

DACOWITS RFI #4



Navy Recruiting Command (NRC)

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DACOWITS – Propensity to Serve (RFI 4)

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?

- **Increased percentage of females in overall accessions to the highest percentage in history (25%)**
- **The recruiting force responds to the increased demand signal for females by focusing more of their prospecting efforts into the female market**



DACOWITS – Propensity to Serve (RFI 4)

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

- **Fundamentally, the marketing strategies have not been altered:**
 - Female oriented and targeted messaging is integrated throughout all marketing and advertising channels
 - Females are depicted in branding; female leadership depicted in virtual reality experience



DACOWITS – Propensity to Serve (RFI 4)

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

- **Conducting all female Delayed Entry Program meetings, helps recruiting effort in 2 ways:**
 - Decreased attrition due to increased mentorship opportunity
 - Increased female referrals



DACOWITS – Propensity to Serve (RFI 4)

What are the primary reasons newly accessed Service members gave for joining your Service branch and how do you regularly survey for this information? (Differentiate data by gender, enlisted vs. officer, and pother relevant demographic attributes).

- **New accessions responses in priority order:**
 - Travel
 - Pride/Self-esteem/honor
 - Better my Life
 - Pay/money
 - Gain experience/work skills
 - Experience adventure
 - To pay for future education
 - Educational opportunities within Service
 - To Develop Discipline
 - To help others

- **Data from JAMRS “State of the Market Brief”, NRC does not independently survey for this information (active enlisted only, JAMRS does not segregate by gender)**