

Headquarters U.S. Air Force

Integrity - Service - Excellence

Propensity to Serve



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How has your Service adjusted your recruitment strategies within the last year to attract the high caliber women needed to fill newly opened and other positions?

- The newly opened positions are for our Battlefield Airmen specialties. Females have been included in our targeted campaigns for Special Operators. We had an Officer Diversity Campaign targeting women and minority officer candidates which expired in December 2016.

In particular, how has your Service adjusted their marketing and branding?

- We included women in our Special Operations verbiage, otherwise we have not adjusted marketing and branding for women in the past year.



RFI #4 Con't

What unconventional or non-traditional methods is your Service using to recruit?

- **We tested a non-traditional approach to finding female officer candidates using large database analytics with little success. More traditional efforts produced significantly better results.**

What are the primary reasons newly accessed Service members gave for joining your Service branch and how do you regularly survey for this information?

- **We rely on JAMRS data for this type of information. The top three reasons given by new enlisted recruits in 2016 were 1) travel, 2) “to gain experience/work skills”, and 3) “pride/self-esteem/honor”. However, we place significantly more emphasis on how youth describe their perceptions of what career values are most important to their career decisions (also provided by JAMRS). The most important career value to young people is “making a good living” followed by “doing great things with your life.” Young people associate those career values with the Air Force more than any other Service.**
- **Other important career values associated with the Air Force more often than any other Service are: “allows you to use your talents and abilities”, “provides good work-life balance”, “offers a lifestyle that is attractive to me”and “provides a safe work environment.” These are far more important drivers in our marketing and branding campaign than specific reasons such as “travel”.**