

Headquarters U.S. Air Force

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RFI #2: Air Force Recruiting Strategies



**Col Sean McKenna
HQ AFRS/R SX
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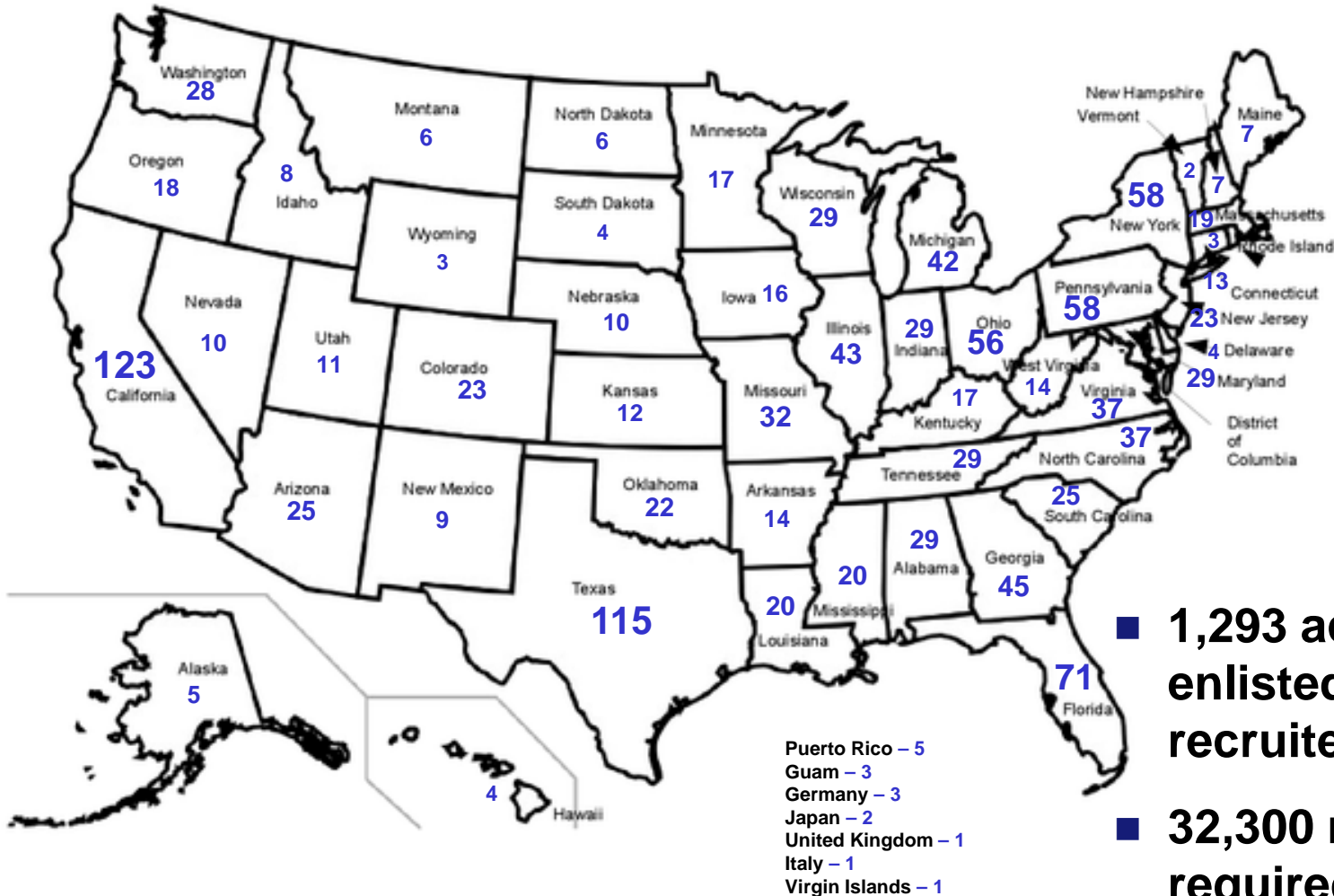
Overview

- **Number of AF Recruiters in Each State and Territory**
- **Number and Percentage of Female AF Recruiters**
- **Efforts to Increase Recruits in Underrepresented Areas**
- **AF Goals for Number of Female Recruits Accessed**



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2a. Number of AF Recruiters in Each State and Territory



- 1,293 active-duty enlisted accessions recruiter billets
- 32,300 recruits required in 2019



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2b. Number and Percentage of Female AF Recruiters

Air Force Recruiters By Gender		#	%
AFRS All	Female	319	16.1
	Male	1,657	83.9
	TOTAL	1,976	100
Tier 1 (SSgt-TSgt)	Female	175	14.6
	Male	1,022	85.4
	TOTAL	1,197	100
Tier 2 (SSgt-MSgt)	Female	100	22
	Male	355	78
	TOTAL	455	100
Tier 3 (MSgt -CMSgt)	Female	44	13.6
	Male	280	86.4
	TOTAL	324	100

- Women 16.1% AF recruiting force
- 19.9% of overall enlisted corps
- Recruiters competitively selected through AF's Developmental Special Duty (DSD) program
- Military Training Instructors (MTIs), Military Training Leaders (MTLs) get first pick of DSD; both fill with 30% females, leaving fewer for others special duty ops





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2c. Efforts to Increase Recruits in Underrepresented Areas

- Air Force analyzes geographic diversity of new enlistments; if necessary, increases level of marketing in areas that fall short of historical enlistment levels
 - Increase advertising spend
 - Attend more events
 - Adjust schedules of aerial demo teams
- Air Force attracts recruits from all U.S. regions in proportion to the eligible population of high school grads
 - Air Force has met or exceeded its annual active-duty enlisted accessions goal every year since 1999
- In terms of racial and ethnic diversity, in FY18, AF achieved:
 - African-American recruits: **17.1%** Overall AF is 16.6%
 - Hispanic recruits: **18.8%** Overall AF is 17.7%



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2d. AF Goals for Number of Female Recruits Accessed

- In FY18, Air Force achieved the following:
 - Female enlisted recruits: **24.3%** Overall AF is 19.9%
- Air Force does not have specified enlisted goals for diversity; however, officer applicant pool goals set at:
 - 30% for females **(Met)**
 - 10% for African Americans **(Met)**
 - 10% for Hispanics **(Met)**





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Questions?



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Air Force Recruiting Compared to Sister Services' Recruiting

Active-Duty Recruiting Mission for FY18			
Service	Accessions	Recruiters	Recruits Per Month Per Recruiter
Army	76,500	7,821	0.82
Navy	39,000	3,214	1.01
Marines	31,206	2,121	1.23
Air Force	30,060	1,181	2.12

Source: Office of Secretary of Defense (6 Aug 18)

- Air Force is a super lean recruiter force, averaging just slightly more than 20 recruiters per state
- Air Force has only 1/7th the recruiter force of the Army, 1/3rd of the Navy, 1/2 of the Marines
- Air Force recruiters process twice the number of recruits compared to Navy and Marines, nearly three times Army