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Ms. Tina Strickland
Chief, Air Force Accessions and Training Division
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Women Recruiting Goals

- IAW Air Force Instruction on Diversity, AFI 36-7001, all AF agencies are prohibited from setting numeric goals for "hiring or promotion of Air Force military or civilian personnel on the basis of race, color, sex, religion, national origin, or age. Nor may race, color, sex, religion, national origin, or age be a basis for <u>admission</u> to any training or development program."

- Numerical goals have been ruled unconstitutional

- Air Force Recruiting Service (AFRS) conducts in-person marketing events and other outreach activities through television, online and print marketing media geared to reach and appeal to female audiences

Enlisted Women Accessions – Past 10 years

Last 10 years of Non-Prior Service (NPS) Enlisted Accessions											
Year	FY04	FY05	FY06	FY07	FY08	FY09	FY10	FY11	FY12	FY13	FY14
Female Accessed	7,585	4,355	7,389	6,525	6,273	6,733	5,466	5,267	5,331	5,002	1,663
Male Accessed	26,016	14,819	23,321	21,235	21,492	25,047	22,894	22,998	23,426	21,020	7,049
Total Enlisted Accessed (NPS)	33,601	19,174	30,710	27,760	27,765	31,780	28,360	28,265	28,757	26,022	8,712
% Female Accessed	22.6%	22.7%	24.1%	23.5%	22.6%	21.2%	19.3%	18.6%	18.5%	19.2%	19.1%

Enlisted Women Retention Rates

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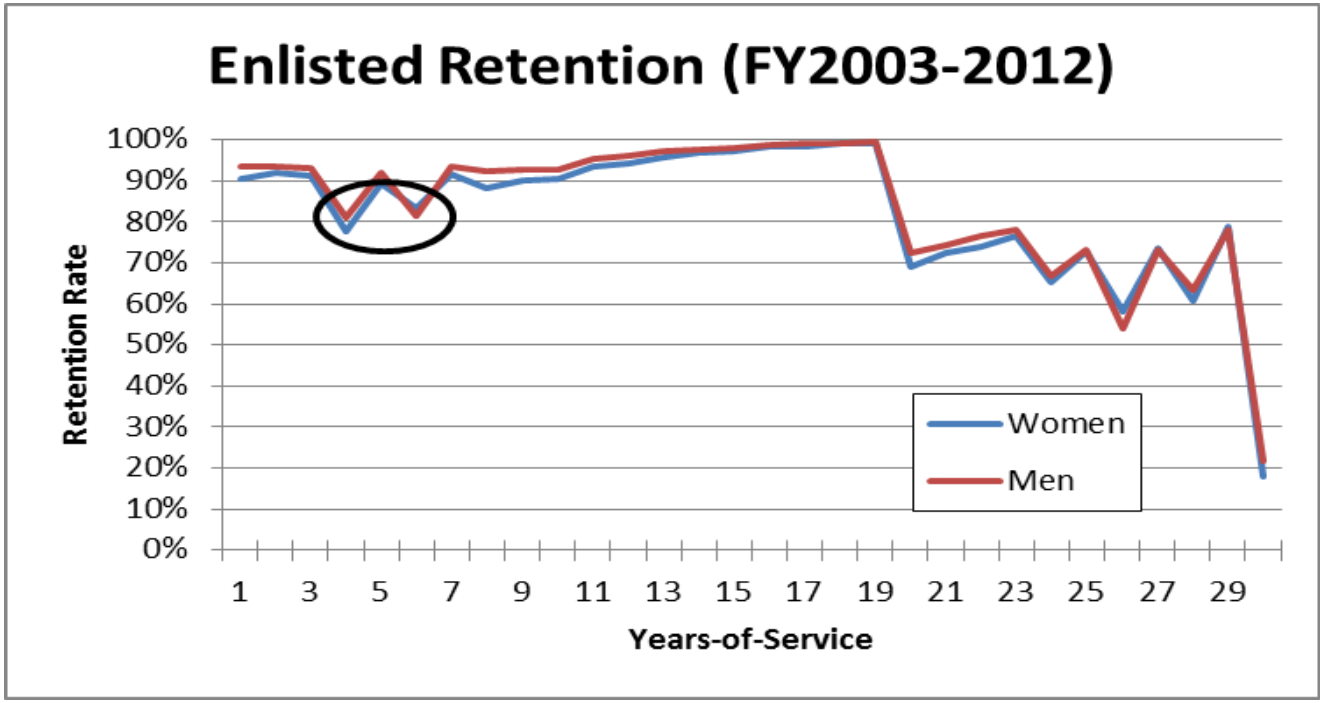
- The drops in female retention take place at the 4 and 6 yr point when 1st term enlistments end, but these are consistent with drops in male retention
- There is a also a drop at the 20 yr point when Airmen are eligible to retire
- Female enlisted retention consistent with male retention rates



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Efforts to Recruit/Retain Women

- **Air Force changed some long standing accession policies that are more favorable to potential female recruits**
  - **Permits single parents the chance to serve with an approved dependency waiver**
  - **Provides commanders the ability to retain or re-access females that become pregnant during their initial training**
    - **If trainee becomes pregnant during BMT, she is allowed to re-enter training as soon as medically qualified without having to re-compete**
- **Child Development Center and Youth Center Programs**
  - **Single Active Duty Parents have priority over others for child care**
  - **Bases offer Monthly 'Give Parents A Break' Program at no cost**
  - **Before and After School Programs Available at Youth Centers**

Current Efforts to Recruit Women

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AF Commercial:

- In FY13 AFRS produced a 30 second commercial featuring AF active duty women in 4 different career fields (Officer and Enlisted); over half of TV production funds were used to produce the "I'm an American Airman" female commercial featuring:
  - Fighter Pilot
  - Judge Advocate General Corps
  - Physician
  - Fire Fighter
- FY14 TV campaign is expanded to reach 67% of the female youth between the ages of 18-24

American Airmen Series:

- AFRS features eight AF active duty women as part of the American Airmen series on AIRFORCE.COM;
  - Gen Wolfenbarger
  - SSgt Zaloudek
  - Lt Col Malachowski
  - Capt Holloway

Other initiatives:

- AF recruiters attend annual conventions focused on women [aviators, nurses, etc]
- Previous TV campaign (It's Not Science Fiction) featured women in prominent roles

Marketing to women has been a focus for AFRS; research studies as well as JAMRS data were utilized in our products to tailor messages to young women and their adult influencers.

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Current Efforts to Retain Women

- **Retention efforts are not targeted to a certain demographic, but are targeted to specific Air Force career field requirements**
  - **Retention Programs include:**
    - **Retention & Reenlistment Bonuses**
    - **Special Duty Assignment/Other Special Pays**
    - **Medical and Dental Programs**
    - **Quality of Life and Post-Career Support Programs**
- **Implementing Career Intermission Pilot Program (CIPP) in FY14**
  - **One-time temporary transition from active duty into the Individual Ready Reserve (IRR) for officer and enlisted Airmen to meet personal and professional needs outside the service**
- **Women In Service Review Implementation (WISR) In-Progress**
  - **Continuing work to open up combat-related Air Force Specialties to women with anticipated completion date of January 2016**

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Questions?