

Services' Marketing and Accession Plans (RFI #4)



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Question #4a

Advertising

- Question 4a. What marketing strategies are the Services using to increase the accessions of women?
- Response 4a. The Marine Corps Recruiting Command (MCRC) has consistently conducted total market strategies and specific initiatives on an annual basis to increase overall awareness; furthermore, MCRC has endeavored to understand women's propensity to join the Corps and recruit highly qualified female candidates. Over time, MCRC has increased the amount of female-inclusive or female-specific advertising to generate awareness about what it means to be a Marine, the opportunities for females in the Marine Corps, and, ultimately, female accessions, as outlined in subsequent responses.
- As the emphasis on female mission has become more important, the USMC Office of Diversity Events has increasingly used Enhanced Area Canvassing (EAC) event activations, such as Women in Aviation and Women's Basketball Coaches Association, as a way to target women and their influencers.
 - **Women in Aviation** offers the Marine Corps an opportunity to engage with highly qualified college students interested in pursuing a career in aviation, as well as the influencers connected to the industry, such as flight instructors, who are vested in providing opportunities to share with their students.
 - **Women's Basketball Coaches Association (WBCA)** provides a platform for the Marine Corps to build brand advocacy and educate and inform the WBCA members (high school and college women's basketball coaches) of the opportunities available within the Marine Corps. The strategy is to increase awareness and understanding of the Marine Corps by offering coaches the ability to have the Marine Corps provide physical fitness demonstrations or workouts and leadership training discussions for their teams. More details on FY15-16 activities are included in answer 10.



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Advertising

- In addition to EAC events at the region, district and Recruiting Station (RS) levels, MCRC has also previously developed female-specific recruitment materials:
 - **Two national direct mail** pieces targeting female high school juniors and seniors
 - **On-demand trigger mailings** executed at the district/RS level whenever needed
 - **Female officer email templates** provided to the Officer Selection Officers for on-demand email distributions
 - **Four national female enlisted and officer collateral** pieces outlining the opportunities available to women in the Marine Corps and what they may experience when enlisting or commissioning
 - **Social media content** designed to complement occasions and EAC events (whether focusing on the event/occasion specifically or highlighting related content)
 - **Female content on the flagship Web property, Marines.com** (Marine success stories)
 - **Online display advertising (campaign banner ads)** with a female focus
 - In conjunction with evaluating each initiative and program annually to determine success, MCRC constantly reviews research and industry trends and conducts quantitative and qualitative studies (such as the Female Research Initiative noted in answer 10a) to inform optimizations to targeted efforts and the program overall.



Question #4b

Advertising

- Question 4b. Have the Services altered their marketing strategies to recruit women into the newly opened positions and units? If so, how?

- Response 4b. MCRC is currently developing new recruitment communication materials against a total market strategy. The campaign is aimed at the recruitable population (prospects) and their influencers (parents, teachers, coaches, community leaders, Americans in general). The approach is to speak to everyone regardless of gender, ethnicity or any other personal variable with one strategy. However, MCRC is presently identifying the most effective stories to illustrate women serving in the operational Marine Corps that will inspire others to raise their hand and volunteer. While MCRC communicates with women through different channels, the voice of the institution remains the same. It is anticipated that new marketing materials against this all-inclusive strategy will launch in spring 2017.
 - In the short term, upon the DoD's announcement that military branches must open all MOSs to women, MCRC audited recruitment materials to determine necessary updates to properly communicate the newly opened positions and units. The immediate actions taken upon official news of the implementation include:
 - Removed a gender-qualifying question on a career tool on Marines.com as gender no longer limits Military Occupational Specialty (MOS) options;
 - Replaced "Reconnaissance Man" with "Reconnaissance" on Marines.com;
 - Updated Marines.com with a new requirement for a gender-neutral Initial Strength Test (IST) for combat MOSs;
 - Updated questions and answers on Marines.com related to opportunities for women and physical preparedness;
 - Updated social media video descriptions for accuracy;
 - Updated social media responses regarding the removal of MOS restrictions;
 - Published social media opportunistic posts surrounding the implementation;
 - Removed from rotation national collateral pieces specific only to female Marines and instructed the field to no longer use copies in possession to abide by the directive to use the term "Marine" for all Marines, both male and female to promote an inclusive mentality (program sheet, benefit card, and two brochures specific to female Marines); and
 - Updated the Enlisted Marine Corps Opportunities Book (MCOB) (electronic version)