



Empowering Our
Greatest Asset

Digital Recruitment for Today's Cyber Talent

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Department of Defense

About NSA

- A world leader in the protection and exploitation of intelligence
 - Signals analysis
 - Information assurance



Recruitment Needs and Targets

- Critical skill areas
 - Computer science
 - Computer and electrical engineering
 - Mathematics
 - Language analysis
 - Intelligence analysis
- Target populations
 - Promising college students
 - Recent grads
 - Transitioning military



NSA Recruitment Challenges

- Brand awareness
 - History of secrecy
- Brand understanding
 - Often defined by news and entertainment media
- Value proposition
 - Understand what labor market wants
 - Articulate how NSA can meet those needs
- Communication channels
 - Campus recruiting
 - Student programs
 - Digital media

College Campus Recruitment

- 50+ college/university visits annually, hundreds more virtually
- NSA target schools
 - Proven technology records
 - Minority institutions or majority institutions with large minority populations
 - Proven employee ROI
 - NSA-specific determining factors
- Partnerships with target schools
- NSA Industry Days
- Career invitationals

Student Program Opportunities

- 20-plus student programs
 - Summer/semester internships
 - Cooperative education
 - Scholarships
 - High school programs
 - 500 students per year
- Several focus areas
 - STEM – science, technology, engineering and mathematics
 - Liberal arts – intelligence analysis
 - Diversity
- Work tour opportunities
 - Earn money while working with employees in signals intelligence, information assurance, research and technology

The Market & Media Use

- Three of four teens and young adults (ages 18 to 30) use social media sites
- Three of four online profiles are on Facebook
- 99.8 percent of college students have a cell phone
- About 50 percent of college cell phones are smartphones
 - 97 percent of those use their camera
- Text messaging trumps e-mail and IM as the main form of communication
 - With 97 percent of students sending/receiving text messages as compared to 30 percent for e-mail and 25 percent for IM

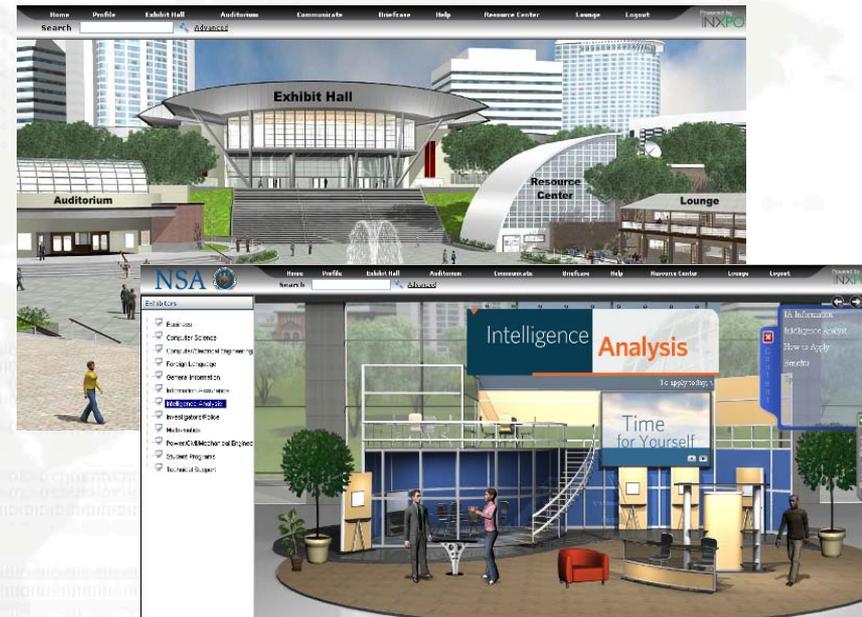
Digital Channels

- Live, online virtual events
- Social media
- Smart tags
- Mobile apps



Virtual Career Fairs

- Reach from coast to coast
- Sign in at your convenience
- No carbon footprint
- Appeals to tech-savvy audience
- Virtual booths for career fields
- Welcome video by NSA
- Conversations via chat
- Job postings at each booth
- Multimedia with live Q&A
- Content on demand for 90 days



Virtual Career Fairs By the Numbers

	General Recruitment Event (February 2009)	IAD-Focused Event (March 2009)	IC VCF 1 (March 2010)	IC VCF 2 (March 2011)
Registrants	7,839	575	29,544	12,050
Attendees	5,027	366	17,902	8,010
Percent Attended	64%	64%	61%	66%
Industry Average	50%	50%	50%	50%
Resumes	2,200	217	N/A	N/A
Percent Applied	44%	59%	N/A	N/A

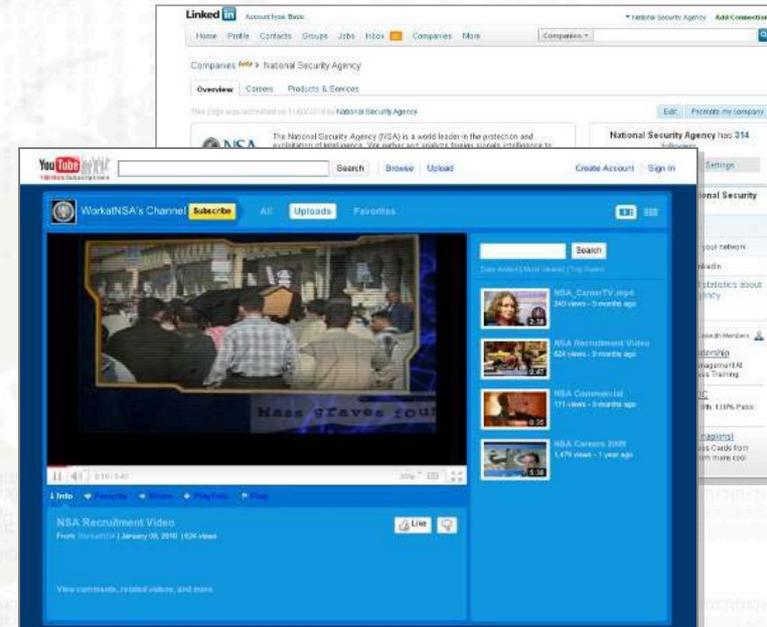
NSA Social Media

- Facebook
 - 11,607 fans
 - Average 6,149 active users monthly
 - Ability to cross-promote events and NSA news
 - Custom page to support NSA brand
- Twitter
 - 727 followers
 - Promote events
 - Announce news
 - TweetMyJOBS



NSA Social Media

- LinkedIn
 - Company page: 1,033 followers
 - NSACareers group: 571 members
- YouTube
 - 7,703 upload views
 - Recruitment video
 - Recruitment commercial
 - “Day in the life” vignettes
 - Multimedia presentations



Bridging the Gap: Smart Tags



CAREERS AT THE NATIONAL SECURITY AGENCY

Make a critical difference with what you know.

You already know that intelligence is vital to national security. But here's something you may not know.

The National Security Agency is the only Intelligence Community agency that generates intelligence from foreign signals and protects U.S. systems from prying eyes.

If you have the professional skills or technical expertise to support this important mission, then explore NSA. At NSA you can experience a variety of opportunities throughout your career as you work on real-world challenges with the latest technology. You'll also be able to maintain a good balance between work and family life, as well as enjoy a collaborative work environment with flexible hours.

You won't find this kind of experience anywhere else.

KNOWING MATTERS

Excellent Career Opportunities in the Following Fields:

- Computer/Electrical Engineering
- Computer Science
- Information Assurance
- Mathematics
- Foreign Language
- Intelligence Analysis
- Cryptanalysis
- Signals Analysis
- Business Management
- Finance & Accounting
- Paid Internships, Scholarships, and Co-op

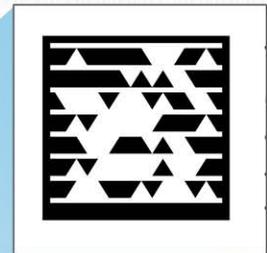
>> **Plus** other opportunities

NSA
www.NSA.gov/Careers
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WHERE INTELLIGENCE GOES TO WORK™

Watch the Video.
Get the free App for your career phone at [gettag.mobi](#) and then launch the App and aim it at this tag.

Search NSACareers
Available on the **App Store**
Download NSA Career Links



Mobile Apps

- The smartphone is the next desktop computer
 - Smartphones outsold computers for the first time in Q4 2010
 - 99.8 percent of college students have a cell phone; 50 percent are smartphones
 - Half of smartphone users say ...

“My phone is my life!”

Mobile Apps

- NSA Career Links
 - iPhone: 2,300+ downloads
 - iPad: 700+ downloads
 - Android: 1,000+ downloads
- Videos
- Careers
- News/events
- Links to Facebook and NSA Careers site





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Q & A

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