are intimately familiar with your areas of operation. As always, I call on each of you to reach out, make new connections, think outside the box, participate in community events, and establish yourselves as trusted members in that community. Now, more than ever, we need to remain committed to achieving our mission, and to project confidence and relatability that will connect with our communities to show them that a career in the Navy is a great opportunity.

As we settle into FY24, it remains ever important that we all continue to look after one another, especially throughout the holidays. While what we do is very important to the Navy, the nation, and me, it is more important that each of you take care of yourselves and each other. The pace in FY24 will be frenetic, but I remain optimistic about the trajectory we're on and am excited for what we will accomplish in the new year.

Keep charging! Keep finding America's best, brightest, and toughest, to join our ranks. Never forget that you are walking examples for our Navy 24/7/365, in uniform and out; and that applicants will make their decisions to join based on how you present yourself and on the authentic stories you share.

Continue doing great work! Thank you!

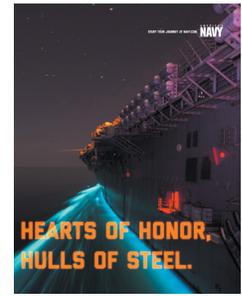


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FRONT COVER:

The Dwight D. Eisenhower Carrier Strike Group sails alongside the Gerald R. Ford Carrier Strike Group in support of operations in the Mediterranean Sea, Nov. 3, 2023. (U.S. Navy photo illustration by Austin J. Breum)



BACK COVER:

Find this poster and many other recruiting aids at the Navy eToolbox at <https://etoolbox.cnrc.navy.mil>.

Rear Adm. Alexis “Lex” Walker
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Navy Recruiter, the official publication of Navy Recruiting Command, serves as an internal recruiting resource for the national enterprise. Content submissions from recruiters is an important part of our communication process, aiming to deliver the highest quality material to support our recruitment mission. Your contributions play a crucial role in enhancing the effectiveness of our publication. This publication does not reflect the official views of the Department of Defense. All photographs, unless otherwise stated, are official U.S. Navy photos.

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: nrc_hq_00p_list@us.navy.mil

A Message to the Field

National Chief Recruiter
Gerald Allchin



Recruiting Nation,

As we move into the new calendar year, we must continue to increase activity by focusing on our high priority hot zip codes, high school canvassing plans, daily tangible goals, and prospecting for quality to increase the number of applicants and COIs we interact with on a daily basis. Maintaining a quality applicant log and monitoring applicants in the assessing phase are just a few items we are focusing on. The daily DPR process is critical at every level and I expect all recruiters, RinCs, DLCPOs, ACRs, and CRs to DPR daily to ensure we are removing barriers and operating with urgency to increase floor counts and new contracts. Looking back on the first quarter of FY-24, I would like us all to reflect on the challenges we faced, what we control and what can be done to make improvements in the second quarter.

For our TOP PERFORMERS and RinCs: We want you to join the CRF community! If interested, it is paramount you communicate with your Chief Recruiter early and find a solid mentor. It is required to have at least 16-months on recruiting duty and be in your 18-month PRD window with a strong CR and CO endorsement. The upcoming CRF boards are scheduled for February, April, June and August. All packages must be received by the first Wednesday of the board month.

Lastly, we must be constantly looking to sharpen our Valor Sales Skills: Always be closing (ABC), Coffee is for Closers and those catchy sales phrases all come down to one thing... how good are your sales skills? We are all taught VALOR at the beginning of our Navy Recruiting journey but often times, we forget to stop and take time to do refresher training and share ideas and tactics that work in our geographic area. Stopping to train at least monthly is important to be able to identify strengths and areas we can improve with our sales skills. You can find training tools at <https://etoolbox.cnrc.navy.mil/valor>

Don't forget to ask the most important question, "Are you ready to join the Navy?"

See you at the top!

NAVY RECRUITING COMMAND REGION LEADERSHIP

REGION WEST



Capt. Robert L. Moran



Capt. Tommy L. Edgeworth



CMDCM Carter H. Hollingsworth

REGION EAST



Capt. Jon P. Rigby



Capt. Patrick Copeland



CMDCM Roy Neal

COMMANDING OFFICER

DEPUTY

COMMAND MASTER CHIEF

NAVY RECRUITING RESERVE COMMAND

COMMANDING OFFICER

DEPUTY

COMMAND MASTER CHIEF



Capt. David Neal



Capt. Todd C. Winn



CMDCM Sharon
Y. Kinloch

U.S. Navy Recruiting Command Expands “Every Sailor a Recruiter” Program to Commands

Story by Elijah G. Leinaar,
Commander, Navy Recruiting Command Public Affairs



Navy Recruiting Orientation Unit Chief Navy Counselors Kevin King and Roger Givens take a selfie with their class to commemorate their graduation. Students typically spend 3-6 weeks with these instructors learning about the Navy’s sales techniques and principles. (U.S. Navy photo by Nava Kiss)

MILLINGTON, Tenn. (Nov. 21, 2023) – Amid recruiting challenges across all branches of the military, the Navy has implemented new incentives and expanded the “Every Sailor is a Recruiter” (ESaR) program in response to current accession challenges.

In a strategic move to address these challenges, Commander, Navy Recruiting Command (NRC) expanded the ESaR program, calling upon all Navy commands, as well as active and reserve Sailors, to play a direct role in identifying, coaching, and mentoring potential recruits. This expansion comes as the Navy recognizes the emergent need for a significant outreach and streamlining within the “Street-to-Fleet” process.

“Navy Recruiting Command wants commands everywhere to support Sailors being involved in recruiting. If they refer a future Sailor who signs a contract, they can earn a Flag Letter of Commendation (FLOC) recognizing their effort,” National

Chief Recruiter Master Chief Navy Counselor Gerald Allchin said. “Of note, you can refer multiple people, but the max is two FLOCs. These commendations count as a point each for advancement, so it can really impact final scores.”

Allchin emphasized that every Sailor is an “ambassador” for the service, encouraging Sailors to text “FLOC” to 764-764 if they encounter someone suitable for the Navy. The provided text links the Sailor to a survey page for submitting the potential recruit’s contact information, facilitating a recruiter’s connection with them.

In a broader shift, NRC’s ESaR program requires commanding officers and officers-in-charge of the Navy’s commands worldwide to actively support recruiting efforts. Commands are tasked with identifying, coaching, and mentoring at least one quality recruit candidate this fiscal year. The commitment extends beyond recruitment,



to \$65,000 for the loan repayment program, to help future Sailors with college costs. For the latest in bonuses and the loan repayment program visit www.Navy.com

Navy Recruiting Command consists of a command headquarters, two Navy Recruiting Regions, Navy Recruiting Reserve Command, and 26 Navy Talent Acquisition Groups that serve more than 1,000 recruiting stations around the world. Their mission is to attract the highest quality candidates to assure the ongoing success of America's Navy.

SCAN QR CODE BELOW TO SUBMIT REFERRAL, FIND ESAR POSTERS, AND MORE ON ETOOLBOX



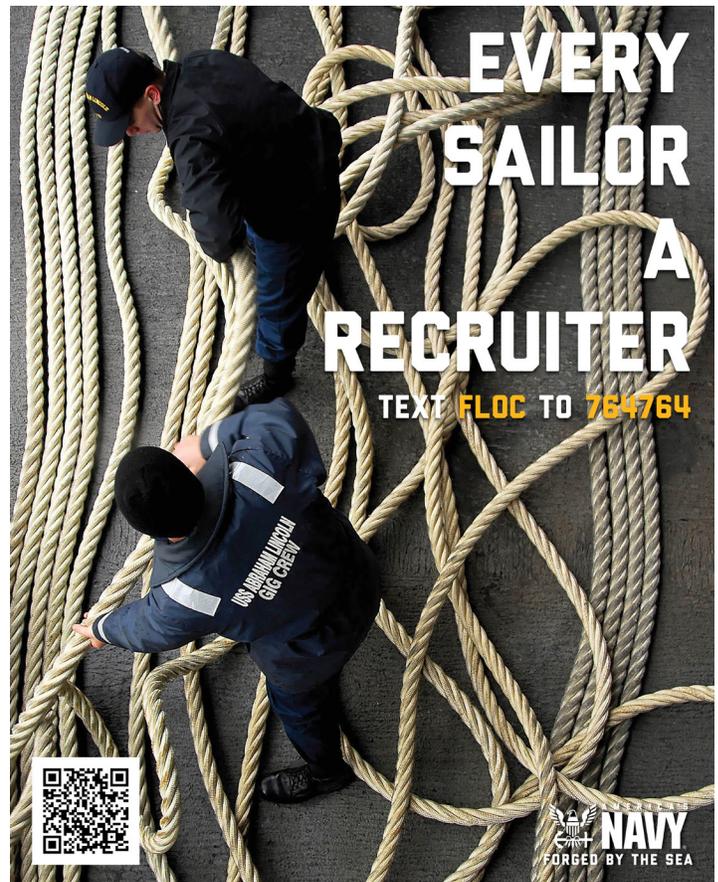
encompassing ongoing mentorship through training and delivery to the fleet, aiming to identify potential concerns and facilitate continuous improvement.

The Navy underscores its commitment to recruiting excellence, recognizing that applicants referred by friends or family members exhibit a higher likelihood of joining the Navy. ESaR leverages personal connections for a more effective recruitment process.

All active and reserve Sailors are urged to play a direct role in selecting, mentoring, and preparing the next generation of Sailors. The Navy aims to fill immediate billet gaps and enhance end strength for the evolving needs of the future fleet.

"Recruits today will be the leaders of tomorrow, necessitating ongoing mentorship through training and fleet integration," Commander, Navy Recruiting Command Rear Adm. Alexis "Lex" Walker said. "Recognizing a competitive employment landscape, the Navy offers record-high enlistment bonuses to attract the best and brightest but we also hold a personal connection with service members, veterans, families and our communities. These are the people that will encourage youth to join today."

NRC released enlistment bonuses of up to \$75,000 for Nuclear Field roles and up to \$60,000 for select jobs as authorized by the FY23 National Defense Authorization Act. This change became effective on June 18, 2023. The Navy is also offering a \$10,000 High School Enlistment Bonus, up to an \$8,000 College Credit Enlistment Bonus, and up



Reserve Recruiter Receives Presidential Award Serving Others



Story by Austin J. Breum,
Commander, Navy Recruiting Command Public Affairs

MILLINGTON, Tenn. (Nov. 29, 2023) - Navy Counselor 1st Class Abhishek Srivastava has dedicated his life to serving his community and the United States Navy. His journey in the Navy began in 2016 when a chance encounter with a Navy recruiter opened his eyes to the world of naval recruitment. Inspired by the opportunity to make a positive impact on the lives of others, Srivastava joined the U.S. Navy Reserve with the goal of becoming a Navy recruiter.

"Recruiting helps me become a better person day by day," Srivastava said. "A chance to help and influence lives is what gives me a great feeling of accomplishment."

Srivastava's commitment to his community has earned him the prestigious title of Navy Talent Acquisition Group (NTAG) Empire State Innovator of the Year for 2021 and the President's Volunteer Service Award for over 1,000 hours of volunteer service. His ability to connect with diverse communities and break down barriers has garnered him immense respect and admiration from those he serves. He has played a pivotal role in fostering a positive perception of the Navy within these communities, showcasing the transformative impact the Navy can have on individuals' lives.

"I work with the local community as a personal counselor guiding and mentoring on a variety of subjects including helping new immigrants with language skills and resume building," Srivastava said. "Helping teenagers with decisions regarding education and career opportunities and even introducing them to local recreation groups within the community give me a great sense of accomplishment. Being active in my local community has continued to build the reputation of the Navy with the immigrant community helping them to see the good that members of the United States Navy provide."

For Srivastava, being a Navy Counselor extends far beyond fulfilling recruitment quotas. It is about serving as a role model, not only for fellow Sailors but also for the youth in the communities he serves. He is deeply invested in helping individuals reach their full potential, guiding them towards a brighter future that extends beyond their wildest dreams.



"I want to continue pursuing and recruiting from diverse communities," Srivastava said. "The Navy offers unrivaled opportunity to explore the world while growing your career. It's the best job being paid to travel the world and experience new cultures."

Srivastava's determination is evident in his efforts to revitalize one of NTAG Empire State's recruiting stations, Navy Recruiting Station (NRS) Richmond Hill. By embracing the close-knit nature of this community, he transformed NRS Richmond Hill into a cornerstone station for NTAG Empire State. His dedication and innovative approach have been instrumental in expanding the Navy's reach and fostering meaningful connections within the community.



Navy Counselor 1st Class Abhishek Srivastava is awarded the President's Volunteer Service Award for his commitment to serving his community and nation. Srivastava is also presented a Kirpan by local community leaders of Guru Nanak Darbar of Long Island. (Courtesy photos)

"My ability to speak 4 languages, diverse background, and unique culture within one of the most diverse areas of New York is unparalleled," Srivastava said. "Networking with community leaders and being publicly recognized by many as a role model is a great feeling. My non-stop efforts have had a profound impact on this largely untapped community within my NTAGs region."

Srivastava's passion for serving extends beyond his role as a Navy recruiter. He actively volunteers his time at community centers in Queens and Long Island, where he organizes food drives, provides counseling services, and guides individuals on a range of personal and professional matters. His selfless acts of kindness have not only enriched the lives of countless individuals but have also strengthened the Navy's reputation within the immigrant community.

Srivastava's aspirations extend to joining the Navy Office of Community Outreach, where he can leverage his extensive network to reach a wider audience. He envisions replicating his success at NTAG Empire State on a national

scale, further amplifying the Navy's positive impact on communities across the United States.

Srivastava's remarkable journey is a testament to his commitment to service, his ability to connect with diverse communities, and his belief in the transformative power of the Navy. His story serves as an inspiration to those who aspire to make a positive impact on the world.

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For more news from Navy Recruiting Command, go to <https://www.cnrc.navy.mil>. Follow Navy Recruiting on X (@USNRecruiter), Instagram (@USNRecruiter), LinkedIn (<https://www.linkedin.com/company/comnavcruitcom>), and Facebook (<https://www.facebook.com/CommanderNavyRecruitingCommand>).

JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 New Year's Day	2	3	4	5 Esports @ New Orleans Fan Expo	6 Esports @ New Orleans Fan Expo
7 Esports @ New Orleans Fan Expo	8	9	10	11	12 Esports @ Portland Fan Expo	13 Esports @ Portland Fan Expo
14 Esports @ Portland Fan Expo	15 MLK Jr. Day Nimitz @ Denver High Schools	16 Nimitz @ Denver High Schools	17 Nimitz @ Denver High Schools	18 Nimitz @ Denver High Schools	19 Nimitz @ Denver High Schools	20
21	22 Nimitz @ SF High Schools	23 Nimitz @ SF High Schools	24 Nimitz @ SF High Schools	25 Nimitz @ SF High Schools	26 Nimitz @ SF High Schools	27 Nimitz @ SF High Schools
28 Nimitz @ SF High Schools	29 Nimitz @ SF High Schools	30 Nimitz @ SF High Schools	31 Nimitz @ SF High Schools			

Here is a look at some upcoming events for Navy Recruiting nation. You can find more events and info on the Navy eToolbox. If you would like to submit events for the next quarter or have further questions about events, please email nrc_advertising@us.navy.mil.

FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 Nimitz @ SF High Schools Esports @ MegaCon FL	2 Esports @ MegaCon FL	3 Esports @ MegaCon FL
4 Esports @ MegaCon FL NPD Los Angeles	5 NPD Los Angeles	6 NPD Los Angeles	7 NPD Los Angeles	8 NPD Los Angeles	9 NPD Los Angeles	10 N10/NCRF Expo @ Los Angeles, CA
11 N10/NCRF Expo @ Los Angeles	12 Nimitz Various High Schools Enroute LA to San Antonio	13 Nimitz Various High Schools Enroute LA to San Antonio	14 Nimitz Various High Schools Enroute LA to San Antonio	15 Nimitz Various High Schools Enroute LA to San Antonio	16 Nimitz Various High Schools Enroute LA to San Antonio	17 N10/NCRF Expo @ Oakland Nimitz Enroute LA to SA
18 Nimitz Various High Schools Enroute LA to San Antonio	19 President's Day Nimitz Enroute LA to SA	20 Nimitz @ San Antonio Stock Show	21 Nimitz @ San Antonio Stock Show	22 Nimitz @ San Antonio Stock Show	23 Nimitz @ San Antonio Stock Show	24 Nimitz @ San Antonio Stock Show
25 Nimitz @ San Antonio Stock Show	26	27	28	29		

MARCH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 Arnold Fitness Expo @ Ohio	2 Arnold Fitness Expo @ Ohio San Diego STEM Expo
3 Arnold Fitness Expo @ Ohio	4 NPD Atlanta	5 NPD Atlanta	6 NPD Atlanta	7 NPD Atlanta	8 NPD Atlanta	9 Blue Angels @ El Centro, CA
10 Daylight Savings Begin	11 Navy Week @ Savannah, GA	12 Navy Week @ Savannah, GA	13 Navy Week @ Savannah, GA	14 Navy Week @ Savannah, GA	15 Navy Week @ Savannah, GA	16 Blue Angels @ Travis AFB, CA Navy Week @ Savannah, GA
17 Blue Angels @ Travis AFB, CA Navy Week @ Savannah, GA	18	19	20 NSBE @ Atlanta	21 NSBE @ Atlanta Women in Aviation @ NRC	22 NSBE @ Atlanta Women in Aviation @ NRC	23 Blue Angels @ New Orleans, LA NSBE & WiA
24/31 Blue Angels @ New Orleans, LA NSBE @ Atlanta	25	26	27	28	29	30

Navy Recruiters of the Year Announced

Story by Elijah G. Leinaar,
Commander, Navy Recruiting Command Public Affairs



Rear Adm. Alexis "Lex" Walker (center) visits with Navy Recruiting Command's Recruiters of the Year before the 124th Army-Navy game outside the Gillette Stadium in Boston, Massachusetts. Recruiters of the Year were a part of a mass swear-in ceremony of 12 future Sailors and 10 future Soldiers during the halftime show of this year's Army-Navy game.

MILLINGTON, Tenn. (Nov. 14, 2023) – Rear Adm. Alexis "Lex" Walker, Commander of Navy Recruiting Command (NRC), announced the national selections for the Navy's Recruiters of the Year (ROY) for Fiscal Year 2023.

This year's 19 ROY award recipients emerged from a competitive selection board process, chosen from the top 26 nominees in each category nationwide. Each awardee is recognized for outstanding performance in recruiting duties, directly contributing to the Navy's fleet readiness and capability. An annual ROY awards ceremony is scheduled during the week of the Army Navy Game in Boston on Dec. 9, which six ROY recipients will attend.

"I want to extend my sincere congratulations to all selectees and nominees," Walker said. "The board made extremely tough decisions and each of you should be justifiably proud of the significant contributions that you and the entire Recruiting Nation team have made in support of our mission."

National Chief Recruiter Master Chief Navy Counselor Gerald Allchin thanked all recipients for their dedication and drive.

"Thank you all for what you have done for Navy recruiting," Allchin said. "Each of you worked hard to earn this award and have all achieved an impressive accomplishment in a very challenging year. Congratulations on a job well done."

Navy Recruiting Command has about 6,056 active and reserve military, civilian, and contract employees. Over 5,297 active and reserve officer and enlisted Sailors work at 850 recruiting stations and centers across the U.S., Guam, Puerto Rico, and Europe. Recruiters play a crucial role in meeting the Navy's manning levels across the fleet.

The recruiting enterprise includes a command headquarters, two Navy Recruiting Regions (East and West), Navy Recruiting Reserve Command, and 26 Navy Talent Acquisition Groups overseeing Navy Recruiting Stations (NRS) nationwide. The average daily number of active

Recruiter of the Year winners are as follows:

AC Officer ROY: NCC Matthew Gustafson (NTAG Northern Plains)

RC Officer ROY: LCDR Robert Worthen (NAVCRUITRESCOM)

AC Enlisted ROY: NC1 Christine Ansara (NTAG Southwest)

RC Enlisted Prior Service ROY: BM1 Virginia Potter (NAVCRUITRESCOM)

RC Enlisted Non-Prior Service ROY: EN2 Ayodeji Olaniyi (NTAG Houston)

National Officer Diversity ROY: HMCS Jennifer Muldrew (NTAG Richmond)

National Enlisted Diversity ROY: MM2 Weng Chan (NTAG Empire State)

National Chaplain Program ROY: NC1 Larissa Jackson (NTAG Mid-America)

National Medical Officer Programs ROY: HM1 Ralph Ondivilla (NAVCRUITRESCOM)

National Officer Nuclear ROY: LT Cristal Rubio (NTAG Houston)

National Enlisted Nuclear Field Coordinator of the Year: MMN2 Shawn Kennedy (NTAG Phoenix)

National NSW/NSO ROY: ITC Ryan Hardy (NTAG Pittsburgh)

National Recruiter in Charge (RINC) of the Year: NC1 Andrew Burris (NTAG Rocky Mountain)

National Division LCPO of the Year: NCC Milton Duarte (NTAG Phoenix)

National Classifier of the Year: BM2 Kyle Fisher (NTAG Carolina)

National ROTC Coordinator of the Year: NCC Yudelka Amazan (NTAG Empire State)

National E-Talent Recruiter of the Year: MR2 Cathleen Rowland (NTAG Richmond)

National Navy Liaison Office of the Year: NLO San Antonio

National Support Person of the Year: CS1 Katherine Aponte (NTAG Richmond)

NTAG of the Year: NTAG Phoenix

Runner-up NTAG of the Year: NTAG Nashville

and reserve enlisted and officer production recruiters is 4,259, working out of individual NRS. They engage with approximately 25,782 public and 6,177 private high schools, as well as over 2,750 two-year colleges and 2,490 four-year colleges. Additionally, more than 150 NROTC units are situated on U.S. college campuses.

Navy recruiters aim to increase the quantity and quality of the total force by actively seeking qualified future Sailors, in 89 total ratings in the active force and Navy Reserve, with a focus on specific areas such as officer and enlisted diversity, Medical Officers, Chaplains, SEALs, Navy Special Warfare, Navy Special Operations, Special Warfare Combatant-Craft Crewmen, Explosive Ordnance Disposal, Diver, Hospital Corpsmen, and Reserves.

The men and women joining today's Navy, along with the recruiters who assist them, showcase the quality and commitment of young Americans, serving their country with honor, courage, and commitment. With 70 percent of the earth's surface covered by ocean, 80 percent of the world's population living within 100 miles of a coast, and 90 percent of the world's commerce traveling by sea, securing the future of the fleet is crucial to the nation's defense.

For more news from Navy Recruiting Command, go to <https://www.cnrc.navy.mil>. Follow Navy Recruiting on X (@USNRecruiter), Instagram (@USNRecruiter), LinkedIn (<https://www.linkedin.com/company/comnavcruitcom>), and Facebook (<https://www.facebook.com/CommanderNavyRecruitingCommand>).

San Antonio Couple Enlists in the Navy

Story and photo by Allen Cordova,
Navy Talent Acquisition Group San Antonio Public Affairs

SAN ANTONIO (Sept. 25, 2023) - Embarking on both a journey of love and service to their country, Tony Botello and Angelique Gomez set sail into the uncharted waters of married life and military duty as they embrace the call of the Navy.

Newlyweds Tony and Angelique, who hail from San Antonio, Texas, will both serve as Personnel Specialists in the Navy's Administrative Field.

"I joined the Navy to learn discipline, travel, and be able to better myself and my future family," said Tony, who after high school was working and paying for college. "I was talking with my dad and decided that the military was the obvious way to go."

According to Angelique, she is a little reserved and is joining the Navy to become more sociable, explore new places, and work on self-improvement.

"When we first met, we were interested in the military, but I was working toward my bachelor's degree and he [Tony] was working toward his associates," said Angelique, who was working toward her degree in criminology at the University of Texas San Antonio. "We both decided to join the military and finish our degree's in the Navy."

Tony completed his high school education at South San Antonio High School, while Angelique graduated from John Jay High School, both are part of the Class of 2019.

They will commence their basic training on the same day and subsequently attend the same technical school.

"I was thinking about joining the military since high school," said Angelique who has two brothers serving in the military. "My little brother is in the Navy and serving as a Hospital Corpsman. He

is the one who inspired me. When he got home from boot camp and "A" school, he was telling me how he enjoyed it."

Tony's grandfather, who also served in the Navy would tell him stories about his time in the service.

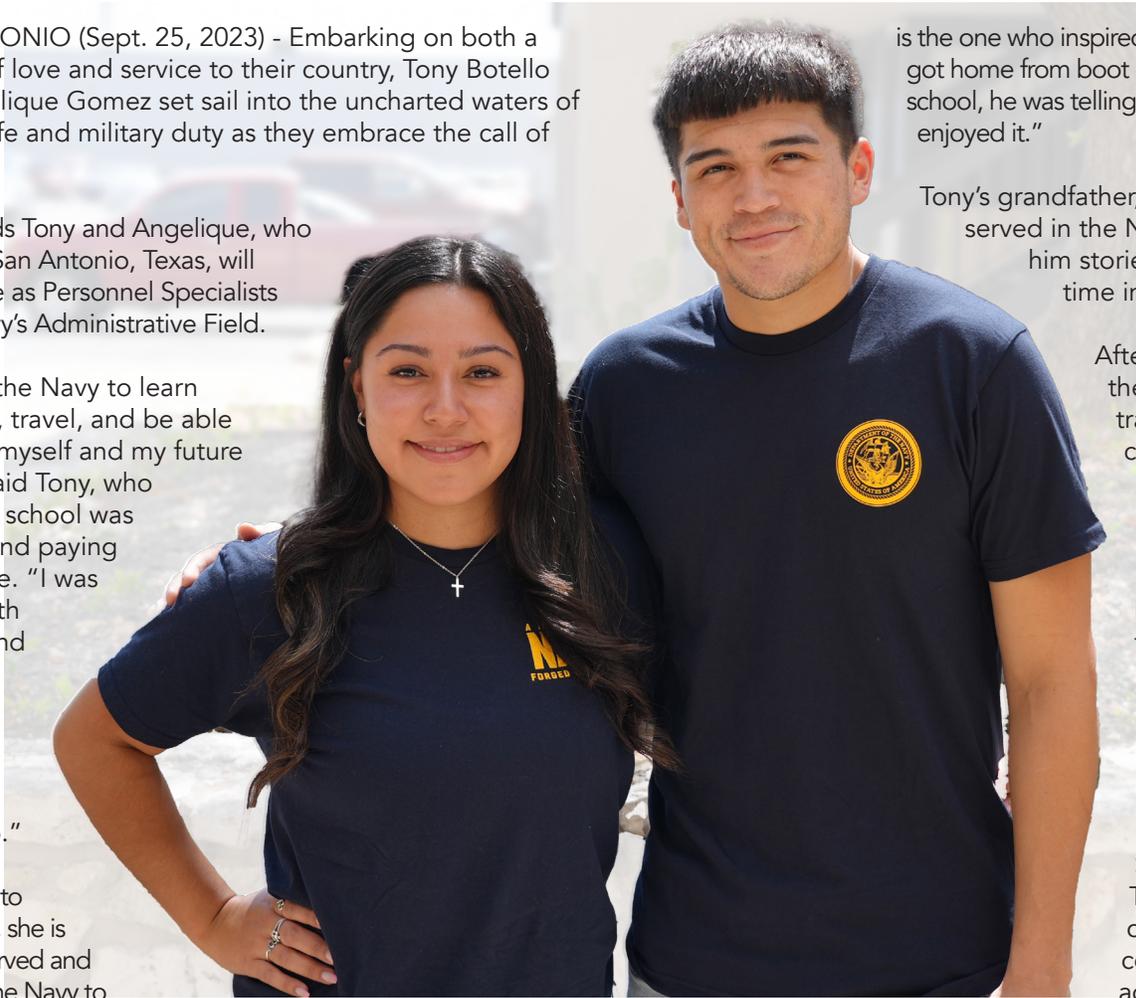
After finishing their recruit training, commonly referred to as boot camp, the couple will be relocated to Meridian, Mississippi. There, they will undergo training to become Personnel Specialists. This five-week course will cover various administrative procedures, including

managing military pay, maintaining military personnel records, and providing Navy personnel with information about general education and advancement opportunities.

The couple was recruited by Operations Specialist 2nd Class Aaron Castilleja assigned to Navy Recruiting Station Ingram.

"I had a conversation with an Air Force recruiter, while Tony had a discussion with the Navy," said Angelique. "My husband praised Castilleja for being pleasant and supportive, and that's when I made up my mind and chose the Navy."

Navy Talent Acquisition Group San Antonio's area of responsibility includes more than 30 Navy Recruiting Stations and Navy Officer Recruiting Stations spread throughout 144,000 square miles of Central and South Texas territory.



RECRUITING OPERATIONS CENTER PHASE 1



**G
O
A
L** To streamline and remove problems in the recruitment process and enhance communication between field recruiters and headquarters staff.



WHAT IS ROC?

- The ROC is a quick response team you can call to quickly resolve recruit application problems.
- If you have issues regarding waivers, medical, background checks, or other problems just call ROC.

KEY STAKEHOLDERS

The stakeholders involved in this plan include the National Chief Recruiter (NCR), the N3 Operations team, CNRC Leadership and Region Commodores.



COMPONENTS OF ROC

The ROC is comprised of different departments to help find answers to your questions quickly and effectively. These departments include;

N32 - PRIDE operators
N35 - Civil waivers/tattoo waivers
ROC director
Intel program manager
Salesforce representative

N33 - Medical waivers
NEPO
NOPO
N3CR
N5 - ROC Analysts



STRATEGY/IMPLEMENTATION GUIDANCE

Over the coming months, ROC will continue to grow and evolve to support your needs. While we are currently rolling out Phase 1 of the ROC, we will be establishing 3 branches of ROC.

The ROC Watchfloor consists of



ROC PRIDE

ROC PRIDE will be used to process all in-cycle shipping concerns like DARS, Rolls, and handling of in-cycle shipper problems.



ROC N33 & N35

N33 shall be used by the NLO to address on deck MEPS medical disqualifications. N35 shall be used to address on-deck issues of future Sailors shipping to RTC.



ROC Analytics

ROC Analytics is used for data and analysis to identify strengths and areas to improve and effectiveness both short and long term.

If you need any help, call 1-888-985-0512
ext. 1 for classifiers, ext. 2 for policy, and ext. 3 for medical.

Local Navy Commands Participate in Meet Army Medicine Event in Support of Lung Cancer Awareness Month

Story by Allen Cordova,
Navy Talent Acquisition Group San Antonio Public Affairs



Sergeant 1st Class Lionel Ross, Army North recounts his journey from the moment he first learned about his colon cancer diagnosis to the challenging treatments he has undergone during the “Meet Army Medicine” open house. Through sharing his experiences, he provides inspiration and comfort to those facing the difficult path of a cancer diagnosis. (U.S. Navy Photo by Allen Cordova, NTAG San Antonio Public Affairs/Released)

“The thing we are most proud of in San Antonio is being known as the military city,” Mayor Nirenberg said. “To all of the young folks that are here to enlist today, we want to tell you that San Antonio owes you a lifetime of gratitude. There’s not a more sacred obligation that I have as a mayor to make sure that this city cares for its service members and their families.”

Evans, a beacon of discipline and inspiration, joined the mayor in leading the run, motivating the massive crowd with their presence. With cannons blasting in the background, the atmosphere buzzed with energy as the diverse group embarked on the run, fostering a sense of unity and shared purpose among the participants.

After the short run, in an emotional gathering that echoed strength and resilience, six cancer survivors came together to share their deeply personal journeys of triumph over adversity. Each individual, bearing the scars of their battles, spoke with unwavering courage about the challenges they faced and the invincible spirit that propelled them forward. Their stories painted a vivid sign of hope, depicting not only the physical toll of cancer but also the emotional and psychological hurdles that accompany the journey.

“My life was completely altered on April 7, 2022, the day I received my diagnosis of stage four colon cancer. I’ve had five rounds of radiation therapy, 22 rounds of chemotherapy

SAN ANTONIO - Service members from across all branches of the Armed Forces, stationed at Joint Base San Antonio gathered and participated in the Meet Army Medicine open house and run in support of Lung Cancer Awareness Month. The event was held at the MacArthur Parade Field, Fort Sam Houston on Nov. 18.

With enthusiasm, the event started with a performance from the 323rd Army Band, Fort Sam Houston’s own “35 to Nowhere” and Chief Warrant Officer 5 Sam “Kiwi” Ngaropo, warming the crowd with various stretches and the Maori haka before the one-mile run.

Opening remarks were given by Lt. Col. John R. Evans, Commander Army North (Fifth Army), and the Honorable Ron Nirenberg, Mayor of San Antonio prior to numerous future Sailors, Soldiers and Airmen reciting the ceremonial oath of enlistment.

and five surgical procedures," Sgt. 1st Class Lionel Ross, assigned to Army North, said. "I want to give my sincere gratitude to the Brooke Army Medical Center's oncology staff. It's not easy entering those hospital doors to receive treatment. The impact is felt both physically and mentally, but the burden is lessened when you're surrounded by health professionals who are willing to take care of you and are concerned about your well-being."

From the initial diagnosis, through the grueling treatments, to the joyousness of remission, these survivors spoke candidly about the pivotal moments that defined their fight against this formidable adversary.

"I was diagnosed with breast cancer the morning my husband deployed," Julie Moser, an Army spouse and the founder of Pink Warrior Angels, said. "I've spent all my time advocating for metastatic breast cancer [awareness] and helping military families find other resources outside of health insurance."

In their collective narratives, a common thread emerged – the importance of a robust support system, the resilience of the human spirit, and the transformative power of hope. As they shared their experiences, these survivors not only celebrated their personal victories but also offered inspiration and solace to others navigating the rough waters of a cancer diagnosis.

After the heartfelt testimonials, the crowd dispersed across the enormous parade field, exploring an array of medical booths, military vehicles, and a medical evacuation helicopter. Engaging demonstrations and informative sessions were conducted by the dedicated Sailors from Navy Talent Acquisition Group (NTAG) San Antonio and Navy Medical Training Support Center San Antonio. These activities not only highlighted the expertise of the Hospital Corpsman rate but also highlighted the Navy's commitment to excellence in the expansive field of medicine.

The morning concluded by bringing together the military's leading medical experts and the supportive San Antonio community in solidarity for Lung Cancer Awareness Month.

"If cancer has not touched you or your family, it will," Evans said, who has firsthand experience with cancer as he and his spouse are both cancer survivors. "We have got to keep up the fight. Get out there and get your screenings, get your colonoscopies, [and] get



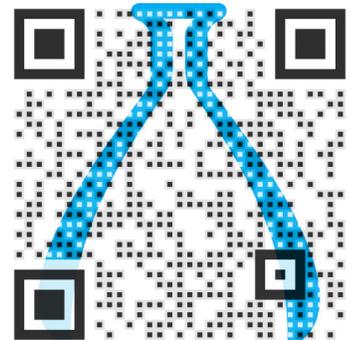
Lt. j.g. Eben Sanchez, Hospital Corpsman 1st Class Rueben Castro and Hospital Corpsman 1st Class Tia Grant, shared insights about entering the Navy's dynamic medical field at the "Meet Army Medicine" open house. (U.S. Navy Photo by Allen Cordova, NTAG San Antonio Public Affairs/Released)

your mammograms. If you feel sick, go see your doctors. We can beat this thing, but early detection is the key."

Navy and Army leadership stated the event was a great success and they look forward to future opportunities to spread cancer awareness while building local community ties.

NTAG San Antonio's area of responsibility includes more than 30 Navy Recruiting Stations and Navy Officer Recruiting Stations spread throughout 144,000 square miles of Central and South Texas.

Scan to learn more about Lung Cancer Awareness Month and how you can get involved



U.S. Navy Celebrates 50 Years of the All-Volunteer Force on 248th Birthday

Story by Elijah G. Leinaar,
Commander, Navy Recruiting Command Public Affairs



(LEFT) Commander, Navy Recruiting Command Rear Adm. Alexis "Lex" Walker, center, is joined by the most junior and senior Sailors attending a cake cutting during the 248th Navy birthday celebration at Navy Recruiting Command. (U.S. Navy photo by Mass Communication Specialist 1st Class Jose Madrigal)

"NRC actively pursues diverse future Sailors with various sets of knowledge, skills and experiences to operate, sustain and maintain the edge over all who challenge us," Walker said. "As we celebrate our Navy's birthday, NRC is prepared to bring talented, energetic and resilient Sailors to sustain our heritage and maintain America's premier warfighting force."

The path to the all-volunteer force was not without its challenges. In the late 1960s, as the opposition to the draft and the Vietnam War grew, the idea of an all-volunteer military emerged as a beacon of change. President Richard Nixon, during his run for the presidency in 1968, pledged to end the draft and create a military built on voluntary service.

MILLINGTON, Tenn. (Oct. 13, 2023) - This year the United States Navy celebrates its 248th birthday, coinciding with a remarkable milestone for the entire U.S. military, the 50th anniversary of the transition to an all-volunteer military force.

"The journey from a draft-based system to the remarkable all-volunteer force we have today is a testament to the unwavering dedication, adaptability, and commitment of the men and women who choose to serve their nation voluntarily," Commander, Navy Recruiting Command (NRC) Rear Adm. Alexis "Lex" Walker said. "I'm proud to see our hard working recruiters, continue to find the best and brightest talent in America to serve our nation and become the future leaders of tomorrow."

For 248 years the Sailors of the United States Navy have embodied Power, Presence, and Protection. Trained, educated, and resilient American Sailors are the true source of the Navy's strength and the secret to our asymmetric advantage.

(BELOW) Members of the Commander, Fleet Activities Yokosuka (CFAY) Jewel of the East Galley serve a meal during the celebration of the 248th Navy birthday at the CFAY Jewel of the East Galley. (U.S. Navy Photo by Mass Communication Specialist 2nd Class Conner Houghtaling)





(ABOVE) Cmdr. Richard Jarchow, Recruit Training Command's executive officer, commemorates the Navy's 248th birthday with a three-mile base run on Oct. 13, 2023. Boot camp is approximately 10 weeks and all enlistees into the U.S. Navy begin their careers at the command. More than 40,000 recruits train annually at the Navy's only boot camp. (U.S. Navy photo by Mass Communication 2nd Class Christopher O'Grady)

The turning point came on Jan. 27, 1973, when Defense Secretary Melvin R. Laird made a historic announcement: "The armed forces henceforth will depend exclusively on volunteer Soldiers, Sailors, Airmen, and Marines. Use of the draft has ended." This announcement marked the official birth of the all-volunteer force.

But the early years were far from smooth sailing. Many believed that the draft was essential to maintain the necessary force size and doubted the sustainability of an all-volunteer military. There were concerns about quantity, quality, and cost. Could an all-volunteer force attract enough recruits who were capable of the ever growing technological advances in naval forces?

They have. Over the past 50 years, the United States Navy evolved into the world's leading technological naval force through continuous innovation and a commitment to staying at the forefront of naval technology. The Navy has embraced advancements in nuclear propulsion, developing nuclear-powered aircraft carriers and submarines that provide unmatched endurance and operational capabilities.

(RIGHT) U.S. Navy Command Master Chief Pete Torres, assigned to the 3rd Marine Aircraft Wing, left, raises his glass for a toast during the annual San Diego Navy Ball held in celebration of the Navy's 248th birthday. (U.S. Navy photo by Mass Communication Specialist 3rd Class Kevin Tang)

Additionally, it has harnessed the power of advanced electronics and network-centric warfare, integrating cutting-edge sensors, communication systems, and precision-guided weaponry to enhance situational awareness and combat effectiveness.

Investments in cyber warfare and unmanned systems have further expanded its capabilities. The Navy's ability to adapt and incorporate emerging technologies has solidified its position as a global naval leader, allowing it to project power and maintain maritime dominance across the world's oceans.

Over the past 50 years, the all-volunteer force has shaped not only the military, but also American society. It has offered individuals the opportunity to rise from modest beginnings to middle-class status, learn valuable skills, and give back to their communities. As Sailors celebrate the U.S. Navy's 248th birthday and the 50th anniversary of the all-volunteer military, Navy recruiters across the nation honor the countless men and women who have made this journey possible.

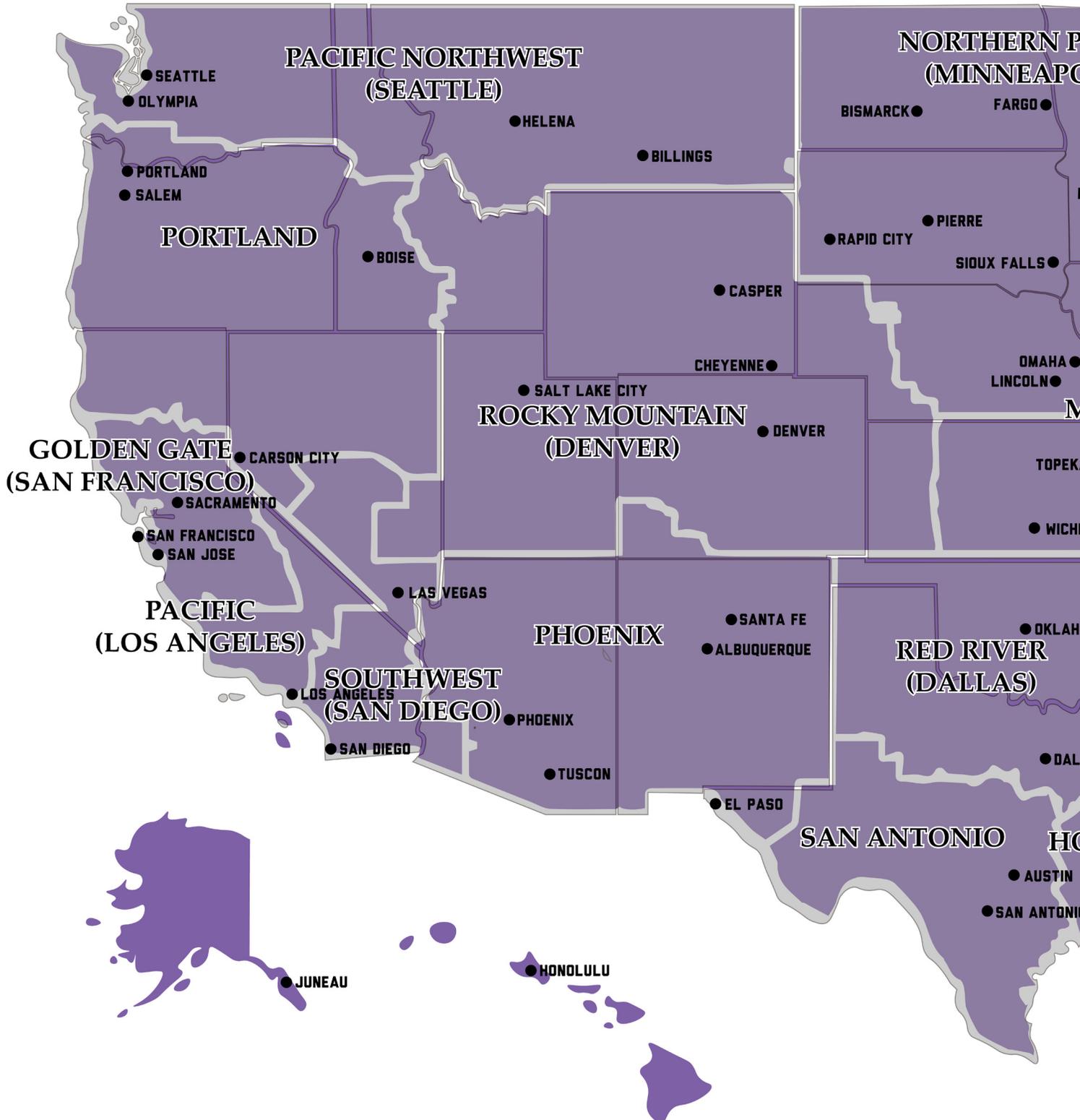
"As we celebrate these milestones, we look forward to a future where the all-volunteer force continues to adapt and thrive, making our nation stronger, safer, and more united than ever before. Happy 248th birthday to the U.S. Navy, and here's to the next 50 years of the all-volunteer military," NRC National Chief Recruiter Navy Counselor Master Chief Gerald K. Allchin said.

Navy Recruiting Command consists of a command headquarters, two Navy Recruiting Regions, Navy Recruiting Reserve Command, and 26 Navy Talent Acquisition Groups that serve more than 1,000 recruiting stations around the world. Their mission is to attract the highest quality candidates to assure the ongoing success of America's Navy.





Navy Recruiting Region West Areas of Responsibility



Eye on the Field



◀ MINNEAPOLIS, Minn. (Nov. 10, 2023) - Sailors assigned to USS Minneapolis-Saint Paul (LCS 21) were recognized at the University of Minnesota salute to service men's basketball game at the Williams Arena in Minneapolis, Minn. NTAG Northern Plains is responsible for the U.S. Navy's enlisted and officer recruiting, covering 393,000 square miles in the states of North Dakota, South Dakota, Iowa, Minnesota, and parts of Illinois, Nebraska and Wisconsin. (U.S. Navy photo by Mass Communication Specialist 1st Class Fred Gray IV/released)

▶ GREAT LAKES, Ill. (Oct. 31, 2023) - Recruits march at U.S. Navy Recruit Training Command. Boot camp is approximately 10 weeks and all enlistees into the U.S. Navy begin their careers at the command. More than 40,000 recruits train annually at the Navy's only boot camp. (U.S. Navy photo by Mass Communication Specialist 2nd Class Christopher O'Grady)



▼ CONCORD, N.C. (Oct. 6, 2023) Aviation Ordnanceman 2nd Class Mary Mars, left, and Boatswain's Mate 2nd Class Laura Taylor, both assigned to Navy Talent Acquisition Group Carolina, talk to highschoolers from the local community during a Navy science, technology, engineering, and mathematics event at the Charlotte Motor Speedway. (U.S. Navy photo by Mass Communication Specialist 2nd Class Vincent E. Zline)



▲ MEMPHIS, Tenn. (Oct. 26, 2023) - Senior Chief Operations Specialist Jonathan Figliola, a member of the Navy esports team, Goats and Glory, instructs a student how to use a virtual-reality device to learn about Navy opportunities during Naval Air Orientation Day at Wilson Air Center in Memphis. Naval Air Orientation Day is an annual event held by Navy League Memphis where students and interested citizens are invited to view a variety of vintage and modern Naval aircraft and interact with pilots and crew members to learn about their responsibilities and experiences in Naval aviation. (U.S. Navy photo by Mass Communication Specialist 3rd Class Cody Anderson)

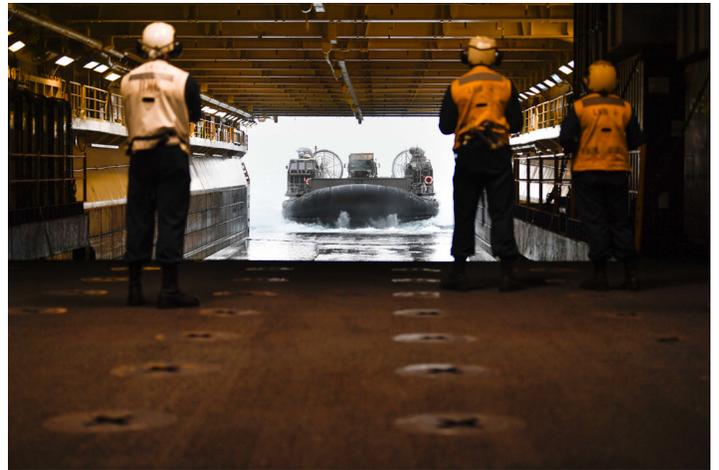


Eye on the Fleet



◀ VIRGINIA BEACH, Va (Nov. 7, 2023) – East-coast based Naval Special Warfare Operators (SEAL) climb a special operations ladder into an MH-60S Seahawk from a training vessel during a maritime interdiction operation exercise. Training evolutions like this allow Naval Special Warfare personnel to refine their interoperability with fleet assets to extend their operational reach in the maritime domain. (U.S. Navy photo by Mass Communication Specialist 1st Class Trey Hutcheson)

▶ PACIFIC OCEAN (Nov. 15, 2023) - Sailors assigned to USS Boxer (LHD 4) conduct amphibious operations with Landing Craft Air Cushion 76, assigned to Assault Craft Unit 5, as it prepares to enter the well deck as the ship steams in the Pacific Ocean. Boxer is currently underway conducting routine operations in U.S. 3rd Fleet. (U.S. Navy photo by Mass Communication Specialist 2nd Class Roland Ardon)



▲ YOKOSUKA, Japan (Sept. 28, 2023) – Ttbor, a military working dog assigned to Commander, Fleet Activities Yokosuka's (CFAY) Security Forces, poses for a portrait. For more than 75 years, CFAY has provided, maintained, and operated base facilities and services in support of the U.S. 7th Fleet's forward-deployed naval forces, tenant commands, and thousands of military and civilian personnel and their families. (U.S. Navy photo by Taylor Ardito)

▼ SOUTH CHINA SEA (Nov. 11, 2023) – Seaman Torres Johnson, from Norfolk, Virginia, uses a sound-powered phone aboard the Arleigh Burke-class guided-missile destroyer USS Dewey (DDG 105) during an underway replenishment with the fleet replenishment oiler USNS Tippecanoe (T-AO 199) while operating in the South China Sea. (U.S. Navy photo by Mass Communication Specialist 1st Class Greg Johnson)



A Forged Legacy: Staples, MN, Native Enlists as 4th Generation Sailor

Story and photos by Mass Communication Specialist 1st Class Fred Gray IV,
Navy Talent Acquisition Group Northern Plains Public Affairs



BRAINERD, Minn. (May 30, 2023) - Future Sailor Cy Johnson, center, poses for a photo with his grandfather, Cy Porwall, left, U.S. Navy veteran, and his father, Ben Johnson, right, U.S. Navy veteran, May 30, 2023. NTAG Northern Plains is responsible for the U.S. Navy's enlisted and officer recruiting, covering 393,000 square miles in the states of North Dakota, South Dakota, Iowa, Minnesota, and parts of Illinois, Nebraska and Wisconsin. (U.S. Navy photo by Mass Communication Specialist 1st Class Fred Gray IV / released)

BRAINERD, Minn. (Oct. 4, 2023) – Families of Americans often look through their family history and can usually point out one or two relatives that served in the U.S. military, passing down stories of their loved one's service to future generations.

For the Johnson family, naval service is more than the stories that have been passed down through the generations, it has become something of a legacy in their family as Cy Johnson, native of Staples, Minn., becomes the fourth generation in his family to enlist in the U.S. Navy.

"Military, in general, I have always had that calling to it, just growing up around my dad and grandpa and other family members who were, and are still serving in the military," said Cy.

During a family gathering, Cy's father and grandfather expressed their full enthusiasm and support about Cy becoming the fourth generation Sailor, and shared their personal Navy journeys.

"I remember when Ben [Cy's father] was in his early twenties and first had Cy, they were living with me and he wasn't sure what he was going to do," said Cy Porwall, Cy's grandfather. "I remember thinking to myself how the Navy helped me straighten my life out, and that's when I invited the Navy recruiter over to my house to talk with Ben."

"I joined when I was 26 and I was still in a 16, 17-year-old mind set," said Ben Johnson, Cy's father. "Until Cy was born I didn't take too much seriously."

"When it came down to it, I wanted to do something with my life that would make Cy proud," Ben added as he looks at his son with a noticeable sense of pride and adoration on his face.

Cy and Ben began to talk about how Ben would often take Cy into work with him when he was an active duty as a Fleet Marine Force Hospital Corpsman.

"I always wanted to do what my dad did in the Navy," Cy added after hearing the stories and recalling the memories about his father when he was young and serving in the Navy.

"A little joke I have with my family is that I'm going to do what my dad did, but do it better," snickers Cy, currently in his Navy training school to become a Hospital Corpsman following in the footsteps of his father.

"Joining the military has been something that Cy has been talking about since he was 15 years old," Ben added. "With the pay and benefits better now than when we joined [as Ben motions to Cy's grandpa] we have always supported his decision."

As Ben and Cy Porwall discuss their paths that ultimately led them to join the Navy, Kathy Porwall, Cy's grandmother walked in with fresh brewed, coffee for everyone, with something to add.

"Cy has always been patriotic, even as a little kid," said Kathy as she passes out fresh, black coffee to everyone. "As a little boy, no matter where we were or what we were doing, when Cy saw a man or woman in uniform he would always walk up to them and thank them and began to try to ask them questions about their job."

As the conversations continued around the room, it eventually landed on the topic of Cy's personal reasons for joining the Navy.

"Initially when I started looking into the military, I was leaning towards the Marines," said Cy. "But the more I thought about my family history, and how I wanted to do what my dad did, I just thought it would be so cool to be the fourth generation to enter the Navy."

In addition to following in his family's footsteps, Cy had other reasons for making the decision on a career in the Navy.

"Eventually, I want to work on a golf course, I want to go to college and get my degree in turf management," said Cy. "Just being super sound on finances and knowing I don't have to pay for college, and having the option to even earn a degree while I am serving in the Navy, using the tuition assistance program, makes life less stressful."

Cy also talked about his responses to people when they asked about his career plans, and how he would watch others getting stressed out about college and various career plans while he would simply respond, "I'm going in the Navy where I have at least five years of job security and checks coming in, and it will pay for my college."

"I would like to make a career out of the Navy, but that's looking so far ahead," said Cy. "A career would be a dream right there. Being told that you can retire at 37 years old is like... okay, why not? It's kind of a no-brainer at that point."

As Cy continued to talk about his future plans and what he hopes to accomplish in the Navy it naturally developed into where he would like to be stationed and why.

"I would love to be stationed overseas, like in Italy or Greece," said Cy. "Experiencing new places, people and cultures will be a bit of a shock coming from the small town of Staples, Minn."

"I saw the same people at school every single day," Cy added. "It will be nice to go somewhere where I have the chance to meet someone new. It's something that I wanted and talked about ever since I was in middle school."

Cy continued to list other reasons he is grateful on his decision to join the Navy, such as: free medical and dental insurance, being able to move around and see the world, and the possibility of retiring at 37 years old.

"It just feels amazing to continue the Navy legacy in my family," Cy said. "Seeing how much the Navy has changed the life of my family members that were in, just how successful they are and continue to be... it feels good, there's a lot to live up too."

Cy was the only student from his graduating class to enter the military on active duty.

"He was the only one in a class of 83 students to make the commitment to serve active duty in the Navy," said Cy Porwall.

"It was heart-wrenching during the cords and awards ceremony at his graduation," said Ben. "When he received his Navy sash there was a standing ovation from everyone in attendance."

"I jumped right up and started cheering," said Cy Porwall. "I was so proud of him!"

Cy left for basic training on June 22, 2023, and following his basic training went to Fort Sam Houston, Texas, where he is continuing with his training to become a Hospital Corpsman in the U.S. Navy.

NTAG Northern Plains is responsible for the U.S. Navy's enlisted and officer recruiting, covering 393,000 square miles in the states of North Dakota, South Dakota, Iowa, Minnesota, and parts of Illinois, Nebraska and Wisconsin.

For more information on opportunities with the Navy, go to www.navy.com, or visit your local U.S. Navy recruiting office.

For more information about NTAG Northern Plains please like and follow us on Facebook: <https://www.facebook.com/NTAGNorthernPlains>, and X (formerly Twitter): https://twitter.com/NTAG_NP.

A Family of Service: NTAG Great Lakes Sailor Recruits Brother and Daughter

Story and photo by Anna Jefferson,
Navy Talent Acquisition Group Great Lakes Public Affairs



Electricians Mate Fireman Tadeo Pelayo (left), Chief Electronics Technician Navigation Juan Pelayo (center) and Builder Seaman Apprentice Destiny Pelayo (right) gathered for Thanksgiving on November 23, 2023. This was the first time all three had been together in uniform. (Courtesy photo)

GREAT LAKES, Ill. (Dec. 3, 2023) - For one Sailor, his recruiting career began long before starting his tour with Navy Talent Acquisition Group (NTAG) Great Lakes. Chief Electronics Technician Navigation Juan Pelayo joined the Navy in 2005, and has since set an example for his family. Now, 18 years later, his brother and daughter have joined him in the fleet.

"I feel like we're more connected than ever," Juan said. "It's something we all have in common. We've built a bond that our other family members can't relate to without joining the Navy."

Juan's brother, Electricians Mate Fireman Tadeo Pelayo, graduated from basic training on Oct. 12, 2023. Just a few weeks later, Builder Seaman Apprentice Destiny Pelayo, followed in her father's and uncle's footsteps, graduating on Nov. 22, 2023.

"I've wanted to join the Navy since I was very little," Tadeo said. "I've always looked up to my brother and considered him like a role model."

Now, Tadeo is working to make the experience his own. He even joked about scoring higher on

the Armed Services Vocational Aptitude Battery than his older brother.

Tadeo is currently in "A" school in Charleston, South Carolina, but was able to travel back home for Thanksgiving. It was the first time all three had been together since before Tadeo shipped for basic training in August of 2023.

Following Thanksgiving, Destiny traveled to Gulfport, Mississippi, for "A" school. Growing up, Destiny has moved all over the United States for her dad's job. She said traveling and seeing all the opportunities he's had because of the Navy, helped impact her decision.

"I did consider other branches but at the end of the day, it was always the Navy," Destiny said.

NTAG Great Lakes covers Northern Illinois, Northwest Indiana, Eastern Wisconsin and Western Upper Peninsula of Michigan. Headquartered in North Chicago, NTAG Great Lakes has 30 recruiting stations and employs more than 150 military and civilian personnel.

Q2

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 the 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 better share this information, please email us at navypartnership@vmlyr.com.

Q1 // HIGHLIGHTS

NATIONAL MEDIA

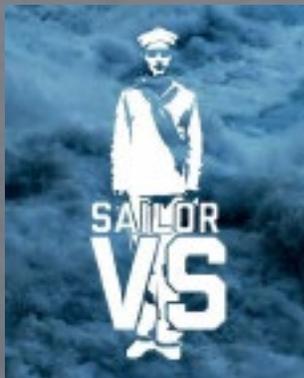


T W I T C H C O N

America's Navy had a strong presence at one of the largest gaming events in the country this past fall when our esports team, Goats & Glory, participated in TwitchCon the weekend of October 19-22. Goats & Glory hosted their popular booth on the convention floor and competed in a range of 1v1 challenge games, including Call of Duty, Mario Kart, and more. During the Sunday finale, America's Navy sponsored the LAN Party for a Call of Duty tournament, where lucky fans got to go on stage to compete and win prizes provided by Twitch. Beyond the on-site event, the video from the LAN Party generated 264k+ views.

S A I L O R V S 3

The popular series, featuring Sailors competing against famous YouTube creators, ran throughout Q1, both on YouTube and through a larger partnership on Hulu.



Some of the featured Sailors this year included a CTI Linguist, Air Crewman, and an MA Dog Handler, each going up against some of the top YouTube stars in a range of challenges.

SOCIAL MEDIA

CTI: CODE CRACKING SNAP LENS

Q1 saw the launch of our latest Snapchat lens – CTI: Code Cracking. After scanning the lens in the Snapchat app, users are prompted to turn on voice control, tap to continue, and use their voices to pronounce the codes in various foreign languages. Just like a Navy Cryptologic Technician Interpretive, users of this new lens work to crack the codes to get to the hidden message at the end. It's difficult, but it's worth it. Experience this Snap lens by scanning the Snapcode in the Snapchat app.



REDDIT AMA WITH MWD FOX

To further amplify the launch of Sailor VS Season 3 and educate Redditors about military working dogs and Master-at-Arms careers, we hosted an AMA with MWD Fox and his handler MA1 Baker. This was the first DoD AMA ever hosted by a non-human!



Q1 // HIGHLIGHTS

EVENTS & CONVENTIONS

OCTOBER

- American Dental Association SmileCon (NTAG Jacksonville)
- San Francisco Fleet Week Air Show (NTAG Golden Gate)
- Academy of Otolaryngology Head and Neck Surgery (AOHNS) (NTAG Nashville)
- American Psychiatric Nurses Association (APNA) (NTAG Jacksonville)
- Grand Junction Air Show (NTAG Rocky Mountain)
- TwitchCon (NTAG Southwest)
- Crossroads Air Show (NTAG Heartland)
- Naval Air Orientation Day/Wine Under Wings (NTAG Nashville)
- American College of Emergency Physicians (ACEP) (NTAG Philadelphia)
- American Academy of Optometry (AAOPT) (NTAG New Orleans)
- ACS Clinical Congress (NTAG New England)
- American Academy of Family Physicians (AAFP) (NTAG Great Lakes)

NOVEMBER

- American Academy of Ophthalmology (NTAG Golden Gate)
- U.S. Conference of Catholic Bishops Conference (NTAG Philadelphia)
- Student Nurses Association of PA (SNAP) (NTAG Pittsburgh)
- National Alliance of Black School Educators (NABSE) (NTAG New Orleans)
- Affton High School (NTAG Mid America)

DECEMBER

- Brockton High School (NTAG New England)
- Army-Navy Game 2023 (NTAG New England)
- Armed Forces Bowl (NTAG Red River)
- 2023 AutoZone Liberty Bowl (NTAG Nashville)
- Pastoral Evangelism & Leadership Council (P.E.L.C.) (NTAG Nashville)

DIVERSITY

OCTOBER

- Navy Promotional Day Portland (NTAG Portland)
- AISES National Conference (NTAG Pacific Northwest)
- Navy Promotional Day Kansas City (NTAG Mid America)
- Society of Women Engineers (SWE) National Conference (NTAG Pacific)
- Society for the Advancement of Chicanos/Hispanics and Native Americans in Science (SACNAS) National Conference (NTAG Portland)

NOVEMBER

- Society of Hispanic Professional Engineers (SHPE) National Conference (NTAG Rocky Mountain)
- Navy Promotional Day Charlotte (NTAG Carolina)
- Hampton Veteran's Event, Hampton University (NTAG Richmond)
- NCRF Black College Expo – Dallas (NTAG Red River)
- NCRF Black College Expo – Houston (NTAG Houston)

NATIONAL MEDIA

NETFLIX

NETFLIX

America's Navy officially has partnered with Netflix. With the introduction of Netflix's ad-supported model, the Navy now has the opportunity to showcase its marketing content on the most highly viewed streaming service available. Beginning in January, those watching the newest series on Netflix will likely see Navy content during ad-breaks.

SOCIAL MEDIA

BLACK HISTORY MONTH (FEB.) & WOMEN'S HISTORY MONTH (MAR.)

We will celebrate both Black and Women's History Months by highlighting remarkable current Sailors who are excelling in their Navy careers and making history every day.



SOCIAL MEDIA

FAST-PACED INTERVIEWS

Join us for quick, personal talks with Sailors as they answer questions in a rapid-fire fashion, covering varying topics about their lives and jobs. These Reels will give potential recruits a glimpse into different aspects of Navy life while introducing them to real Sailors.

NEW YEAR, NEW SAILOR SKILLS

In the New Year, America's Navy social media content will emphasize the transformative power of a Navy career by showcasing a wide range of ratings and the skills required to succeed in those fields.

EVENTS & CONVENTIONS / DIVERSITY

The Q2 calendar of events, conventions, and diversity activations was not finalized and approved prior to the publication of this issue of *Navy Recruiter*.

If you have an idea for an event to add to the calendar, please use the Smartsheet online submission form to submit an event for consideration.

<https://app.smartsheet.com/b/form/cc818b54fc9d4cd497a76fffdcd405e1>

Interested in hosting an NPD or want to assist in the execution? Email us at navypartnership@vmlyr.com.

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