



# **DACOWITS Quarterly Business Meeting**

**22-23 March 2017**

**LtCol. John Caldwell**  
**MCRC, AC/S, Marketing and Public Affairs**

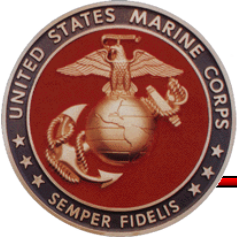
Point of Contact:  
Maj Magdaleno  
703-784-9371



**What are the primary reasons newly accessed service members gave for joining your Service branch, and how do you regularly survey this information? (Differentiate data by gender, enlisted vs officer, and other relevant demographic attributes).**

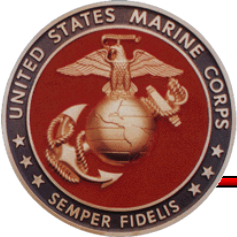
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- Extensive primary and secondary research conducted/analyzed to determine drivers of interest and joining
  - *Thoughts On Female Recruiting*, March – October 2013 (MCRC)
  - *New Recruit Survey*, Spring 2015 (JAMRS)
  - *Thoughts On Recruiting Qualified Female Candidates*, November 2015 – January 2016 (MCRC)
  - *FY17 Direct Mail Testing*, September 2016 (MCRC)
  
- **Conclusions:**
  - Women join the USMC for the same reasons men do: honor/prestige, challenge, belonging to something elite
  - Work-life balance matters less for **USMC** female prospects, who – like their male counterparts – are less motivated by “tangible” benefits than they are the “intangibles”
  - Female prospects respond more favorably to USMC advertising that features women among men, **or** advertising that features only men over advertising that exclusively features females
    - Male prospects prefer USMC advertising featuring only men
      - IMPLICATION: We’re adjusting despite this audience representing 90-93% of our accessions
    - Female poolees and recruits feel USMC advertising underrepresents women, particularly in its depictions of females serving on active duty
    - When asked, the majority of recruits said that they preferred to think of themselves as a “Marine, who happens to be female”



## *In particular, how has your Service adjusted their marketing and branding?*

- Implementation of a gender agnostic brand strategy, *Battles Won*, that enables the Marine Corps to retain long-held equity in “tough/elite” brand attributes while broadening reach to more females
- Rooted in the notion that it’s impractical (if not impossible) to inspire people toward collective action by continually pointing out their differences, this “total market” strategy leverages research to present the Marine Corps consistently to all audiences
  - Aimed at attracting those with a fighting spirit, honing it to earn the title, augmenting it to win our nation’s battles, and imbuing it to enable returning Marines to improve their communities and the lives of their fellow citizens
- Include women in all advertising, specifically depicting them “doing their job” (as opposed to showing them in training)
  - Battle Up: Logistics Officer
  - Anthem: Female Engagement Team
- Identify female Marines who embody this fighting spirit throughout their youth and their service to feature in content that more effectively resonates with female prospects
  - Homefront Video Series: Capt McMillan & Capt Golino
- Identify and directly contact females with “universal gender” creative
  - Investment of \$1.6M to direct mail to over 3.2M female prospects in FY16, producing 56,882 leads



## *What unconventional or non-traditional methods is your Service using to recruit?*

### ➤ Sports & Team Focused Engagements

#### ➤ Semper Fidelis All-American Program (SFAAP)

- Moving from a football-only program to welcome all sports and split participation 50-50 between males and females, the evolved \$2M SFAAP will identify the best and brightest young women in America who are fighting and winning battles in the classrooms, on the field of competitive play, and within their communities

- 274 female prospects applied out of 702 total applicants

- Those recognized will be honored at the inaugural Battles Won Academy in July, which will be highlighted with keynote speakers – including US National Women’s Team captain, Carli Lloyd

#### ➤ Wrestling

- With USA Wrestling and National Wrestling Coaches Association, focus on the fast-growing sport of wrestling among coaches and high school females to identify prospects primed to achieve standards of recently opened MOSS

- \$250,000 investment; will reach in excess of 11,496 high school female wrestlers (2014-15 numbers; 2016 estimate is over 13,000)

- 25% of all USAW events Marines will activate onsite in 2017 are female-only tournaments

- <http://usatodayhss.com/2016/womens-wrestling-experiencing-exponential-growth>



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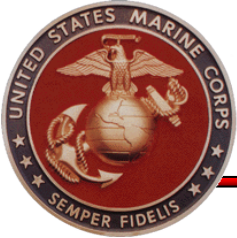
## ➤ Sports & Team Focused Engagements

### ➤ Max Preps/CBS Sports High School Athlete of the Month

- Utilizing expansive media platform to recognize exceptional female and male athletes each month
- \$1.5M investment reaches 10M females 18-34 (5.3M are between the ages of 18-24)
  - <http://www.maxpreps.com/marines/article.aspx?id=cac14213-d126-4f73-9d63-a03c47142e97>

### ➤ Reebok Ragnar Relays

- Working with female-oriented fitness brand, Reebok, fielded a team of 12 Marines – male and female – to run 241 miles during a Ragnar Relay in honor of the 241st birthday of the USMC
- [http://www.marines.com/news/-/news-story/detail/news\\_09nov16\\_marines-run-241-miles-in-honor-of-birthday](http://www.marines.com/news/-/news-story/detail/news_09nov16_marines-run-241-miles-in-honor-of-birthday)



***How has your Service adjusted your recruitment strategies within the last year to attract the high caliber women needed to fill newly opened and other positions?***

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- In conjunction with unconventional/non-traditional marketing methods Marine Corps Recruiting Command utilizes its systematic approach towards recruiting to identify, screen, access highly qualified female applicants
- Additional locally directed recruiting strategies include:
  - Social media Digital Engagement prospecting
  - All female pool functions with female Drill Instructor participation
  - Directed, Supervised female prospecting
- Recruiters are informing all women applicants that all occupational specialties are available to them, letting them know that women applicants are eligible to select any occupational field based on inventory and eligibility
- MCRC applies a service designed gender neutral physical fitness requirements to all applicants (male/female) interested in combat arms positions