Army Accession & Retention of Female Soldiers

Recruiting & Retaining Enlisted Women

- 150 of 160 accession specialties are open to women
- In specialties recently opened to women—15%-30% of new Active Army privates are women
- Women recruits are 40%--50% or more of many specialties (health care, human resources, band, lab tech, paralegal and chemical)
- No recruiting goals--87% of positions are open to women
- Male and Female Soldiers have different retention behavior

Marketing and Outreach Efforts

- **Gender and ethnic balance in graphics, advertising and collateral marketing material--20 of 46 FY14 projects emphasize females**
- **Recruiting Center Military Occupational Specialty (MOS) Videos**
  - **Gender and Ethnic balance**
  - **Previously male-only MOS videos modified—current male-only MOS videos prepared for modification**
- **Use of "Unsung Heroes: The Story of America's Female Patriots" video and education site for high school engagement and outreach efforts:** *http://unsungheroeseducation.com/*

Recruiting Process

PRIMARY RECRUITING METHODS

TELEPHONE

VIRTUAL

E-Mail

Texting

Social Networks

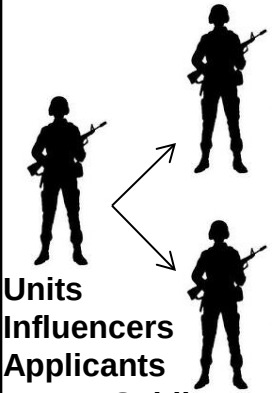
Chat rooms

FACE-TO-FACE

School, Community, Events

LEAD GENERATION SUPPORT

REFERRALS



Units
Influencers
Applicants
Future Soldiers

AREA CANVASSING

"Community Relationships"
-Influencer Development
-Business Owners
-Massing Locations

EVENTS

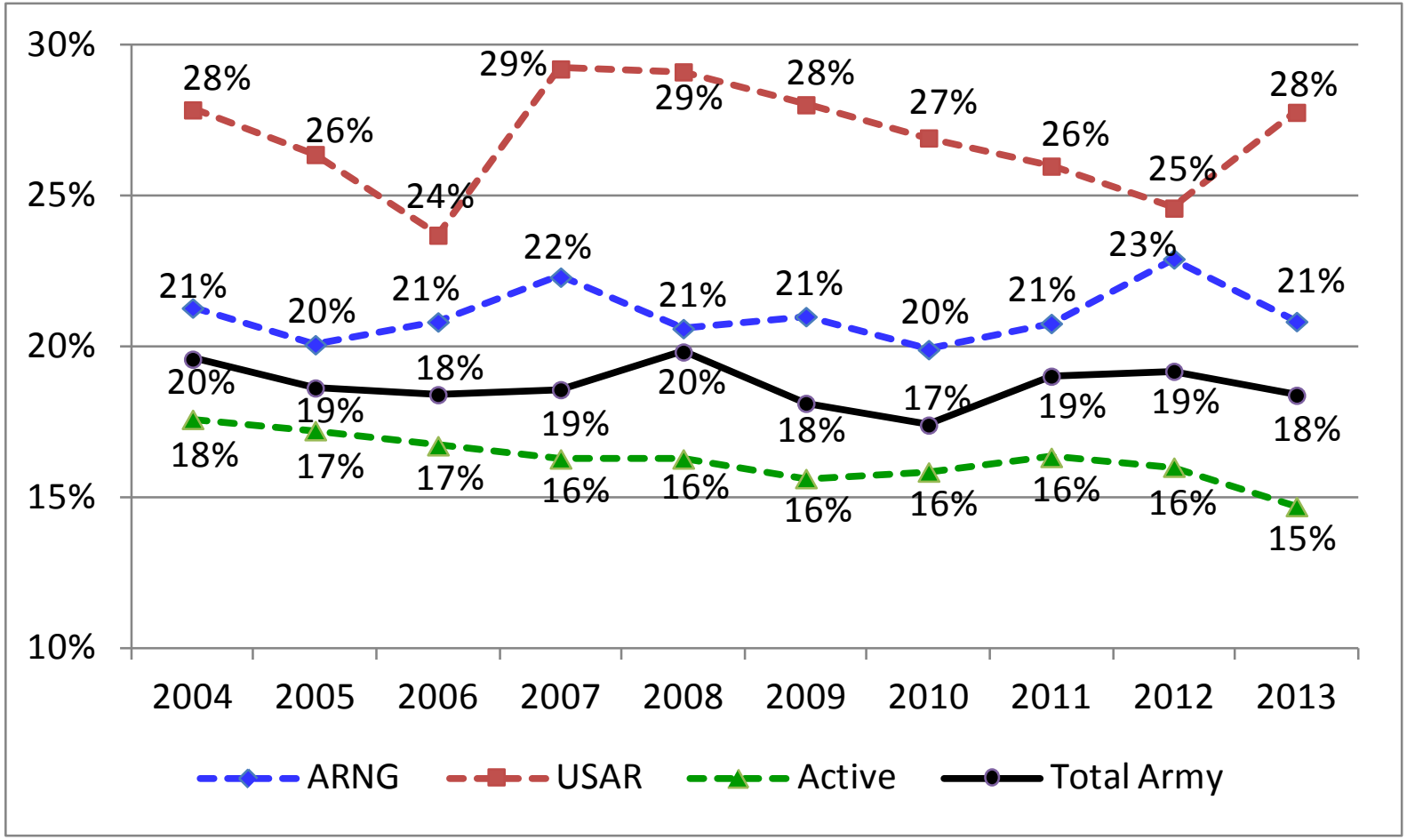
State Fair - Chicago Auto Show
All American Bowl - NASCAR
Educator Tour – Influencer Events

ADVERTISEMENT

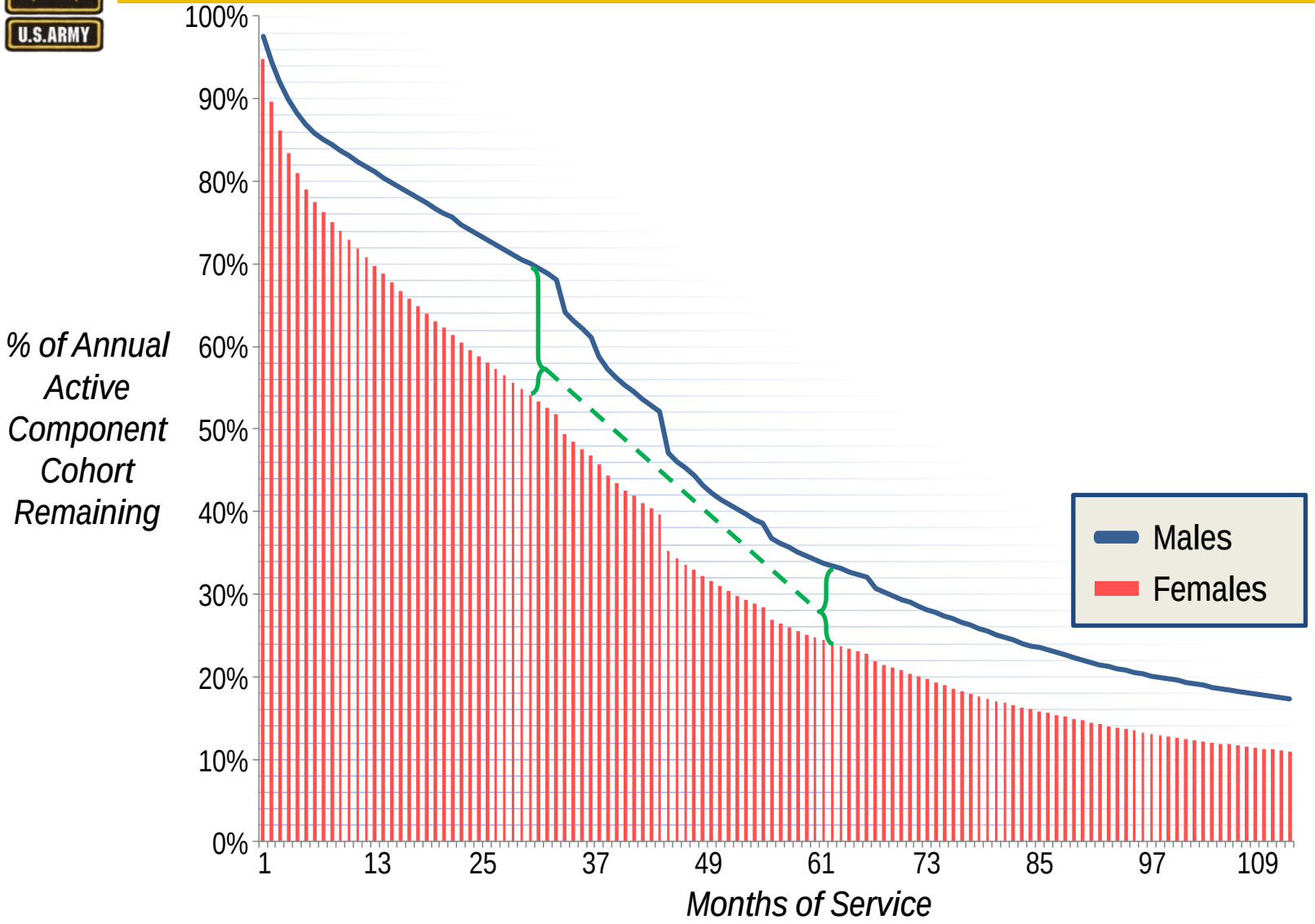
NATIONAL
LOCAL

Television
Radio
Print

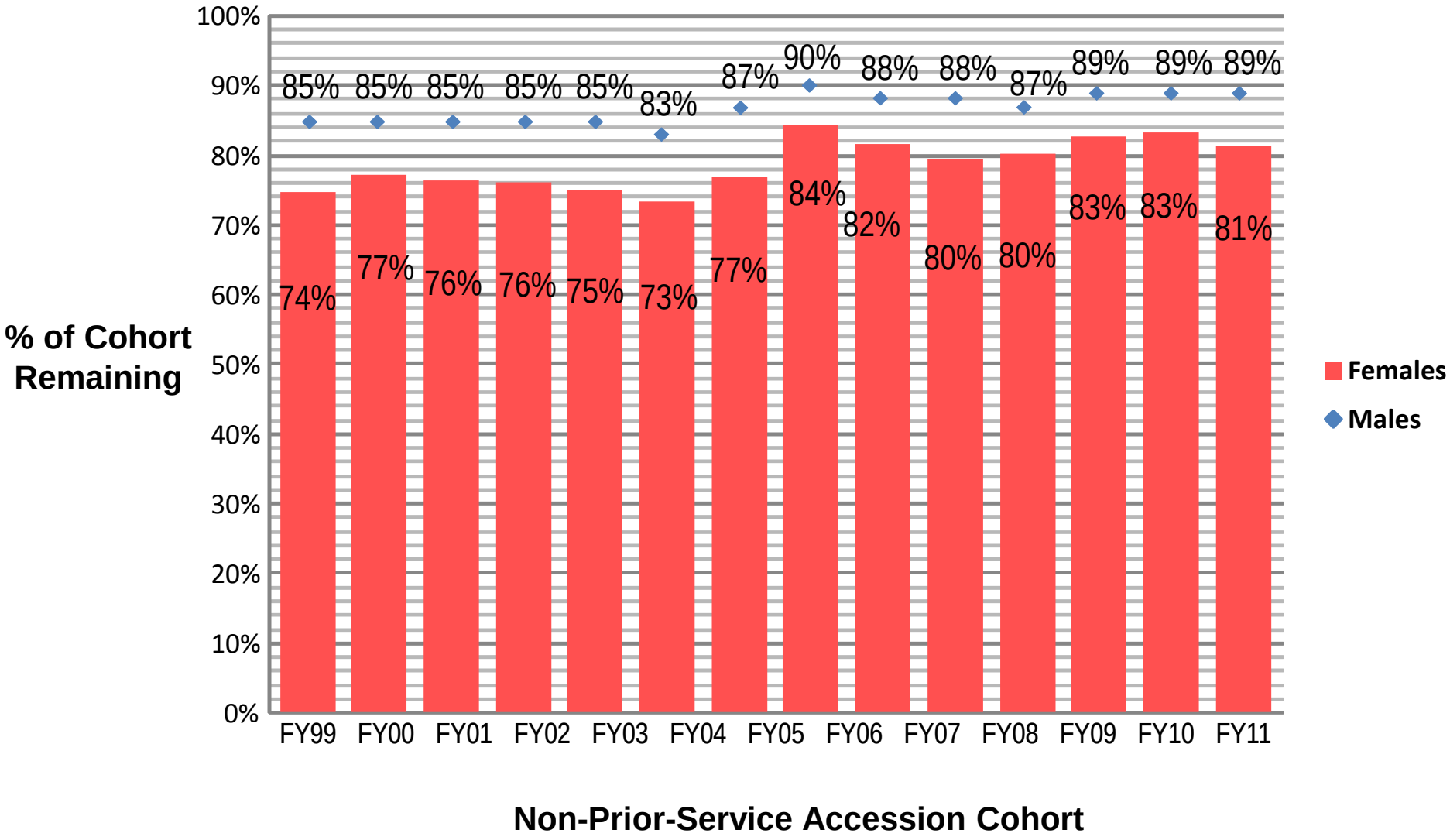
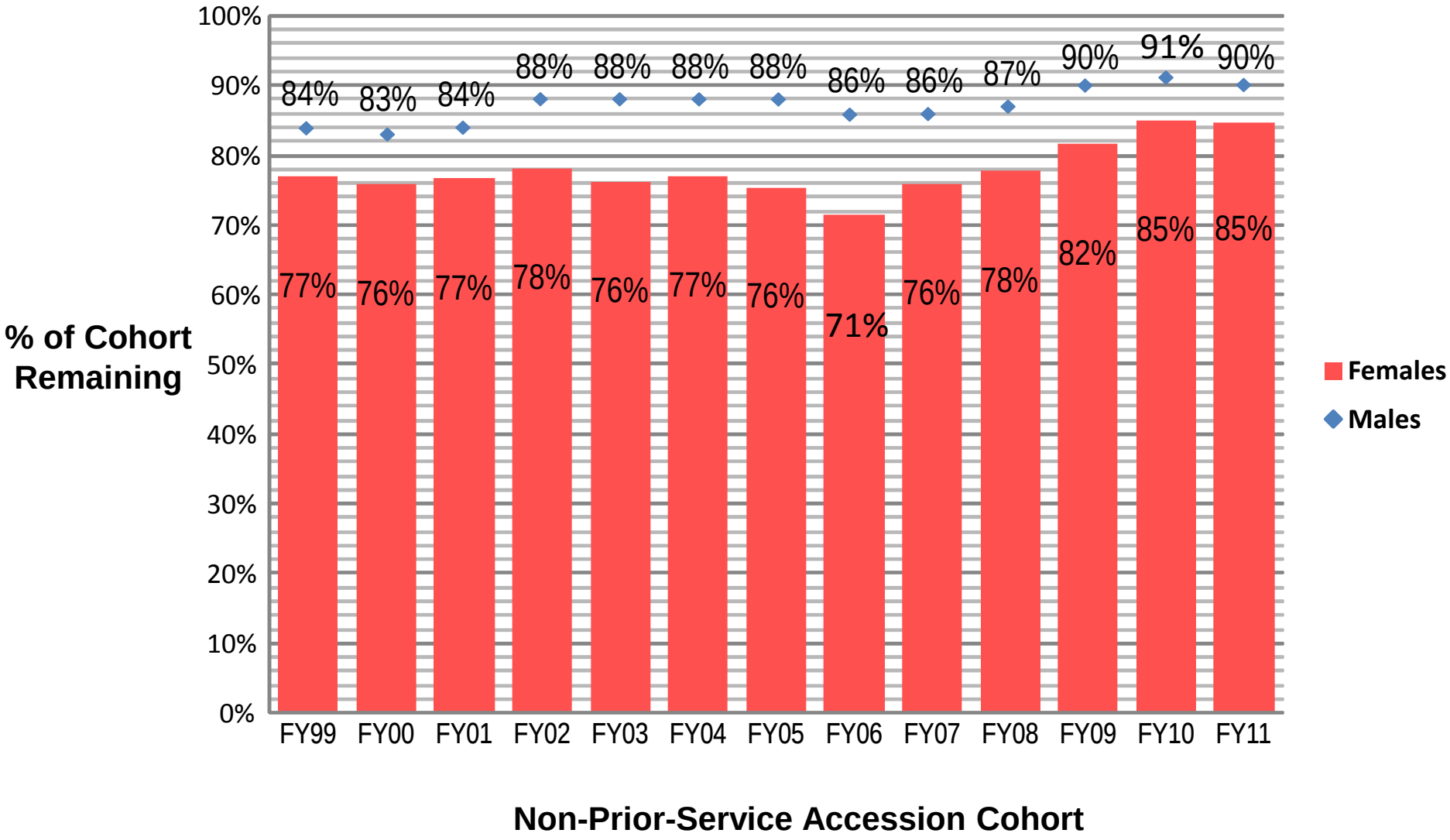
Army Enlisted Recruiting % Female



FY99-FY13 Army Enlisted Continuation Behavior by Gender



Annual AC Enlisted 1 to 7-Month Cohort Continuation



Annual AC Enlisted 8 to 24-Month Cohort Continuation