



Defense Advisory Committee on Women in the Services (DACOWITS)

June 2024 – Requests for Information

**Marine Corps Recruiting Command
(MCRC)**



MHS Genesis/HIE Impact To Recruitment Process

Stated Goals:

MHS Genesis was deployed across 67 Military Entrance Processing Stations (MEPS) locations from February 24 – March 18, 2022. Deployment intended to accomplish several long standing Congressional and DoD goals:

-Allow for virtual medical prescreening using authoritative health records, reducing the need for recruits to secure copies of paper medical records, and recruiters to bring medically unqualified applicants to a MEPS.

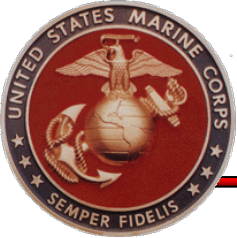
-Projected to reduce concealed medical history during accessions, resulting in initial entry attrition losses of ~\$250M/year.

-Create an electronic lifetime medical record between DoD and VA for continuity of care.

***Health Information Exchange functionality in *Red*

	Pre-HIE	Post-HIE	Impact
Processing Ratio # of applicants to make 100 contracts	1.54 154	1.81 181	Reduction in productivity resulting in the loss of 10,574 contracts. Loss of 15% contracting power without any offsetting resources.
Average MEPS timeline from Pre-screen submission (USMC)	10 days	35 days	Increased “contact to contract” chain has resulted in more disinterested applicants and increased recruiter time in “maintaining the sale”.
Districts missed Stations missed	1 in FY16 & 21 3 per mo.	3 of 6/month 25 of 48/month	Direct correlation to reduced contracting power and loss of morale/recruiter satisfaction.
Avg BUMED Waivers Submitted	555	1,025	Number of waivers have doubled decreasing productive as recruiters and medical staff must spend more time on waivers rather than new applicants.
Average Days in DEP	162	120	Less time for applicants in the DEP = less prepared for military service and boot camp
Start Pool	53%	21%	Decrease in Start Pool forces recruiters into the direct market = less time to prepare for military service, increased MCRD attrition.
Average MCRD Discharges	11%	12%	Rather than decreasing MCRD attrition, less time in the DEP = applicants less prepared for boot camp, counter to HIE’s intended outcome.

Health Information Exchange implementation and other recruiting environment factors has negatively impacted USMC contracting by 15% with no corresponding increase in resources to overcome this drag on mission.



USMC Recruiting Update

USMC continues to execute the Fiscal Year 2024 Non-Prior Service, Total Force Enlisted Accession Mission ahead of plan.

	FY 2023 (Oct-May)	FY 2024 (Oct-May)
Achieved	14,632	12,924
Mission	14,624	12,751
Percent Achieved	100%	101%

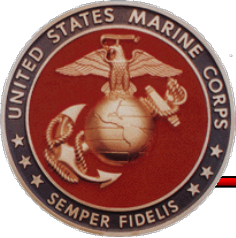


Percentage of Fiscal Year 2024 Non-Prior Service, Active Component Enlisted Accession by Gender.

	FY 2023 (Oct-May)	FY 2024 (Oct-May)
Percent of Recruits Female	10%	10%
Percent of Recruits Male	90%	90%



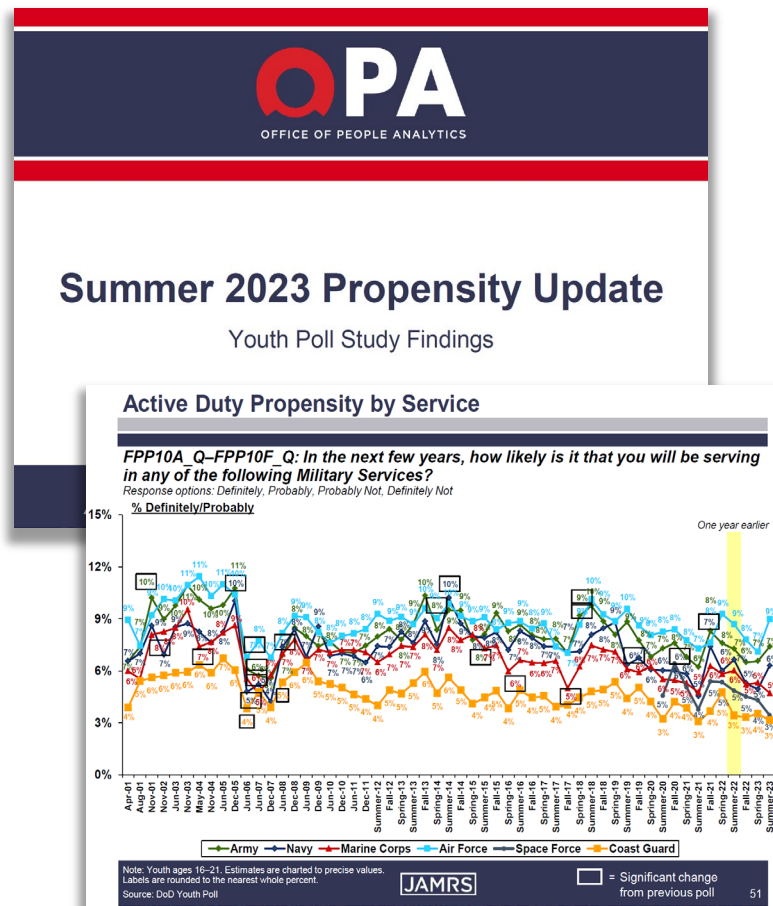
Marine Corps continues to execute the FY24 Non-Prior Service Accession plan, slightly ahead of schedule. This is a result of planning factors allowing for a preponderance of accessions to occur during the summer shipping period which historically has higher quality recruits and mission success.



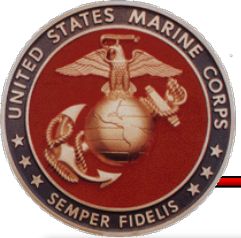
Female Propensity Challenges

- The 5-year average for general military propensity is approximately **7%** for all females aged 16-21 (JAMRS* Propensity Update – March 2024)
- The 5-year average for female Marine Corps propensity is approximately **3%** for females aged 16-21 (JAMRS* Propensity Update – March 2024)
- Research shows the "natural state" for active component female representation in the USMC is **~8%**. (Zunic – June 2018; Bacolod / Seagren – Jan 2019)
- Based on JAMRS* youth polling data, MCRC historically accesses more enlisted females than what the market is predicted to bear (FY19 – FY24 = **~10%**)

*JAMRS = Joint Advertising, Market Research, and Studies



The Marine Corps accesses more females than what is predicted by Joint marketing and research data. Historical female accessions remain steady at 10% of the active component enlisted mission despite low female youth propensity and decreasing annual female start pools (FY22=44%, FY23=34%, FY24=19%)



USMC's Total Market Approach



- USMC is committed to portraying the Marine Corps as a civic institution of elite warriors with a common purpose- regardless of gender, race, creed, or socio-economic background.
- To overcome current challenges, USMC continues to provide more information and resources to potential applicants, promote positive in-person recruiter interactions, and ensure diverse representation in its professional recruiting force.

The misperceptions associated with military service often-lead youth to view service as an option of last resort. These perceptions are a national crisis, which requires a whole of government effort.



Additional Challenges

Persistent Operational Environment

Cyclical

- Inflation
- Economy
- Labor market
- Generational

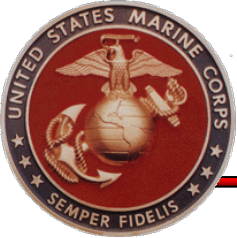
Recent & Persistent

- Shrinking Recruiter Population
 - Volume (7M less Gen Z vs Millennials)
 - Qualified (29% - 23%)
- Decreasing Veterans/ Influencer Pop
- Divisive politics eroding trust in government / military
- Fragmentized Media Landscape
- Education System
 - Academia Indifference
 - Increased College Enrollment
 - Lack of Civics

Policy

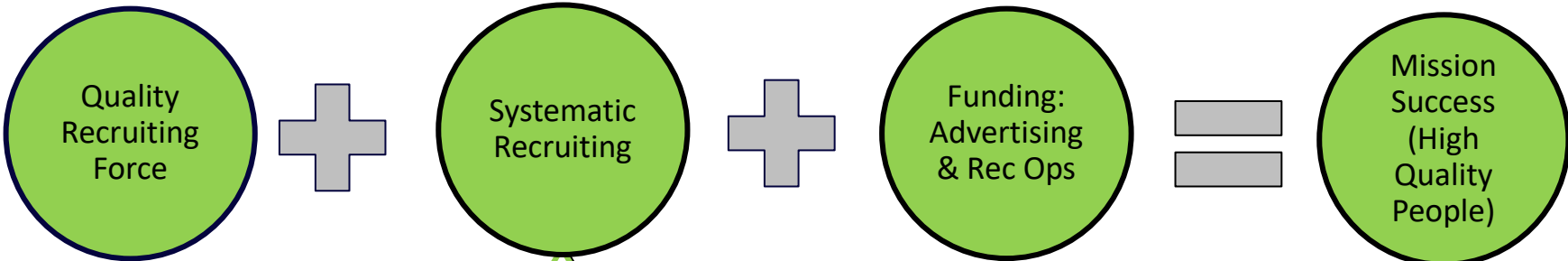
- ◆ COVID
 - ◇ Access
 - ◇ Vax
 - ◇ Education
- ◆ Medical modernization (MHSG / HIE)
- ◆ Paternal Leave Policy
- ◆ REAL ID

Market shrinking in size & quality, transforming from disconnected to disinterested, while influencers are reluctant supporters. Recently amplified but **developing for a decade and will remain for awhile.**



USMC Formula For Success

“We will continue sending our very best to recruiting and instructor duty so our newest Marines benefit from the best role models very early in their careers as warriors” -39th CMC CPG



- Institutional Investment**
- Excepted Cmd (100% manned)
 - Officer Selection
 - Screened Process & Career Recruiters
 - General Officers with Recruiting Experience

- Doctrine
- Policy
- Components
- Programs (HS / CC)
- Formal School
- Monthly Proficiency Training
- Accountability

- Awareness / Media
- Lead Generation
- Recruiter Sales Support
- Canvassing Events
- Vehicles
- Cell Phones
- Civilian Labor
- TAD / Travel

- High Academic Quality
- Low Attrition
- Diversity Gains
- Female Increases
- Quality Retention

Low Attrition, High Quality, Talented & Diverse Force