



National Guard National Guard Bureau 12 September 2018

RFI #2

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

Marketing Strategies - RFI #2



● MARKETING STRATEGIES

In response to a request for information presented in December 2017, DACOWITS learned that 66 percent of females view military service as an “opportunity to do something meaningful” (nearly 10 percent higher than men) and yet that number does not translate to more women joining the military. Fourteen percent of women found the military life attractive and only 12 percent of women said the military provided the right work and family balance. Reiterating the Committee’s 2017 recommendation, there appears to be an opportunity for the Military Services to tailor their marketing to reflect the most salient reasons women join in order to inspire more women toward military service.

RFI #2

- The Committee requests a **briefing** from the **Military Services’ Recruiting Commands*** on the following:
 - a. Number of recruiting offices and recruiters in each state and territory.
 - b. Current number and percentage of female recruiters.
 - c. Ongoing efforts to increase the number of recruits in underrepresented states and regions.
 - d. Does your Service-branch have a set goal in the number of women accessed each fiscal year? If so, how is this number calculated and how often is it reviewed?



Army National Guard

A. Number of recruiting offices and recruiters in each state and territory.

State Territory	# of Recruiting Offices	#of Recruiters
AK	13	22
AL	32	92
AR	27	80
AZ	18	50
CA	38	120
CO	11	39
CT	13	33
DC	3	10
DE	3	17
FL	24	89
GA	27	112
GU	1	11
HI	4	29
IA	10	63
ID	22	42
IL	22	101
IN	23	113
KS	17	49
KY	19	65
LA	23	96
MA	16	51
MD	12	49
ME	15	23
MI	21	85

State	# of Recruiting Offices	#of Recruiters
MN	26	99
MO	35	84
MS	29	95
MT	14	30
NC	11	86
ND	9	24
NE	8	36
NH	9	19
NJ	10	74
NM	19	38
NV	13	30
NY	14	114
OH	19	109
OK	17	66
OR	19	63
PA	33	136
PR	8	47
RI	5	21
SC	25	91
SD	10	30
TN	35	96
TX	29	127
UT	15	51
VA	13	75
VI	3	8
VT	16	22
WA	18	62
WI	14	81
WV	25	50
WY	6	24
Total	919	3329

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B. Current number and percentage of female recruiters.

The Army National Guard has a total of 519 qualified female recruiters across the nation. This makes up 16% of the recruiting force.



Air National Guard

A. Number of recruiting offices and recruiters in each state and territory.

State Territory	# of Recruiting Offices	#of Recruiters
AK	3	14
AL		9
AR	1	14
AZ	1	9
CA	3	21
CO		5
CT		4
DC		7
DE	1	3
FL	1	5
GA	2	10
GU		1
HI	2	8
IA		7
ID		4
IL	1	8
IN	1	6
KS	1	12
KY		3
LA	2	2
MA	4	7
MD		11
ME		3
MI		12

State	# of Recruiting Offices	#of Recruiters
MN		4
MO	1	7
MS	1	5
MT	2	4
NC		5
ND	3	7
NE		2
NH	1	4
NJ	1	7
NM		3
NV		3
NY	1	22
OH		10
OK		10
OR	2	8
PA		14
PR	1	3
RI	1	4
SC		3
SD		2
TN		8
TX	2	7
UT		4
VA		5
VI	1	1
VT	1	6
WA	2	10
WI		5
WV		4
WY		12
Total	43	374

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B. Current number and percentage of female recruiters.

The Air National Guard has a total of 158 qualified female recruiters across the nation. This makes up 42% of the recruiting force.

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C. Ongoing efforts to increase the number or recruits in underrepresented states and regions.

- a. The National Guard has increased the recruiting force by 15% to attract and gain more accessions nation-wide. Each state and territory's Adjutant and Recruiting operations has individual recruiting plans that represent and reflect their local communities based on their organizational needs.
- b. The Guard's Plan for Gender Integration, marketing campaigns have been executed to increase awareness and attract females to consider predominately male occupations, e.g., combat arms and aviation.
- c. Pilot programs are being considered that will specifically target all-women universities with the goal of increasing the number of female non-prior service accessions.

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D. Does the National Guard have a set goal in the number of women accessed each fiscal year? If so, how is this number calculated and how often is it reviewed?

While there is no specific number goal set for accessing women, deliberate steps have been made to target females into the NG ranks. The steps include, but are not limited to the following:

- a. Marketing materials such as retractable posters and brochures that highlight women in service has been created and circulated across the 54.
- b. Senior female leaders, above and beyond the Recruiting Force, are constantly engaged with the community to attract female talent.
- c. Female recruiters are tasked with targeting potential female applicants in order to increase the overall readiness of the Guard.



QUESTIONS