

16 November 2018

INFORMATION PAPER

Subj: DACOWITS' RFIS FOR DECEMBER 2018 - RFI #3 RESPONSE

1. Purpose. To provide the Defense Advisory Committee on Women in the Services (DACOWITS) a written response to RFI #3, written as follows:

"The Committee requests a written response from each of the Military Services on:

3a. Does your Service use gaming technology for recruitment? If so, provide access instructions.

3b. Describe if and how your Service's recruiting gaming technology reflects fair gender representation?

3c. Has the game been assessed to determine if the programming contains instances of unconscious gender bias? If so, what were the results?

3d. Are recruiters provided education on unconscious bias? [d1] If so, what does the training entail? [d2] If not, what are the plans to include training on unconscious bias?"

2. Key Points

- **RFIs #3a-3c**. No, the Marine Corps does not use gaming technology for recruiting. The Marine Corps buys advertising space with Sony and Microsoft inside their platforms only, and some local activations at E-sports events. Moreover, because the Marine Corps has no in-game marketing, RFI numbers 3b and 3c are not applicable.
- **RFI #3d**. No, the term "unconscious bias" is not used in recruiter training curricula. However, biases are trained to.
- **d1**. Education on biases are provided within the lessons of the *Marine Corps Communication and Consulting* (MC3) guidebook, as recruiters are taught that they must overcome "personal biases" and "snap judgments." The education provided helps recruiters to recognize that unconscious biases are self-imposed limitations to mission success. By teaching our recruiters to "never judge a book by its cover," the only way they make the determination if a young man or woman is, or is not, qualified or interested in joining the Marine Corps is by talking with them.
- **d2**. "Expanding training on unconscious bias throughout the continuum of Marine professional development and creating hip pocket classes at the small unit level" is one of the twenty-seven initiatives for action from the Personnel Studies and Oversight Office, which was created to oversee a variety of initiatives related to complex issues such as gender bias, harassment, and social media misconduct. When a standardized method of training is published, Marine Corps Recruiting Command will update their curricula to reflect and comply with the updated standards while simultaneously executing updated training for all current personnel.

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