



UNITED STATES ARMY RECRUITING COMMAND



THE TIME FOR **LEADERSHIP** **IS NOW**
PASSION
KNOWLEDGE
RESILIENCE
COURAGE

**Defense Advisory Committee on
Women in the Services (DACOWITS)**

US Army Brief

20-21 March 2023

THIS IS OUR TIME



THIS IS OUR ARMY



U.S. Army Female Accessions Analysis

- While the Army does not assign race-ethnic or gender recruiting missions, we track the results.
- Historically, USAREC has successfully recruited a diverse group of new Soldiers. The implementation of gender-neutral requirements for all Army jobs should eventually result in noticeable increases in female and minority populations.
- All jobs are open to anyone who meets the qualifications.

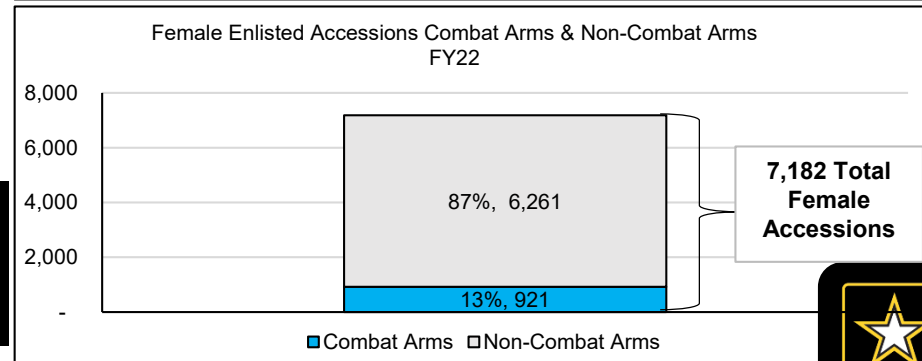
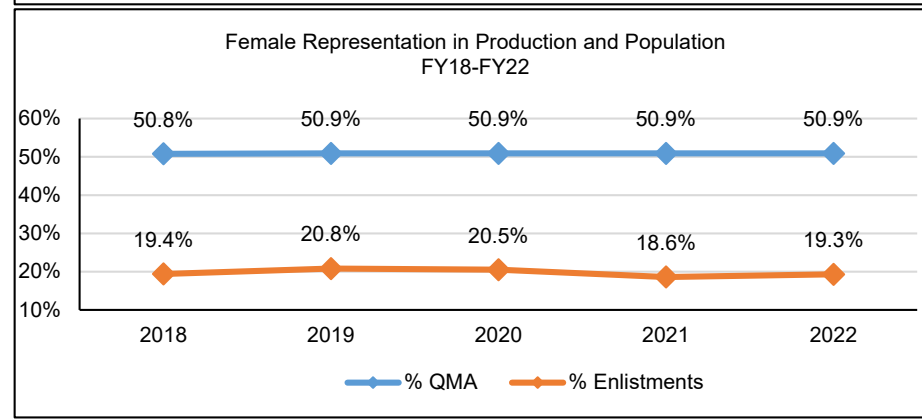
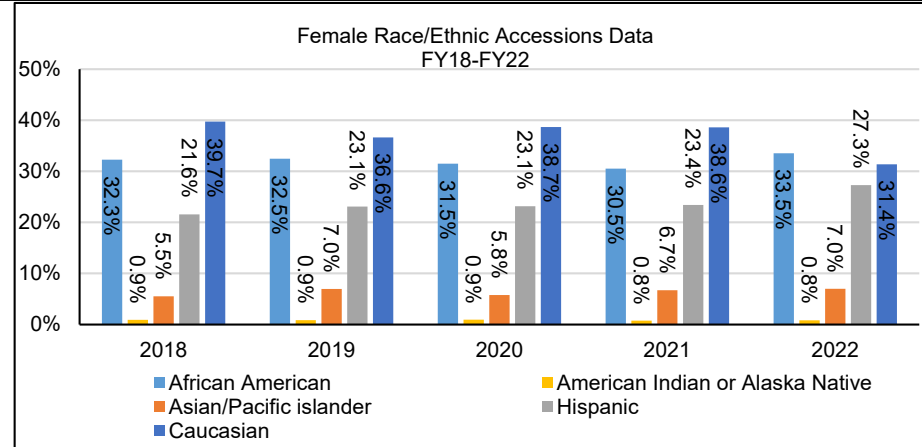
Keys to our Success

- Partnerships, National Outreach, and Sponsorship
- Marketing products, both print and videos, featuring Soldiers of multiple ethnicities and both genders, to promote the Army's diversity and cultural awareness.
- Social Media content showcasing women and minorities serving in uniform.

Graphic Representation

- Females are represented across all race/ethnic groups.
- The percentage of Caucasian female enlistments declined in FY22, while the percentage African American, Asian Pacific Islander, and Hispanic female enlistments increased.
- 13% of female enlistments are for combat arms MOSs (921 combat arms enlistments of 7,182 total female enlistments for FY22).

Ultimately, with the All-Volunteer Force, the Army's diversity reflects those individuals who are willing to serve, without regard to an individual's gender or race.





Recruiting Diversity

The Army's diversity is a reflection of those individuals who are willing to serve



Activities:

- Marketing Products featuring uniformed women across multiple ethnicities in print, video, and social media.
- **Diversity, Outreach, and Inclusion Team (DOIT)**
- 1,355 positions w/ language requirements in 24 languages
- When making assignments USAREC considers factors such as operational priorities, including:
 - ✓ Linguist information (i.e. language skills)
 - ✓ **Female recruiter distribution (Increase the #)**
 - ✓ Location demographics



Partnerships, Outreach and Sponsorships:

100
BLACK MEN
OF AMERICA, INC.
100 BMOA
Barbershop
Youth Forum



Gaby Ortigoni,
President & CEO
Hispanic Chamber of
Commerce of Metro
Orlando

FY22 Initiatives:

- High School meetings both physical and virtual
- Virtual and in-person Career Fairs at high schools, colleges, and universities
- Using Social Media with fitness challenges, live Q&A, and local eSports tournaments and targeted digital content
- Expanding Partnership for Youth Success (PaYS)
- Soldier Testimonials
- Diversity, Outreach, and Inclusion Teams (DOIT), in every Brigade
- **Expanding our outreach efforts through key influencers, using their social media platforms**





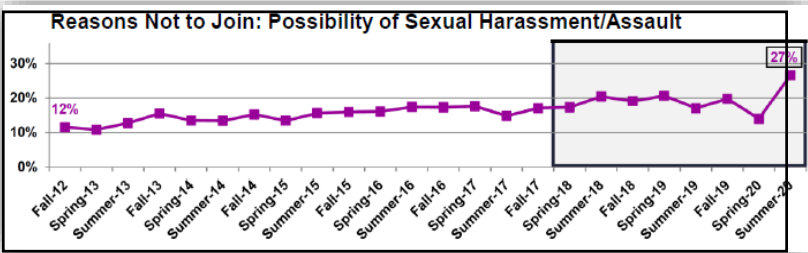
Back-up





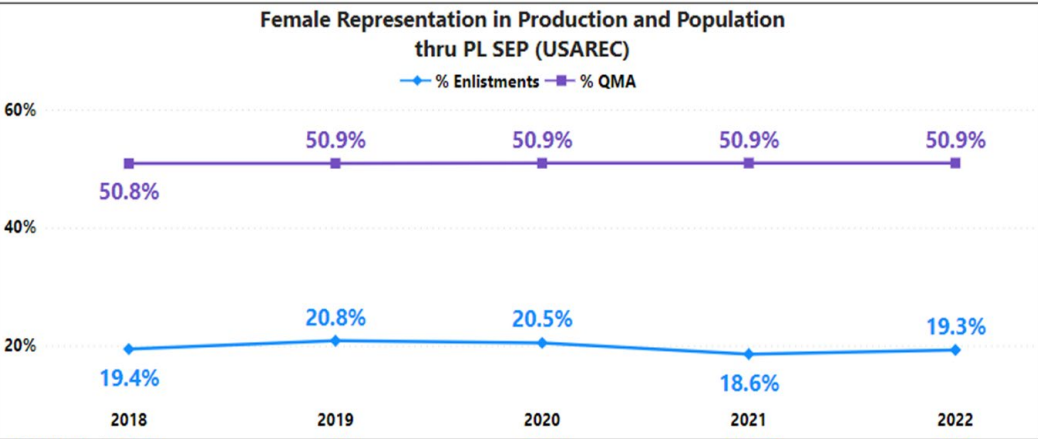
The Environment

Female Prospects view the Army as an inferior employer —neither aligned with their aspirations nor providing desired outcomes.



The majority of females ages 16-to 28-years-old report that they believe they will be sexually harassed (64%) or sexually assaulted (61%) in the Army.

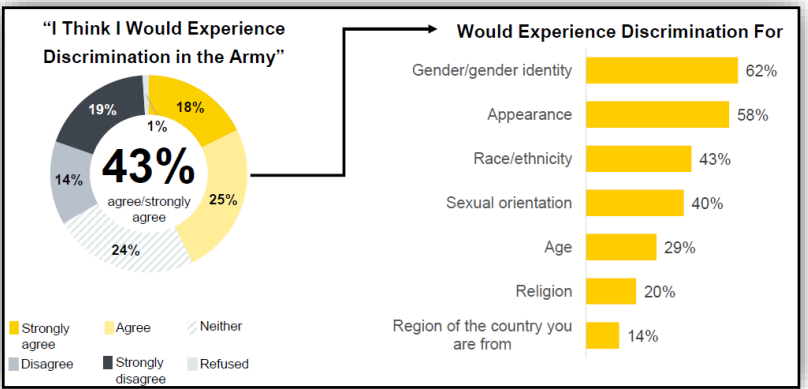
GEN Z
 49% think life would be worse off if they join the Army
 43% believe they would experience discrimination in the Army
 32% believe they would be sexually assaulted in the Army



CONTRACTS	2018	2019	2020	2021	2022
P2P	16,370	19,137	15,907	13,320	10,751
	0.38	0.41	0.40	0.36	0.38

4yr-wtd-avg	15,564
Current Year Contracts	10,751
Difference	-4814
% Difference	-30.9%

-4,814 female enlistments in FY22 compared to the last four-year average. The effects of COVID and lack of access to the target market is a big contributing factor. The biggest factor is the perception among the target market and US Army's issues with Sexual Harassment, Sexual Assault and discrimination. We never tried to counter the narrative.



More than two in five expect discrimination in the Army for various reasons.



FY22 Female Enlistment Analysis

Female production is down 31% since the pandemic for all race/ethnic/ groups and overall production is down 29.2% regardless of gender

