2014 Enlisted Women Accessions/Retention

Enlisted Women Accessions/Retention

Outreach and recruiting of women is critical to ensuring the U.S. military has the strongest possible pool of highly qualified individuals to draw from in meeting its leadership needs.

DACOWITS requests a briefing on the accession of enlisted women. We ask that the briefing provide an overview of recruitment and accession of enlisted women over time (past 10 years) including numbers and goals, how goals were determined, and retention rates after completion of initial service obligation. Please include information on current efforts to identify, recruit and retain enlisted women.

Enlisted Women Accessions

- Navy Recruiting Command (NRC) continues to expand female officer and enlisted recruitment to enhance the cross section of society throughout the fleet and the Navy.
- Female accessions in FY12 and FY13 have remained steady at 23-25% and 23% of overall accessions for officer and enlisted programs, respectively.
- Navy actively engages with 7 affinity groups (e.g., Society of Women Engineers) to establish national, regional, and local partnerships to build trust, create awareness, and increase female accessions.
- Female accession is an NRC priority
  - NRC recruits enlisted female accessions with a goal of 23% based upon an OPNAV N1 decision guidance.
  - For officer accessions, female goaling is limited to the nuclear propulsion program based on operational necessity. Other than these specific requirements, Navy can not legally have gender-based goals.

Enlisted Women Accessions

2003-2013 Active Component Non-Prior Service

FY	% Goal*	% Achieved	Raw numbers
2003	16.9%**	17.0%	6,875
2004	16.4%	16.5%	6,480
2005	18.9%	16.3%	6,117
2006	21.0%	18.9%	6,848
2007	19.9%	21.0%	6,825
2008	20.8%	22.1%	7,183
2009	20.9%	21.0%	7,391
2010	21.0%	22.1%	7,524
2011	23.0%	23.2%	7,733
2012	23.0%	23.2%	8,421
2013	23.0%	23.4%	9,356

** % Goal for total NPS female accessions*
*** Based on FY03 Revision 8 Accession Implementation Plan*

Enlisted Women Accessions

- OSD's Joint Advertising, Market Research & Studies (JAMRS) has identified 7% of females in society as being propensed for military service in comparison to 19% of males.

- NRC's initiatives to cultivate the female recruiting market is based upon numerous JAMRS studies and is focused on marketing and advertising, information resourcing, and the dissolution of cultural barriers and stereotypes such as:
    - "The Navy is a man's job"
    - "Only traditional female jobs are available"
    - "Can't be feminine" or "have a family and be in the Navy."

- Information resourcing has assisted in the education process for females with integrated campaigns such as "Women redefined" (https://www.facebook.com/womenredefinednavy).
    - "Women redefined" along with other similar campaigns are being used to influence women to enter into non-traditional jobs/specialties such as Explosive Ordnance Disposal, Navy Diver, and Air Rescue Swimmer, jobs not normally associated with females.

Enlisted Women Retention

- **Navy Enlisted Retention strategy is designed to strengthen policies and programs that**:
  - Maintain personnel stability by retaining top quality Sailors, regardless of gender, in the proper skills balance and in the required numbers.
  - Encourage all members to actively participate in the Navy Reserve if they leave active duty and ensure they receive appropriate transition counseling.
  - Allow increased opportunities for the Continuum of Service that provides seamless transition between the Active Component and Reserve Component, and Reserve Component to Active Component.
  - Ensure all Sailors and their families are provided the necessary guidance to make informed career decisions.
  - Ensure active involvement by the Navy chain-of-command, from top down in the careers and lives of our Sailors and their families.

Enlisted Women Retention

- Navy sets retention goals every Fiscal Year (FY) that support fleet readiness, force structure and end strength requirements.

- Navy analyzes, monitors, predicts, and develops our annual reenlistment rates and goals as part of establishing FY retention objectives that ensure appropriate enlisted community health levels

- Navy tracks reenlistments using an “At Risk” Reenlistment Rate for Enlisted Sailors by Zones A, B and C whose obligated service ends within the current FY.
  - Each zone represents total years of service (YOS). Accurate monitoring of retention behavior within this sub-group is critical to staying within our congressionally mandated end strength and budget requirements.

  - Additional Zones, D and E represent our most Senior Enlisted Sailors, they generally exhibit stable reenlistment behavior, and therefore are not considered an at-risk population.

Enlisted Women 1st Term Retention

2003-2013

Year	All Navy Zone A Goal	All Navy Zone A Executed	Female Zone A Reenlistment Rate	Female Zone A Begin End Strength	RE+LTEs
2003	N/A%	60.0%	57.2%	31,545	2,690
2004	N/A%	50.5%	49.9%	31,245	2,653
2005	N/A%	53.0%	51.8%	29,178	2,702
2006	N/A%	51.1%	50.0%	27,050	2,379
2007	N/A%	45.5%	45.5%	25,696	1,869
2008	48%	50.2%	50.6%	24,529	1,957
2009	54%	54.6%	53.9%	24,797	2,143
2010	55%	63.7%	62.5%	26,122	2,912
2011	59%	61.9%	57.6%	27,518	2,933
2012	*33%	*33.9%	*33.0%	28,665	*1,159
2013	*48%	*38.8%	*36.9%	29,636	*1,351

Data is for Active Duty USN Females.
Data Sources: NES – End Strength, NRMS – Reenlistment Rates, RE (Reenlistments), LTEs(Long Term Extensions), Navy Goals – NAVADMINS 348/08, 321/09, 047/11
* Navy reenlistment metric was changed to be based on Sailors' whose Soft EAOS falls within the current fiscal year (CFY).

Enlisted Women Accessions/Retention

2014

Current efforts to identify:

- NRC identifies female applicants in the same manner as male recruits: “whole-person” review based on mental, physical, and moral qualifications for enlistment.
- Navy prefers “quality” applicants as measured by the Armed Services Vocational Aptitude Battery (ASVAB) score and attainment of diploma.

Current efforts to recruit:

- NRC uses integrated marketing and advertising, community outreach and engagement, and our total recruiting force to transform perceptions of the Navy among young women.
- Female recruiters, which comprise 12% of our recruiting force, are vital to dissolving inaccurate perceptions. Their diverse fleet experiences show potential recruits the many opportunities for women that await them in the Navy.

Current efforts to retain:

- Navy maintains personnel stability by retaining top quality Sailors, regardless of gender, in the proper skills balance and in the required numbers.
- Navy provides a range of retention incentives: monetary, opportunities to promote and receive training (ie, basic, advance, and professional military education).
- Navy’s Career Intermission Program (CIP) provides greater flexibility in career paths.
- Mentoring manifests itself in many forms in the Navy. Mentoring programs are designed to develop and retain talent.