

INFORMATION PAPER

ATTG-TRI-A
21 Jan 20

SUBJECT: Defense Advisory Committee on Women in the Services (DACOWITS) March 2020 Quarterly Business Meeting Request for Information (RFI) 1: Marketing Strategies.

1. **Purpose:** To provide the United States Army Recruiting Command (USAREC) response to RFI #1 regarding the eSports team programs.
2. **Facts:** The Committee requests a written response from the Military Services on the status of their eSports team programs.

Question 1a. What is the planned demographic composition of those teams?

Response 1a: In accordance with Army Regulation 614-100 (Officer Assignment Policies, Details, and Transfers) and Army Regulation 614-200 (Enlisted Assignments and Utilization Management), assignments for all Soldiers are made without regard to their gender, as the Army's primary considerations in reassigning a Soldier is the Soldier's current qualifications and ability to fill a valid requirement. Therefore, USAREC does not plan for or assign a specific demographic composition for the eSports team. However, we recognize value when our eSports team is reflective of society and gaming culture, as it enhances our recruiting efforts. Of the 16 member e-sports team stationed at Fort Knox, one is female. For the at-large eSports team, 5 of 25 are female. This enables us to have female representation during large in-person gaming events and feature females in our eSports streaming and online content.

Question 1b. Do the Services use eSports teams as a recruiting tool for men and women?

Response 1b: Yes, the Army uses the eSports team as a recruiting tool for men and women. Gaming is the largest segment of the entertainment industry. There are 2.5 billion video gamers around the world. 70% of gamers are age 18 or older; 60% of Americans play video games daily; 45% of US gamers are women; and 70% of parents believe video games have a positive influence on their children's lives. The U.S. Army eSports program is designed to connect America to its Army through the passion of gaming. Each Soldier in the U.S. Army eSports program is a passionate gamer with a unique story to tell. Through gaming, these Soldiers engage the American public in a new way that is authentic and relatable.