

INFORMATION PAPER

DAPE-MPA
9 May 2016

SUBJECT: DACOWITS RFIs for June Quarterly Business Meetings

1. PURPOSE. To provide response to questions 10(a) What are the Services' new recruiting initiatives (within the last 12 months) to recruit women? and 10(b) What is the percentage of women assigned to recruiting billets?

2. RESPONSE TO. 10(a) What are the Services' new recruiting initiatives (within the last 12 months) to recruit women?

a. Army recruiting for women, while more challenging than for men, has trended up through the past four years from 14.6% women in FY12 to 16.8% of new accessions. Likewise, in retention, women have historically left the Army at higher rates than men after their first term of service, typically dropping from about 14% of the E4 and below population to less than 12% for E5 and above. However, in more recent years the Army is retaining women at higher levels. In FY15, 12% of eligible females reenlisted compared to 10% of eligible males.

b. While all three Army Components project mission success for 2016, since 2014 the Army has faced a challenge in recruiting. The Army adjusted its enlistment incentives to the highest levels in recent years and together with marketing efforts we expect to shape, target and influence achievement of the hard to fill specialties and return to 100% MOS precision. While incentives are not gender based the accession enterprise continues measures which strengthen Army efforts to recruit women.

c. Looking forward, the Army's detailed and deliberate implementation plan to integrate women across the breadth and depth of our formations will increase women recruiting. Along with these measures which strengthen Army efforts to recruit women we are maximizing the number of women assigned to recruiter duty. The Army has opened all specialties to women. Other measures include reaching out to applicants using marketing content that resonates with women on various social media platforms such as Facebook, Twitter, Pinterest, Instagram and GoArmy.com, and continuing to remove as many barriers as possible and allow talented people--regardless of gender--to serve in any position in which they are capable of performing to standard.

3. RESPONSE TO. 10(b) What is the percentage of women assigned to recruiting billets?

a. FACTS.

(1) Data provided is for Active Duty personnel in the grades of E-5 thru E-7. Data reflects: Total Combined (male and female gender), DA Select Recruiter (DASR) and 79R (Career Recruiter).

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(2) Data covers from CY2011 through 27 April 2016.

(3) Female DA Select Recruiters (DASR) manning average is at 8% (7.83%), and the female 79R manning average is at 8% (7.83%), for combined periods reported.

(4) Listed below are the assigned populations, including DASRs and permanently assigned recruiters, MOS 79R (Recruiter) over the past five years.

YEAR	TOTAL COMBINED	TOTAL COMBINED FEMALES	TOTAL COMBINES FEMALES %	TOTAL DASR	DASR FEMALES	DASR FEMALES %	TOTAL 79R	79R FEMALES	79R FEMALES %
2011	8017	569	7%	5613	411	7%	2404	158	7%
2012	7169	521	7%	4867	364	7%	2302	157	7%
2013	7227	579	8%	4980	415	8%	2247	164	7%
2014	7767	655	8%	5196	444	9%	2571	211	8%
2015	7901	679	9%	4977	424	9%	2924	255	9%
2016	7997	653	8%	5135	403	8%	2862	250	9%

b. DISCUSSION. The United States Army Recruiting Command (USAREC) Table of Distribution and Allowances (TDA) does not have gender specific requirements when it comes to manning of recruiting billets. US Army Human Resources Command continues to select and assign female noncommissioned officers (NCOs) to recruiting duty to support gender diversity as the available population of qualified female NCOs permits, with a goal toward increasing USAREC's percentage of assigned recruiters by 1% per year until achieving parity with the percentage of female NCOs in the Army.

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