

RFI Category and Number:

Marketing Strategies – RFI #2

RFI Question:

The Committee requests a briefing from the Military Services’ Recruiting Commands (to include the Reserve Components) 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?

RFI Response:

- a) **Number of recruiting offices and recruiters in each state and territory**
- b) **Current number and percentage of female recruiters.**
 - i) The chart below answers parts a. and b. of RFI #2.

State / Territory	# of Facilities	Male Recruiters	Female Recruiters	Total # of Recruiters	% of Female Recruiters
AK	5	12	2	14	14%
AL	22	44	11	55	20%
AR	18	13	1	14	7%
AZ	28	48	23	71	32%
CA	144	531	133	664	20%
CO	25	82	16	98	16%
CT	13	20	7	27	26%
DC	1	1	0	1	0%
DE	4	10	0	10	0%
FL	79	348	102	450	23%
GA	40	130	40	170	24%
GE	2	0	1	1	100%
GU	1	7	1	8	13%
HI	8	16	2	18	11%
IA	11	19	1	20	5%
ID	9	12	4	16	25%
IL	51	131	32	163	20%
IN	30	54	14	68	21%
IT	1	2	0	2	0%
JA	1	2	0	2	0%

State / Territory	# of Facilities	Male Recruiters	Female Recruiters	Total # of Recruiters	% of Female Recruiters
KS	9	19	6	25	24%
KY	12	27	3	30	10%
LA	24	8	2	10	20%
MA	15	118	21	139	15%
MD	25	70	30	100	30%
ME	6	11	2	13	15%
MI	47	137	22	159	14%
MN	17	41	8	49	16%
MO	24	101	26	127	20%
MS	13	22	3	25	12%
MT	7	12	1	13	8%
NC	39	161	44	205	21%
ND	3	1	1	2	50%
NE	6	12	1	13	8%
NH	6	7	2	9	22%
NJ	24	65	12	77	16%
NM	10	84	9	93	10%
NV	12	39	8	47	17%
NY	68	132	33	165	20%
OH	47	154	25	179	14%
OK	19	46	11	57	19%
OR	20	83	17	100	17%
PA	50	199	39	238	16%
PR	7	14	1	15	7%
RI	4	3	0	3	0%
SC	19	58	18	76	24%
SD	2	0	0	0	0%
TN	30	126	27	153	18%
TX	130	422	100	522	19%
UT	10	22	4	26	15%
VA	43	157	48	205	23%
VI	1	0	0	0	0%
VT	3	1	0	1	0%
WA	34	102	12	114	11%
WI	24	55	14	69	20%
WV	7	4	0	4	0%
WY	3	3	0	3	0%
Grand Total	1313	3998	940	4938	19%

c) Ongoing efforts to increase the number of recruits in underrepresented states and regions.

- i) Recruiting efforts are driven by a market analysis that includes many factors such as eligible population and historical production. With limited resources available, it is necessary to optimize placement of recruiters and other assets. In underrepresented states and regions, there is likely a low return on investment for increasing efforts in these areas.
- ii) The Navy is expanding its virtual recruiting efforts in an attempt to reach areas that are geographically distant or not targeted by recruiters in person. The Navy employs a team of cyber recruiters that communicate with potential recruits online. The Navy is also increasing use of technology such as Skype or FaceTime to interact with and recruit individuals who do not live near recruiting stations.
- iii) The Navy reaches out to underrepresented regions via our affinity organizations. These groups are comprised of the African American, American Indian, Hispanic, Asian/Pacific Islander, and Female market segments that represent all geographic locations throughout the United States. We sponsor these STEM affinity organizations to allow us to recruit at each of their collegiate events to target the most qualified students for officer programs.
- iv) Navy Visibility Day (NVD) is a tool used to target specific historically black colleges and universities (HBCU) and other minority serving institutions where recruiting districts need assistance in meeting their diversity mission. NVDs are essentially career fairs that only highlight the Navy and our Navy Civilian Careers counterparts hosted by a college or university in the local area.

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?

- i) In general, Navy does not have a goal for females. Navy policy was updated in a decision guidance memo signed on 27 November 2017. This decision was based on a legal review of gender related initiatives that found gender based accession quotas could be legally objectionable unless there was a specific rationale provided (see part iii).
- ii) We do have an aspirational target of a minimum of 25% female. The aspirational accessions goal is meant to reflect the Navy's priority on recruiting a diverse pool of talent and ensuring that recruiters are seeking qualified applicants from both genders. However, the 25% goal shall not be viewed as a fixed accessions target or prevent recruiters from meeting the monthly aggregate goal for shipping recruits, regardless of gender.
 - (1) As of July 31, 2018, the percent of female accession was 23.7% for active and 27.0% for reserve in FY18.
- iii) The one exception is for nuclear field candidates. The goal of 12% enlisted nuclear field females is based on a well-defined plan of record established by the Secretary of the Navy. The plan designates billets assignable only to female enlisted Sailors based on specific berthing configurations on submarines.
 - (1) As of July 31, 2018, females are 11% of nuclear field accessions in FY18.