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Department of the Air Force

Innovate, Accelerate, Thrive - The Air Force at 75

RECRUITMENT INITIATIVES TO INCREASE WOMEN'S PROPENSITY TO SERVE



Air Force Recruiting Service
21-22 March 2023

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RFI #1a

- The greatest barrier recruiters are facing is low youth propensity to serve and decreasing support of influencers encouraging service
 - This is not unique to female potential applicants, however their propensity is lower (JAMRS)
 - Youth knowledge of/exposure to military opportunities continues to decline
 - 65% of females aged 17-35 identified as “not knowledgeable at all” about military service
 - Parents are 8% less supportive of military careers for daughters than for sons
- Lack of Military Presence due to Force Size/Structure; Air Force limited recruiter presence
- Lack of Space Force brand awareness and female representation within career fields
- Public reporting of sexual assault/harassment and/or racial discrimination within DoD continues to be problematic
- FY23 Female Accessions (thru 31 Jan 23)
 - RegAF- Enlisted: 21.4%; Officer: 42.3% (Health Professions and Line Officer)
 - AFR- Enlisted: 30.0%; Officer: 28% (Health Professions and Line Officer)
 - ANG- Enlisted: 27.0%; Officer: 20.4%
 - USSF- Enlisted: 20.9%; Officer: 22.2%



RFI #1b

- AFRS and its marketing agency continue to prominently highlight female Airmen & Guardians in all advertising and online platforms across a broad spectrum of career fields, both officer & enlisted
 - Partnerships include Woman in Aviation, Supergirl Pro, Society of Woman Engineers, etc.
 - Marketing capabilities employed such as geo-fencing and digital marketing to reach female prospects
 - Launched Women In Sports campaign to identify our brand with female athletes starting at a young age (ex. Digital marketing of Women's World Cup)
- Continuing to expand participation of female Airmen & Guardians at recruiting events and conferences
- AFRS continues to field a diverse recruiting force to appeal to the broadest spectrum of potential applicants
- Internal training and education to prevent sexual assault and sexual harassment
 - Professional relationship expectations outlined to both Recruiters and Applicants
 - Prevention training provided to all Delayed Enlistment Program members; now available to conduct via Aim High App



RFI #1c

- Recruiters are trained to engage applicants by understanding the benefits of service and aligning an applicant's desires with the right opportunity
 - Through Air Force & Space Force diversity working groups, recruiters are kept abreast of any/all policy changes which may be of specific interest to potential applicants
 - AFRS participates in numerous diversity working groups including Women's Initiatives Team (WIT), Barrier Analysis Working Group (BAWG), Hispanic Empowerment and Advancement Team (HEAT), etc.
- AFRS hosts an Annual Women's Symposium specifically focused on professional development for females within Total Force Recruiting
 - Mentoring by SNCOs/officers including "Why they continue service?" is designed for retention of Airman and Guardians



RFI #1d

- Certain career fields continue to predominately appeal to males despite efforts to specifically highlight women in all Air Force Specialty Codes/Space Force Specialty Codes (ex. Special Warfare)
- Space Force fighting perception that all their career fields require uncommon intelligence...or unattainable for many
- Overcoming perceptions perpetuated by Hollywood, Media & well-intended Charitable Organizations supporting Veterans (Wounded Warriors, Folds of Honor, etc.)
 - “If you serve, you will be broken.”



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Questions?