



DACOWITS Quarterly Business Meeting

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RFI #4

Talent Management (Propensity to Serve)

- MCRC has developed several marketing strategies and initiatives to more effectively engage and spread our message of opportunity to all prospects, including women, and their influencers.
- MCRC consistently endeavors to understand women's propensity to join the Corps and applies actionable lessons learned to marketing materials.
 - Completed most recent female research initiative in early 2016
- With the recent opening of all career fields to women, and in support of the Commandant's goal to increase the percentage of women in the Marine Corps, MCRC has increased the amount of female-inclusive or female-specific advertising initiatives to generate awareness about what it means to be a Marine and opportunities for women.



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Talent Management (Propensity to Serve)

- Key Initiatives
 - New advertisement campaign (Spring 2017)
 - Featuring women in more authentic and representative manner alongside their male counterparts and clearly communicates who we are as Marines, what we do in support of our Nation's interests, and why it should be important and aspirational to our country's citizens.
 - Campaign will focus on irreducible fighting spirit of women and men who make up the Marines – illuminating personal and National battles we aim to fight and win.
 - Updating advertising materials to better represent service of women in Marine Corps operational environments. MCRC is identifying most effective stories that will inspire others to raise their hand and volunteer.
 - Direct mail to male and female (33%) high school juniors and seniors.
 - Engagements with female sports associations and programs in high schools and colleges around the country.



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- Upon the DoD's announcement that military branches would open all military occupational specialties (MOS) to women, MCRC audited recruitment materials.
 - Removed gender-qualifying questions on Marines.com, as gender no longer limits Military Occupational Specialty (MOS) options
 - Replaced "Reconnaissance Man" with "Reconnaissance" on Marines.com
 - Updated Marines.com with new recruitment material for gender-neutral Initial Strength Test (IST) for combat MOSs
 - Updated questions and answers on Marines.com related to opportunities for women and physical preparedness
 - Updated social media video descriptions for accuracy
 - Updated social media responses regarding removal of MOS restrictions
 - Published social media posts surrounding implementation
 - Updated Enlisted Marine Corps Opportunities Book (MCOB)



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- New Engagement Programs
 - Semper Fidelis All-American Program (SFAAP)
 - Inclusive and representative athletic-youth engagement program that welcomes distinguished male and female athletes with exceptional academic and civic credentials who are interested in participating in a weeklong leadership, character development and mentorship program in National Capital Region. Top male and female nominees from communities nationwide along with their mentors (or nominators) will attend the weeklong 'Battles Won Academy', which will serve as culminating event for yearlong selection process.
 - Wrestling
 - Developing nationwide partnerships in and around sport of wrestling, where MCRC seeks to expand involvement with female programs in 2017.
 - High School Athlete of the Month
 - Moved from (9) activations total with Sports Illustrated to (12) male / (12) female with MaxPreps.
- JROTC
 - Reached through traditional outreach efforts to high school students.
 - Provides influence / raises consideration amongst schools with JROTC