



Develop America's Airmen Today ... for Tomorrow

Air Force Efforts to Increase Propensity

DACOWITS

8-9 Dec 2016

AUSA Conference Center

Aim High...Fly-Fight-Win

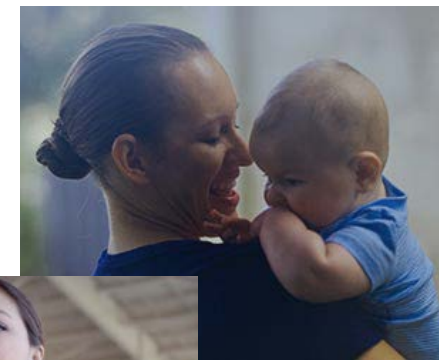


Inspiring and Attracting Women



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- Inspiring and attracting women is a priority for AF
- Since FY12, AF invested \$47M on marketing tactics specifically targeting minorities and women
 - Using research and learnings from JAMRS studies to shape messages and themes
- In FY15, 48% of total marketing budget was devoted to minority and female campaigns (\$20M)
 - Digital effort weighted 67% female
 - TV component weighted 70% female



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- American Airmen series featured personal stories of career female airmen
 - Hosted on Airforce.com and YouTube
- Senior female Airmen attend major inspirational events
 - FIRST Robotics National Championships
 - USA Science and Engineering Festival
 - Women in Aviation, etc.
- Changing perceptions is a long term commitment



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Results



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- Enlisted accessions rates for females rose 3.1% from FY13 - FY16 (from 19.2% to 22.3%)
- Line Officer female OTS applications increased 53% during same period (from 345 to 528 in FY16)
- FY16 female OTS selection rates were slightly higher than male selection rates



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