Female Enlisted Marine Accessions Brief to DACOWITS

Col Smitherman

Marine Corps Recruiting Command

AGENDA

- Female Enlisted Accessions/Retention

Female Enlisted Accessions

DACOWITS RFI:

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. The Committee has received briefings from the Services on accessions of women officers, but is now focusing on enlisted women.

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.

Historic Enlisted Female Accession

- **10 year Non-Prior Service Regular female accessions**

Fiscal Year	Mission	Attained	Accession %
2004	2144	2160 ▲	7%
2005	2282	2282	7%
2006	2285	2320 ▲	7%
2007	2375	2507 ▲	7%
2008	2334	2467 ▲	6%
2009	2530	2533 ▲	8%
2010	2500	2510 ▲	9%
2011	2500	2502 ▲	8%
2012	2600	2603 ▲	9%
2013	2800	2803 ▲	9%

▲=Exceeded Goal

Determining Female Accessions

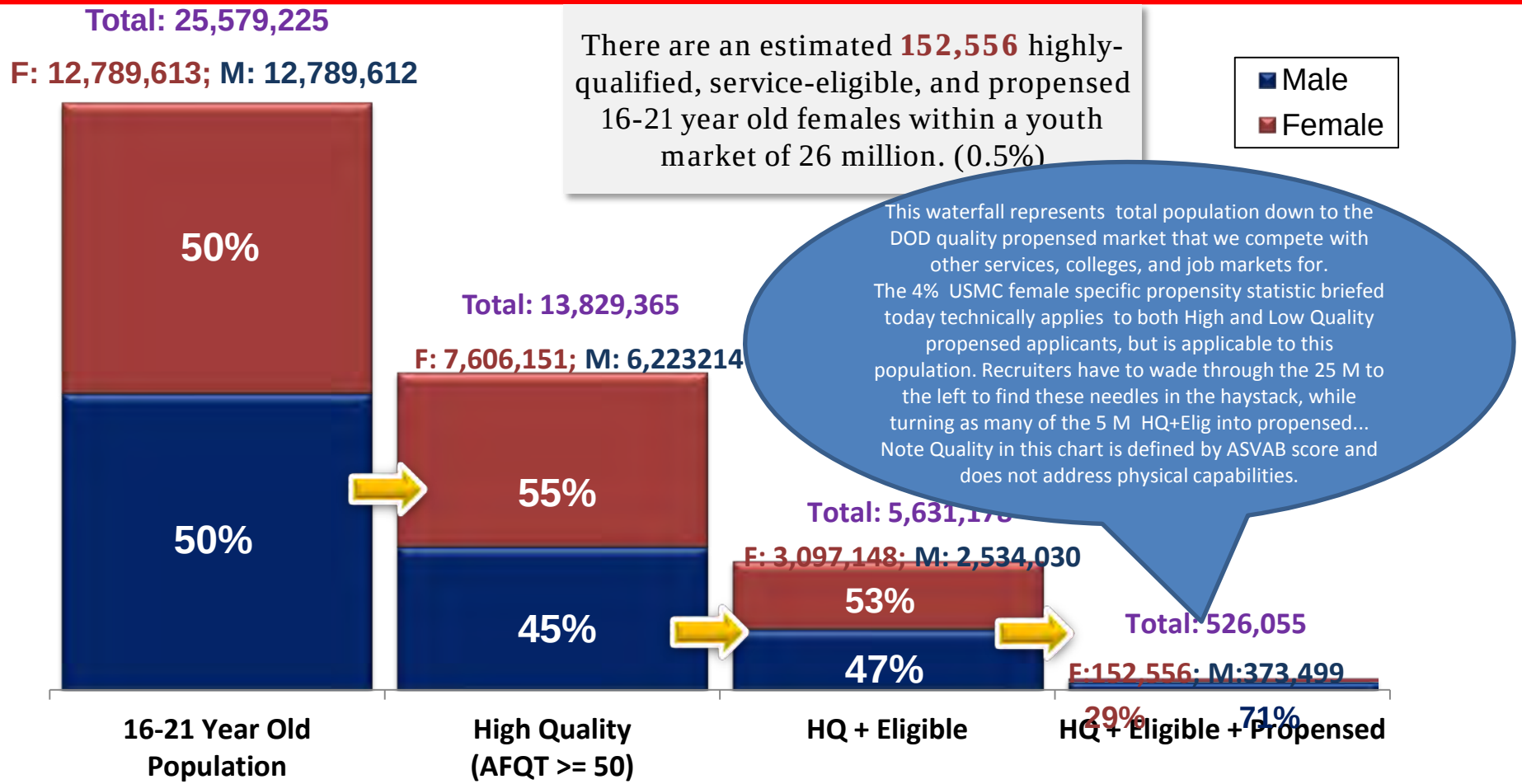
Fiscal Year	Female Enlisted Mission
2014	2,800

- Goals are set by Manpower and Reserve Affairs, Headquarters Marine Corps (HQMC) at the beginning of each Fiscal Year (FY).
- Goals are determined through the combined efforts of several entities within HQMC, and guided by the Commandant of the Marine Corps
- Benchmark for measurement
  - Accessions are phased into four month periods and each is assigned a percentage of the overall end of FY aggregate.

Estimating Size of Target Market

78% of Youth Population are Low Quality & Ineligible

There are an estimated **152,556** highly-qualified, service-eligible, and propensed 16-21 year old females within a youth market of 26 million. (0.5%)



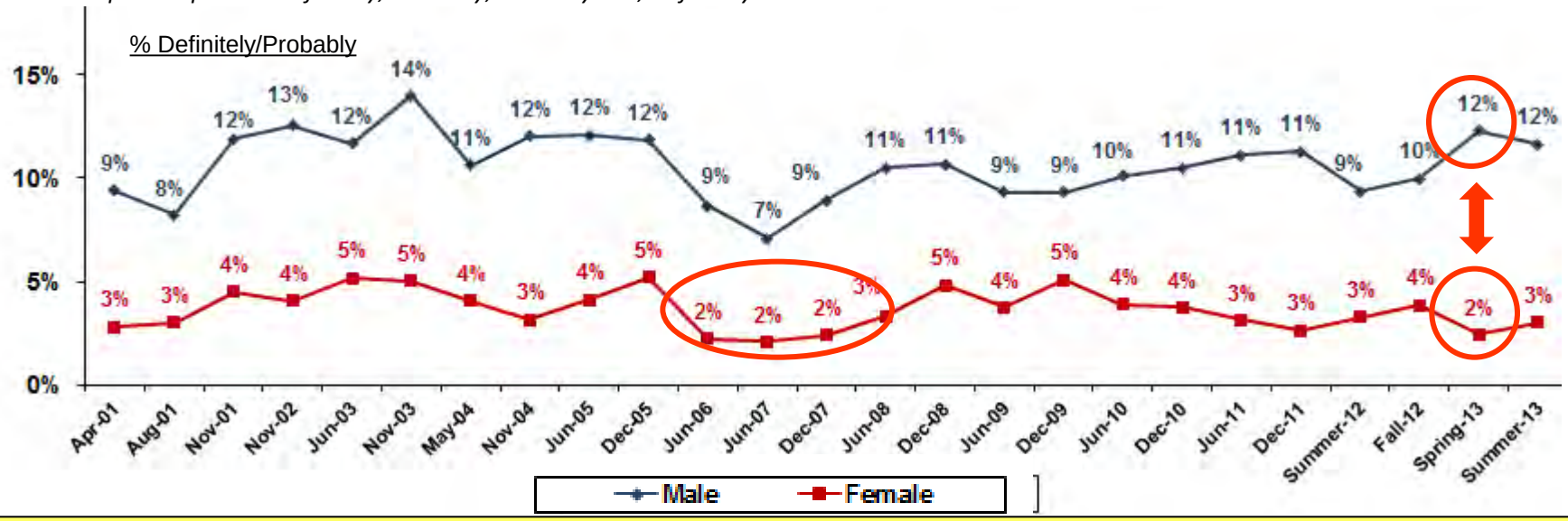
This waterfall represents total population down to the DOD quality propensed market that we compete with other services, colleges, and job markets for.
The 4% USMC female specific propensity statistic briefed today technically applies to both High and Low Quality propensed applicants, but is applicable to this population. Recruiters have to wade through the 25 M to the left to find these needles in the haystack, while turning as many of the 5 M HQ+Elig into propensed...
Note Quality in this chart is defined by ASVAB score and does not address physical capabilities.

Sources: CPS (Sept 2012 –Feb 2013); Department of Defense Youth Poll (Fall 2012); Note: QMA is the official DoD metric for eligibility.

Female Propensity
(JAMRS Summer 2013)

FPP10D: In the next few years, how likely is it that you will be serving in any of the following Military Services [Marine Corps]?

Response options: Definitely, Probably, Probably Not, Definitely Not



- USMC historically has the lowest propensity among females (typically by half)
- The Spring 2013 2% Female Propensity for the Marine Corps equated to historic lows in 2006-7 while diverging from the current 12% high for males.
- Females tend to view military service as incompatible with having an attractive lifestyle, are more risk averse, and less confident in their ability to be successful in the military.

The Female Marine Market

☐ = Significantly greater than Marine Corps Male New Recruits	Marine Corps Female Recruits	Navy Female Recruits	Army Female Recruits	Air Force Female Recruits
Pride/self-esteem/honor	86%	76%	75%	77%
For the challenge	77%	53%	53%	56%
Better my life	69%	74%	73%	73%
Travel	64%	89%	76%	85%
To develop discipline	63%	55%	55%	55%
Experience adventure	57%	69%	57%	67%
To belong to something elite	57%	41%	37%	47%
To develop leadership skills	57%	50%	51%	51%
To help others	56%	61%	58%	60%
Gain experience/work skills	55%	70%	67%	72%
Educational opportunities within service	49%	62%	52%	66%
To pay for future education	48%	65%	62%	67%
Pay/money	43%	69%	67%	68%
Make a positive difference in my community	42%	47%	49%	49%
Health and medical benefits	35%	52%	48%	56%

Marine female new recruits are citing reasons to join that are atypical of the female youth population and in some cases, at higher rates than male new recruits.

Current Efforts To Identify And Recruit Enlisted Women

- MCRC recruits female and male applicants using the same philosophy
  - Identify with our ethos; be a Marine first
    - ~70% of Female contracts come from Area Canvassing, Delayed Entry Pool Referrals and Web leads (same as male applicants)
- MCRC advertising and research of the female market is on-going and we weave diversity into everything we do.
  - FY14 Tactics:
    - Female-targeted Paid Media (Digital and Print)
    - Primary Content Collection (Videos and Photography)*
    - Updates on Marines.com (Desktop and Mobile)*
    - Social Media Publishing and Moderation*

*Projects that are part of the Marketing Foundation are expected to be conducted every year

Female Exclusive Advertising (Efforts)

Poster

Officer Pamphlet

Enlisted Pamphlet / Poster

Online Content

Print Ads

Data Current as of 3 Feb 2014

Enlisted Female Retention

Fiscal Year	Female Retention Rate	Male Retention Rate	Overall Retention Rate
2004	39%	37%	38%
2005	37%	35%	35%
2006	34%	35%	35%
2007	49%	48%	48%
2008	47%	46%	47%
2009	44%	45%	45%
2010	39%	39%	39%
2011	37%	37%	37%
2012	33%	31%	31%
2013	33%	31%	32%

Efforts To Retain Highly Qualified Women

- **Leadership: Commanders conduct formal counseling with Marines who are considering getting out of the Marine Corps.**

- **Active Duty to Selected Reserve. Active duty Marines have the option to transfer to the Selective Reserve, allowing USMC to retain qualified, quality Marines.**
  (Financial incentive; bonus offered to attract active duty to Reserve affiliation)

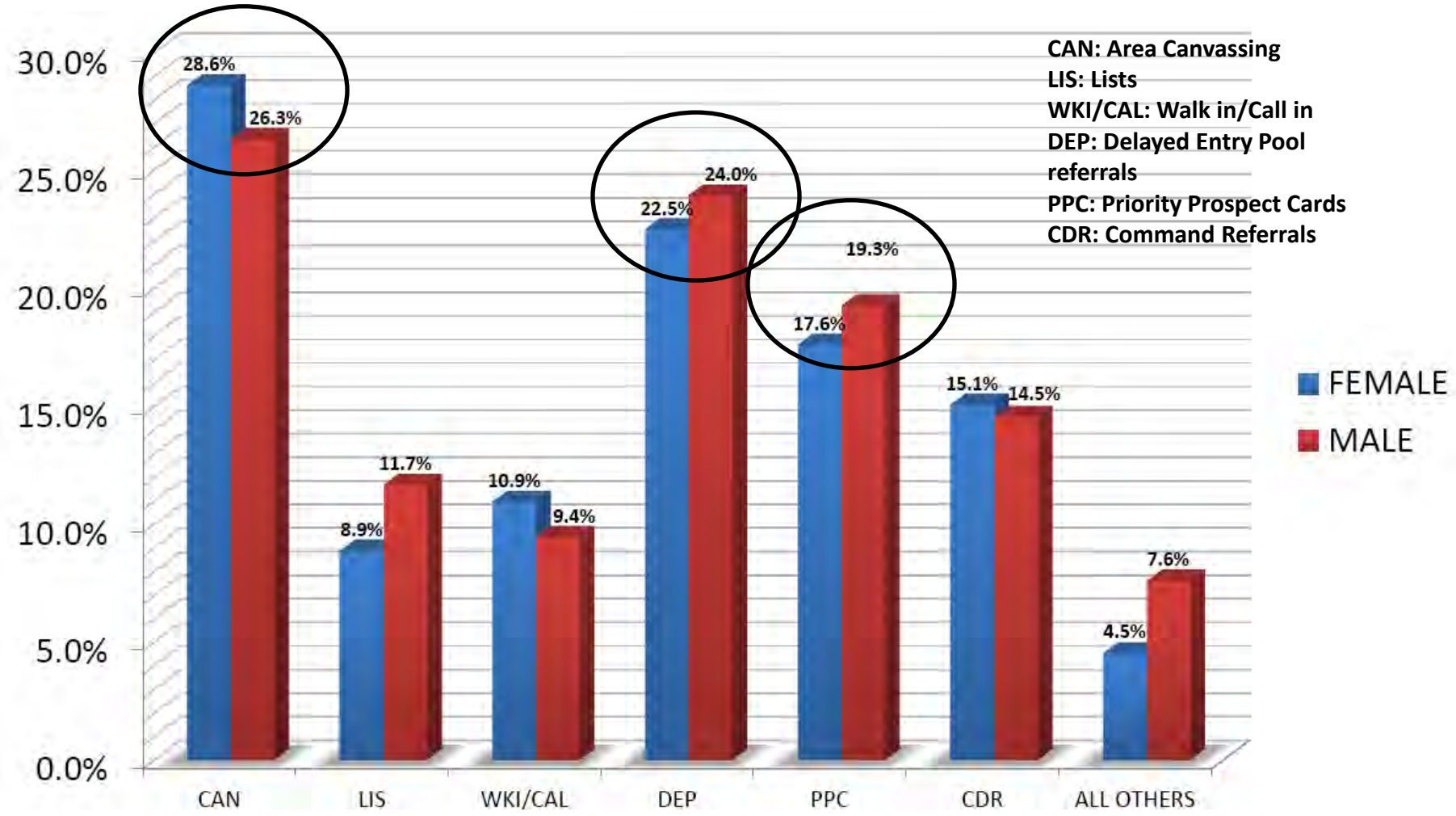
- **Enlisted to Officer commissioning programs**
  - **FY13 Female selection rate was 66.7% (Overall selection rate was 40.6%)**
  - **FY14 female officer accession goal is 8.5%; expected to exceed**

- **Career Intermission Pilot Program**
  - **Draft policy currently being reviewed for implementation**
  - **Allows Marines (officers / enlisted) to temporarily leave active duty for up to 3 yrs**
  - **Retain full medical benefits and monthly pay stipend**
  - **Return to active duty to continue career path with payback obligation**
  - **Open to all occupational specialties with focus on communities with retention challenges**

- **Professional Female Organizations: promote retention, career development and mentorship**
  - **Sea Service Leadership Association (SSLA)**
  - **Women Marine Association**
  - **Joint Women's Leadership Symposium**

Questions?

Female/Male Contract Sources (FY13)



CAN: Area Canvassing
LIS: Lists
WKI/CAL: Walk in/Call in
DEP: Delayed Entry Pool referrals
PPC: Priority Prospect Cards
CDR: Command Referrals