

INFORMATION PAPER

Subj: DACOWITS' RFIS FOR JUNE 2020 – RFI #1 RESPONSE FOR U.S. MARINE CORPS SPORTS LEADERSHIP ACADEMY

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

“The Committee requests a written response from DoD and the Military Services on information, outcomes, and impact of DoD/Service funded Public Affairs Community Relations and Marketing Programs that support recruitment, including, but not limited, to the following programs:

- Marine Corps: Young Marines; and the U.S. Marine Corps Sports Leadership Academy

Provide information to include, but not limited to:

- a. Type of activity (including STEM engagement, fitness challenges, research, etc.)
- b. Financial cost
- c. Return on investment
- d. Geographic coverage
- e. Percentage of women participants of the total population (in 2010 and 2015)
- f. Educational outcome for the students
- g. Percentage of students who completed the program
- h. Program impacts on improving the recruitment of women

2. Key Points

Response for Young Marines. Marine Corps does not actively participate with or engage Young Marines for recruitment purposes. Participants are too young to be engaged with recruitment messaging with appropriated funding.

Response for U.S. Marine Corps Sports Leadership Academy

a. Type of activity. The USMC Sports Leadership Academy is a Marketing partnership with BrainBox Intelligent Marketing designed to place recruiters face to face with the Marine Corps target market in a low-pressure environment. The partnership has been in existence for three years and is a free one-day sports clinic where student athletes, who have represented 7,624 high schools, receive quality instruction in developing their sports skills from local coaches and receive leadership development classes throughout the day from Marine Corps recruiters. In addition to the leadership instruction, the goal is to increase awareness and lead generation for the Marine Corps, as well as interact with potential influencers, among the attendees/high school students throughout all the clinics. This program enhances the Marine Corps' image, promotes public awareness and understanding of the brand, and drives prospect consideration.

- b. Financial Costs. This program has an average annual investment of 1.3 million dollars. This investment covers the activation of 33 sports clinics, and the marketing and advertising of the clinics as well as the administrative cost of executing this program as well as the evaluation of the program.
- c. Return on investment. Within the three-year partnership the Marine Corps has collected 16,456 contact cards from attendees, which has led to 1655 qualified leads. In addition to leads and contracts the Marine Corps has made a positive impression on over 889 coaches and influencers and has earned over 8.8 million social media impressions.
- d. Geographic Coverage. This program covers the area of operations for the Eastern Recruiting Region, which includes all states east of the Mississippi River excluding Illinois and Indiana.
- e. Percentage of women participants of the total population. Of the 16,456 athletes that have registered for the sports clinics 34.45 percent have been female. This percentage reflects the three years (2017-2019 inclusive) that the program has existed. The program has seen a steady increase of female athletes' year over year as the program has grown.
- f. Educational outcome for the students. The athletes received quality instruction in their sport and learned Marine Corps leadership principles and traits.
- g. Percentage of students who completed the program. Of the 16,456 clinic registrants 7,759 have attended and completed the clinic for a 47.2 % show and completion rate.
- h. Program impacts on improving the recruitment of women. This program is increasing the number of female athletes who participate each year. At the end of the clinic, the participants complete a survey on their clinic experience. In a review of all clinic surveys over 85% of the participants are reporting a more positive view of the Marine Corps.

Approved by: Marine Corps Recruiting Command