

# ***Headquarters U.S. Air Force***

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*Integrity - Service - Excellence*



UNITED STATES  
**AIR FORCE**  
**ACADEMY**



**Col Arthur Primas**  
**Director of Admissions**

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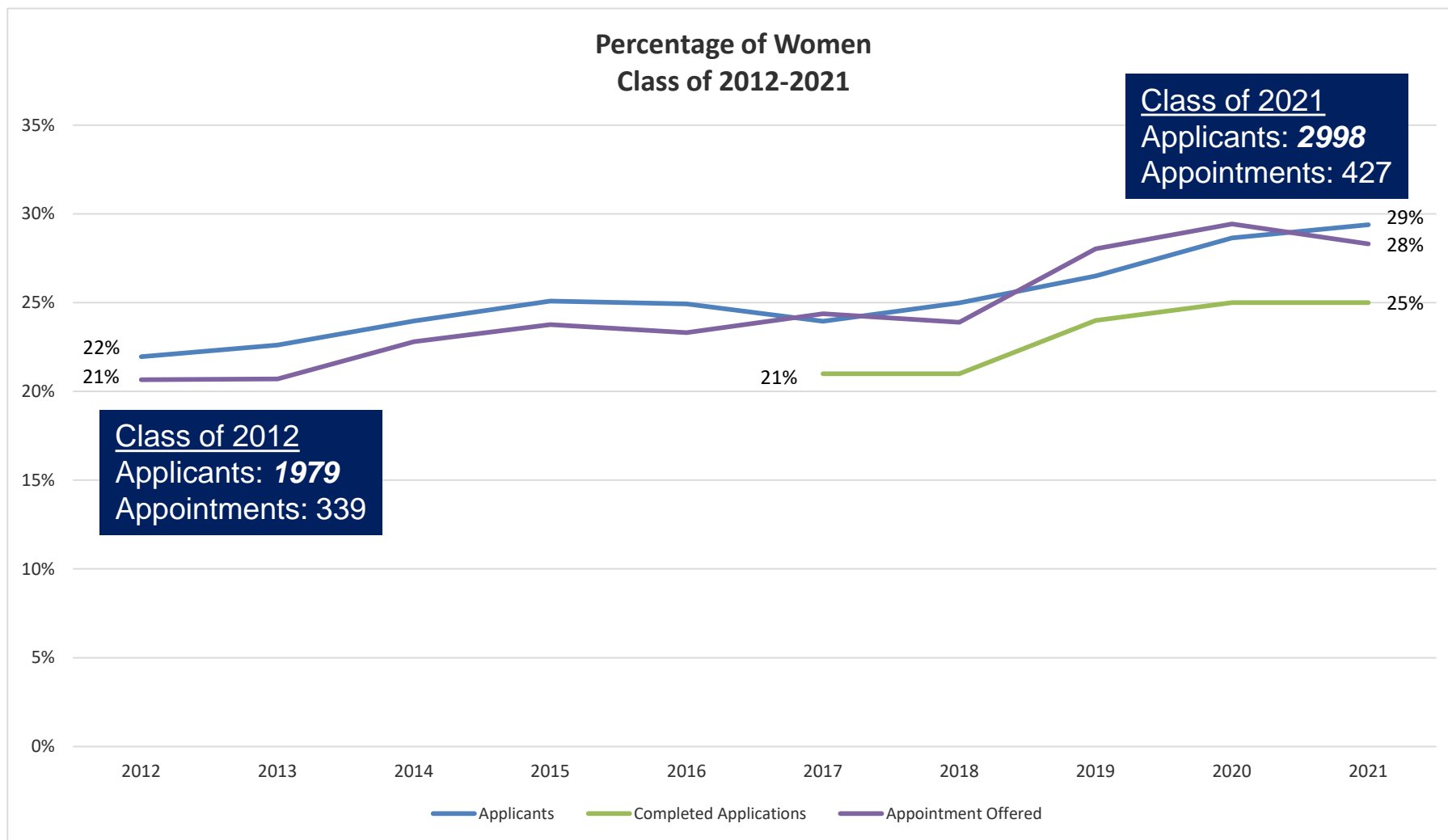
# Women Applicants to USAFA

	APPLICANTS		CANDIDATES		COMPLETED APPLICATIONS		APPOINTMENTS OFFERED	
CLASS	WOMEN	% OF TOTAL	WOMEN	% OF TOTAL	WOMEN	% OF TOTAL	WOMEN	% OF TOTAL
2021	2998	29%	2361	28%	1086	25%	427	28%
2020	2834	29%	2084	27%	976	25%	438	29%
2019	2418	27%	1843	26%	904	24%	437	28%
2018	2262	25%	1547	23%	793	21%	358	24%
2017	2325	24%	1551	22%	792	21%	358	24%
2016	3060	25%	1739	22%	N/A	N/A	283	23%
2015	3195	25%	1701	21%	N/A	N/A	326	24%
2014	2790	24%	1578	21%	N/A	N/A	357	23%
2013	2240	23%	1347	19%	N/A	N/A	345	21%
2012	1979	22%	1258	19%	N/A	N/A	339	21%

*Breaking Barriers ... Since 1947*



# Women Admissions Trends



*Breaking Barriers ... Since 1947*



# *Evaluation Process*

- **Academic Composite (50%)**
  - High School Rank
  - SAT and/or ACT
  - Transcript Review
- **Extracurricular (20%)**
  - Athletic Participation
  - Leadership Position(s)
  - Community/Work Involvement
- **Character (30%)**
  - School Official Evaluation(s)
  - Interview
  - Essay
  - Letters of Recommendation(s)
  - Candidate Fitness Assessment
- **Medical Assessment (DoDMERB)**
- **Nomination (Required By Law)**





# ***Marketing to Women***

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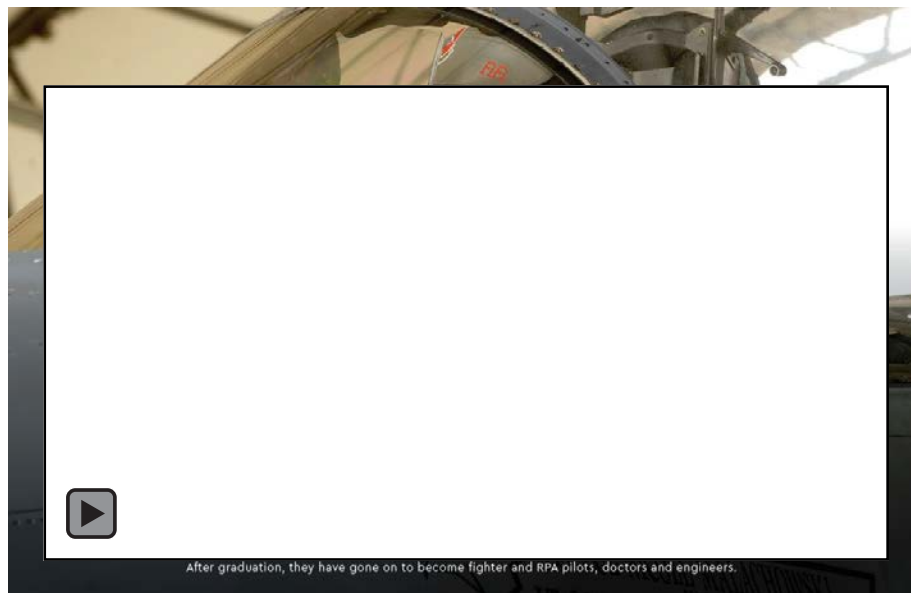
- **Digital Media**

- **National Commercials (“I Can Be Anything”)**
- **Targeted Social Media Advertisement**
- **Immersive Cadet Life Videos (My Five Faves)**



# *Marketing to Women*

- **Direct Marketing to Women Prospects**
  - **Standardized Test (ACT/SAT) - “Name Buys” By Demographic**
- **Building Partnerships With Women’s Organizations & Influencers**
- **Print Media**
  - **Targeted Literature (Brochures and Engagement Post Cards)**





# USAFA Women Initiatives

- **SECAF Guidance – 30% Women Applicant Pool Goal**
  - **Trending Upward But Goal Not Met (29%)**
  - **Outreach Requires \$850K Budget Restoral**
- **Hiring of Women Officers in Outreach Division**
  - **Recruiting Officers Sourced as Special Duty Jobs**
  - **50% of Admissions Advisors (Recent Grads)**
- **USAFA-Funded Campus Visits (Falcon Visitation Experience)**
  - **Four-Day Immersive Program Targets 50% Women Participants**

