



Defense Advisory Committee on Women in the Services (DACOWITS)

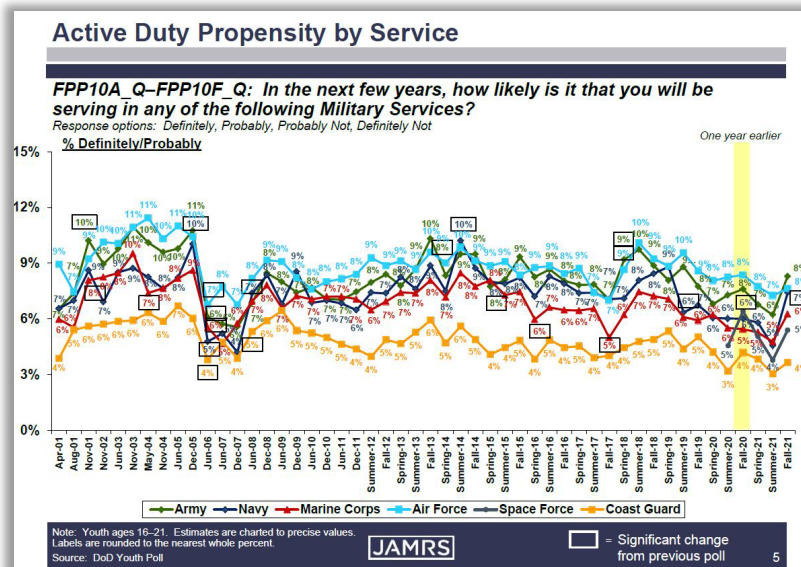
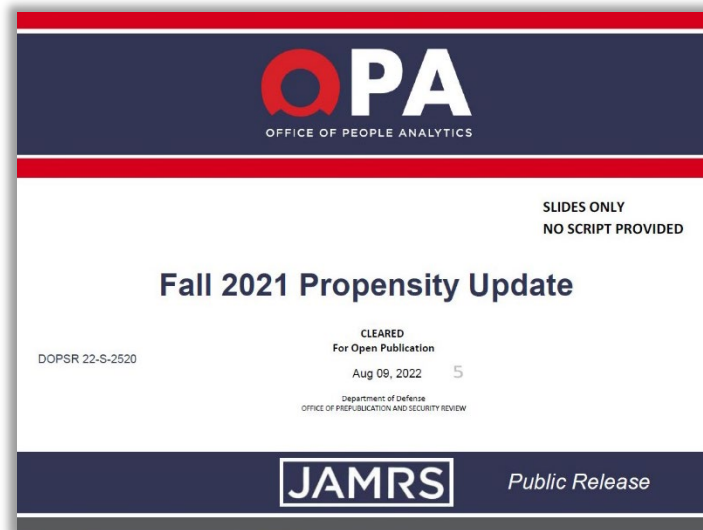
March 2023 – Requests for Information

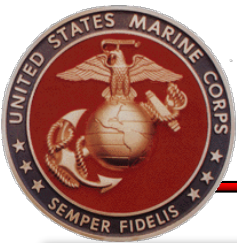
Marine Corps Recruiting Command (MCRC)



Marine Corps Recruiting Challenges

- JAMRS youth polls and propensity updates determine the current youth market and identify the concerns youth, ages 16-21, have regarding serving in the military.
- Per the most recent JAMRS Youth Propensity Update, the most common barriers and challenges are:
 - Possibility of physical injury or death
 - PTSD or other emotional/psychological issues
 - Leaving family and friends
 - Other career interests
 - Dislike for the 'Military Lifestyle'

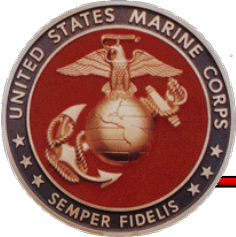




MCRC's Total Market Approach



- MCRC 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, MCRC 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.



Marine Corps Recruiter Demographics & Underrepresented Communities

The Marine Corps remains committed to assigning its best Marines to recruiting duty and ensuring it reflects the face of the nation. The makeup of our recruiting force is aligned with the diverse demographics of the country, which is a testament to our efforts to connect Marines with all communities.

Recruiting Force Demographics	Total	White (Euro/Anglo)	White (Other)	Hispanic/Latino	Black/AA	Asian	NatHawaiian/Pac	Amer Ind/Alaska	Decline
Female	10.3%	3.8%	0.8%	3.2%	1.8%	0.4%	0.1%	0.2%	0%
Male	89.7%	49.1%	4.8%	19.1%	12.2%	3.1%	0.7%	0.8%	0%
Recruiting Force Total	-	52.9%	5.6%	22.3%	14.0%	3.5%	0.8%	1.0%	0.0%
Marine Corps Total	-	59.8%	3.9% ¹	21.6%	9.4%	3.5%	0.8%	1.0%	0.0%
CNIP ² (age 17-24)	-	56.7%	-	21.9%	13.9 %	6.9%	0.7% ³	0.7% ³	-
National Census ⁴	-	60.1%	-	18.5%	13.4%	5.9%	0.2%	1.3%	2.8% ⁵

¹ Marine Corps total includes all "Other/Unknown", not just White (Other)

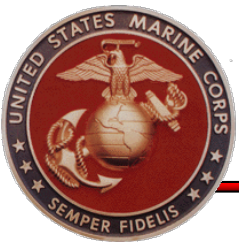
² Civilian Non-Institutionalized People according to Woods & Poole Population Data (gold-standard for Office of People and Analytics).

³ American Indian, Alaskan Native, Hawaiian and Pacific Islander are combined.

⁴ Includes all people and not only military age 17 – 29 eligible.

⁵ Substituted with two or more races from census.gov

- Recruiting in the Marine Corps for diversity and females continues to be a good news story. Diverse accession success is a direct result of the hard work of our recruiting force in every zip code and benefits from our inclusive marketing, robust outreach, and partnerships efforts with diverse communities and organizations.
- Studies indicate that the annual Marine Corps female accessions should range between 4 – 8%. MCRC targets roughly 10% and historical enlisted female accessions have remained steady at 9%. Officer female accessions have almost doubled from 8% to 15%. In FY22, MCRC achieved 11% female enlisted accessions.



Marine Corps Recruiters & Training

- Marine Recruiters are taught the knowledge and skills necessary to successfully perform the duties of a recruiter at the Basic Recruiters Course (BRC).
- Quality Enlistment Program training provides our Recruiters with the most current, relevant, and effective training possible to ensure they are prepared for their assigned roles and responsibilities.
- Additionally, Recruiting Station Recruiting Instructors also conduct Refresher and Reinforcement (R&R) training for their commands to maintain and improve recruiting knowledge and skills.
- Recruiters sell the intangibles when it comes to uncovering the needs and motivators of potential applicants.
- Intangible benefits unique to the Marine Corps include: challenge, courage/self-confidence, leadership, discipline, professional development, purpose, and belonging in pursuit of a common cause.





Additional Challenges Impacting Recruiting

The growing disconnect between the U.S. population and the military, labor shortages, high inflation, and a population of youth who do not see the value of military service continues to hinder recruiting efforts and place the Marine Corps' FY23 accession mission at risk. The nation is facing an unparalleled recruiting strain in the All-Volunteer Force era (with the possible exception of 1979). All Services are affected, and such a national phenomenon requires a whole-of-nation dialogue.



- The nation relies on an All-Volunteer Force, placing a heavy work-load on our Recruiters, which is only getting heavier.
- Misperceptions associated with military service often lead youth to view service as an option of last resort.
- Fifty-seven percent believe service members will have some form of psychological or emotional problem. These perceptions are a national crisis, which require a whole of government effort.