Defense Advisory Committee on Women in the Services

Army Outreach Brief

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Office of the Assistant Secretary of the Army
(Manpower and Reserve Affairs)
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What We Know

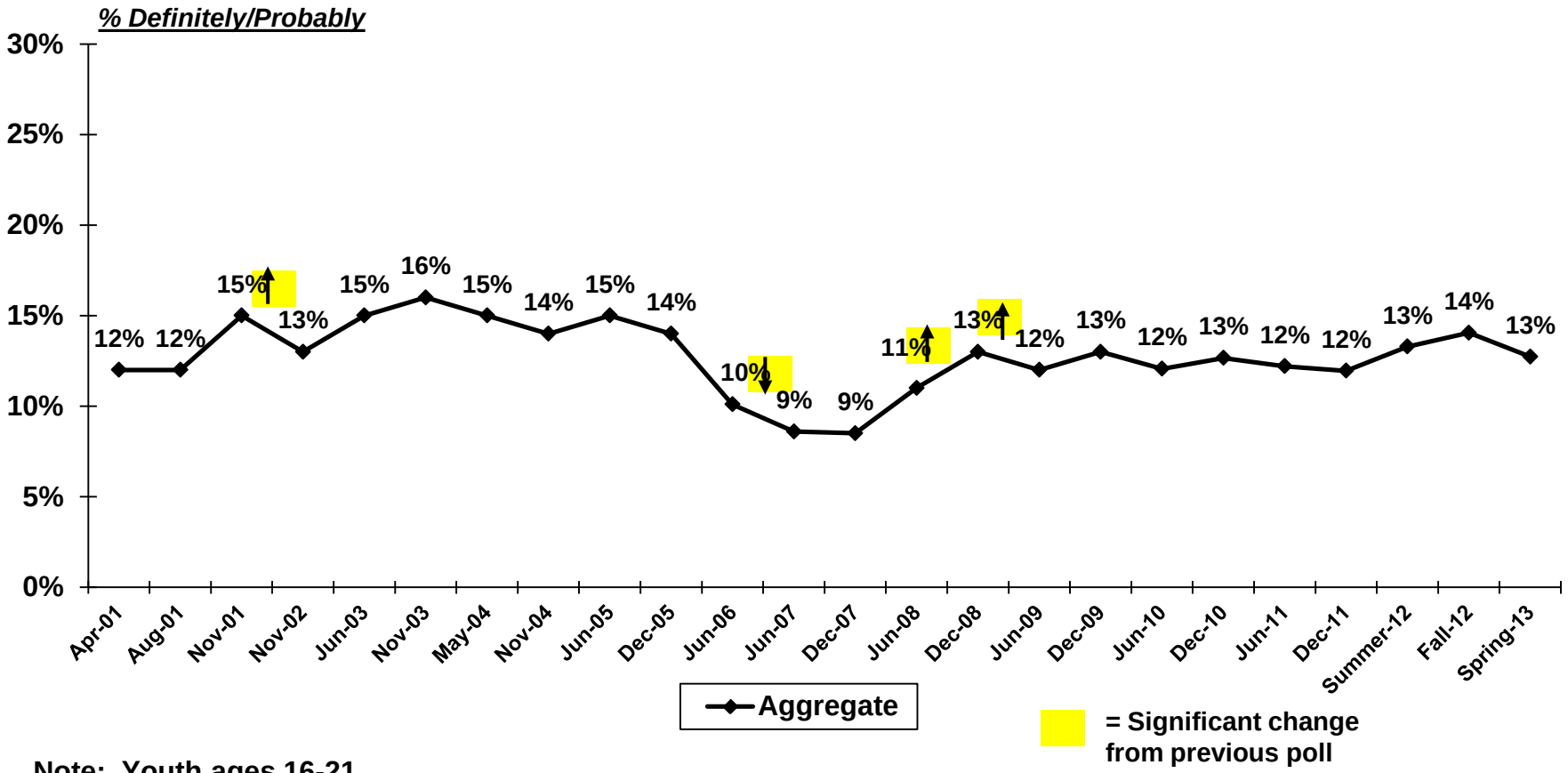
(Why the Diversity & Inclusion Initiative Is Important)

1. The U.S. will operate in a dynamic global environment involving diverse perspectives
2. The U.S. population is changing (no majority by the year 2050 or sooner)
3. Talent is spread across a very diverse population (recruiting talent = recruiting diversity)
4. Minority children will be the majority by 2025
5. Asian Americans have the fastest growth rate within the U.S. population
6. Hispanics are projected to account for 74% of labor force growth, 2010 to 2020
7. The number of women in the labor force will grow faster than men
8. Women outnumber men on college campuses 60% to 40%
9. Generational differences will continue to impact the workforce
10. Obesity trends among American youth are reaching epidemic proportions
11. Education shortcomings will persist (graduation rates, STEM, foreign language)
12. The U.S. may be short as many as 3 million STEM workers before 2020
13. An estimated 1 in 4 people have a disability
14. The aging population will ultimately lead to labor shortages
15. The era of persistent conflict will demand cultural understanding and language skills
16. The Army has specific recruiting, talent management, and human relations challenges

General Military Propensity

FPP9: How likely is it that you will be serving in the Military in the next few years?

Response options: Definitely, Probably, Probably Not, Definitely Not



Note: Youth ages 16-21

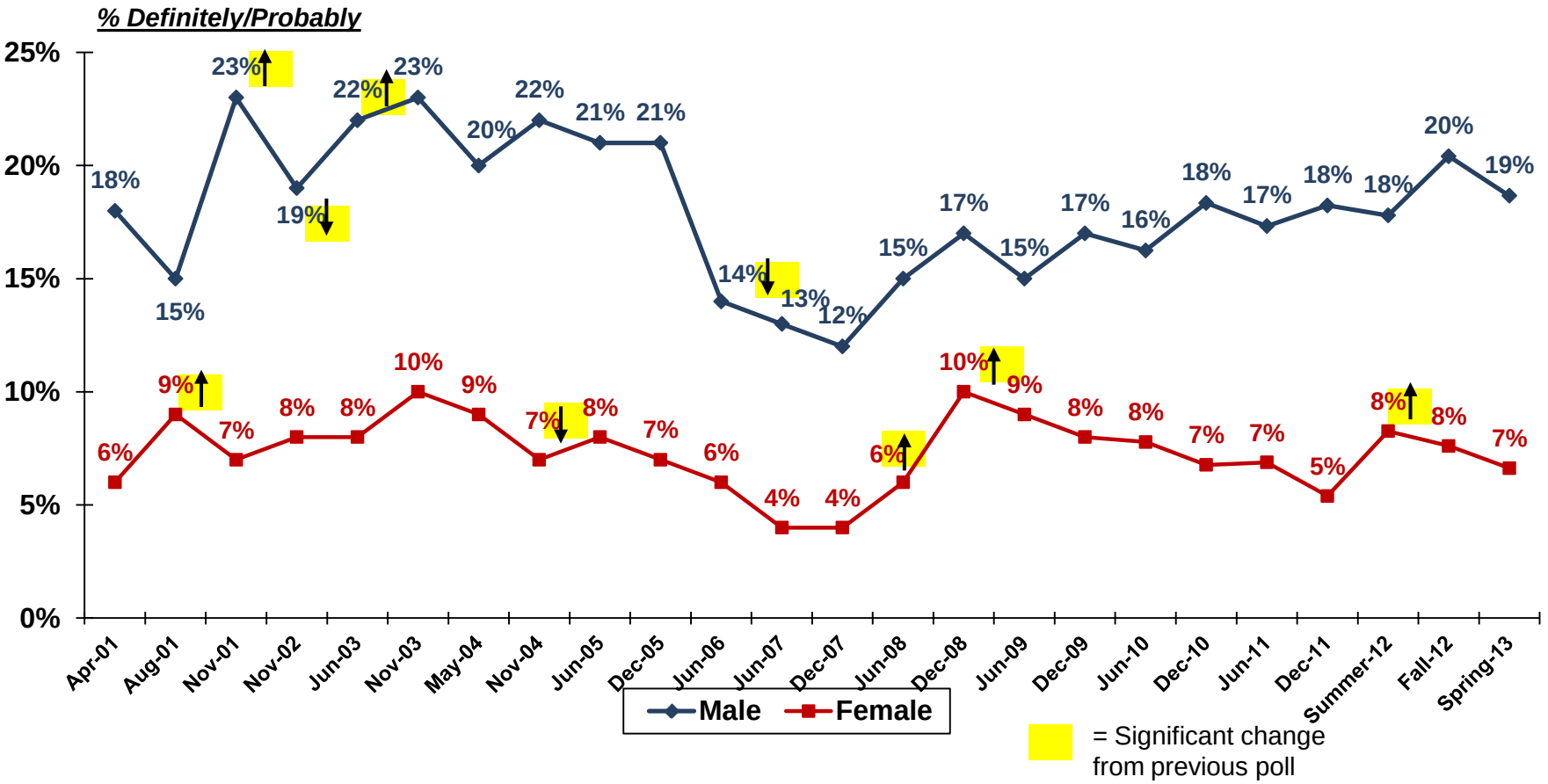
Sources: DoD Youth Attitude Tracking Study (1984-99) and JAMRS' DoD Youth Polls (2000-present)

Questions: YATS- Q503 Now, I'd like to ask you how likely it is that you will be serving in the Military in the next few years?
Youth Polls- FPP9 In the next few years, how likely is it that you will be serving in the Military?

General Military Propensity

By Gender

Propensity appears stable; Overall, propensity is lower than Post-9/11 levels.



FPP9: How likely is it that you will be serving in the Military in the next few years?

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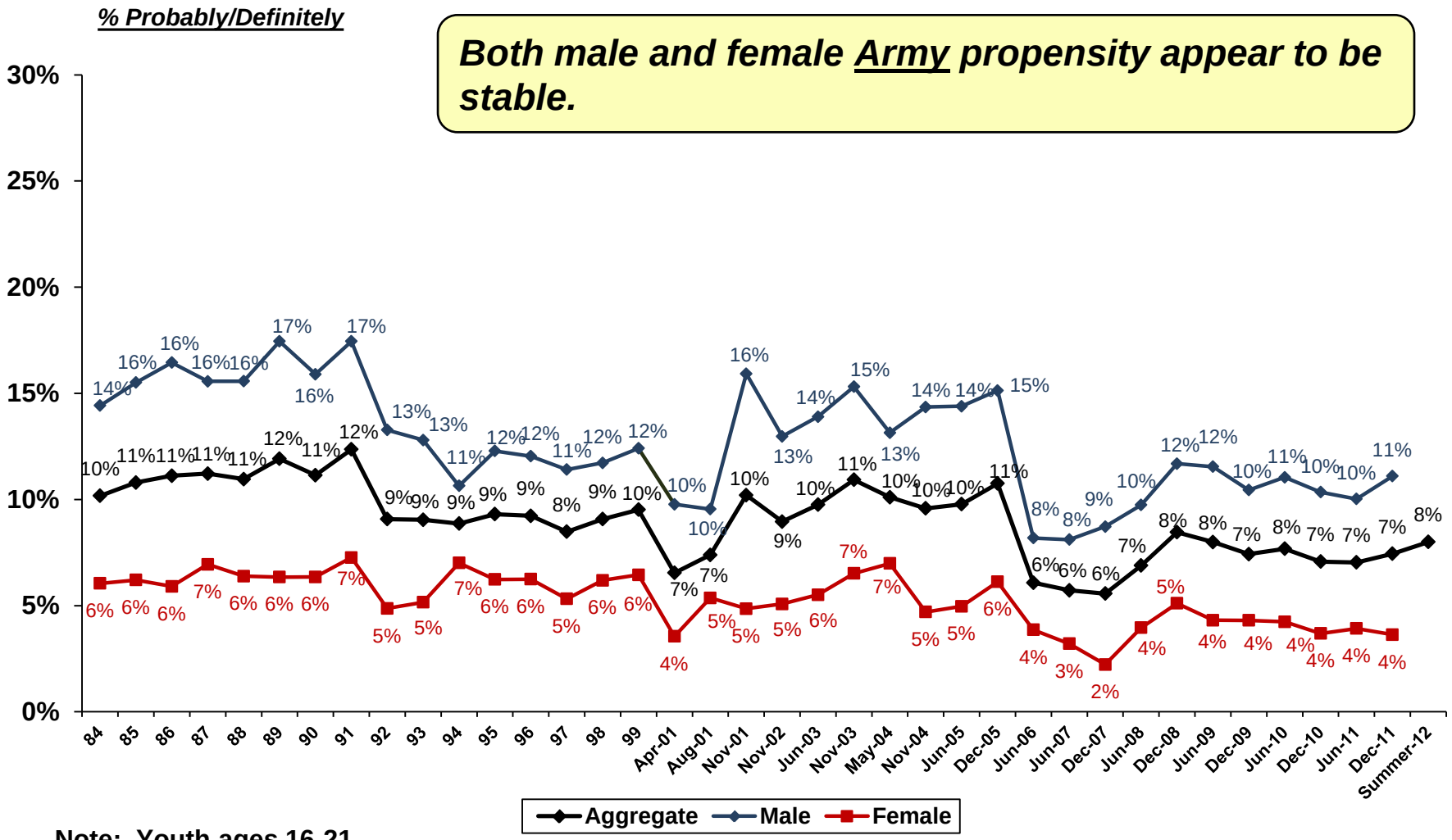
Army Propensity

By Gender

Both male and female Army propensity appear to be stable.



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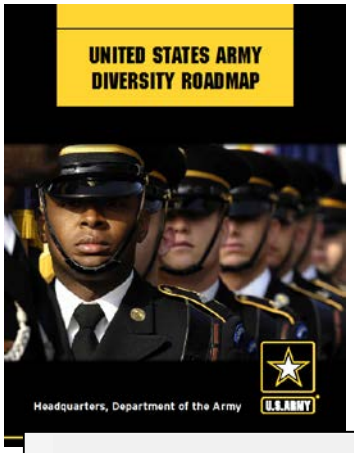
Army-wide Diversity Outreach

(How We Will Enhance Attracting Diverse Talent)

ARMY DIVERSITY ROADMAP OBJECTIVE 2.2: Develop and implement mechanisms for efficiently integrating and synchronizing Army diversity outreach to achieve optimal senior leader participation and help attract highly qualified Soldiers and Civilians from diverse backgrounds.



United States Army
Diversity Outreach Strategy

Department of the Army

Approach

FY 12 and beyond

- Integrated Efforts
- Synchronized Execution
- Senior Leader Engagement
- Consistency of Message
- Coordinated Relationships
- Army-wide Lead Organization

End State

An Army-wide Diversity Outreach Program that efficiently helps attract and recruit America's best diverse talent and optimizes Senior Leader participation.

Lead Command Totals: AMRG (12) AMC (4) USACE (3) TRADOC (1) IMCOM (1) USARC (1) ARNG (1) ATEC (1) HQDA (11)

US Army Supported Diversity Outreach

Joint Women's Leadership Symposium (JWLS)

Federally Employed Women (FEW)

Officer Women's Leadership Symposium (OWLS)

Women in Color in Technology (WOC)

Society of Women Engineers (SWE)

All American Bowl (AAB)

U.S. Hispanic Leadership (USHLI) Summit

Black Engineer of the Year (BEYA)

Asian American Engineer of the Year (AAEOY)

National Association for Equal Opportunity (NAFEO)

National Society of Black Engineers (NSBE)

ROCKS, Inc.

Essence Music Festival (EMF)

National Association for the Advancement of Colored People (NAAP)

Organization of Chinese Americans (OCA)

Society of American Indian Government Employees (SAIGE)

National Urban League (NUL)

Blacks in Government (BIG)

National Organization for Mexican American Rights (NOMAR)

National Latina Style Annual Conference (NLS)

National Image, Inc. (NII)

Hispanic Black Colleges and Universities (HBCU)

White House Initiative

Society of Mexican American Engineers & Scientist, Inc. (MAES)

Great Mind in STEM (GMiS)

US Army Supported Diversity Outreach

Pan Pacific American Leaders and Mentors (PPALM)

Hispanic Association of Colleges and Universities (HACU)

Thurgood Marshall College Fund (TMCF)

American Indian Science and Engineering Society (AISES)

DoD Disability Awards Program

National Hot Rod Association (NHRA)

Asian American Government Executives Network (AAGEN)

100 Black Men of America (BMOA)

League of United Latin American Citizens (LULAC)

Heroes and Heritage (H&H)

Federal Asian Pacific American Council (FAPAC)

Q&A

Back Up

General Military Propensity

By Race/Ethnicity

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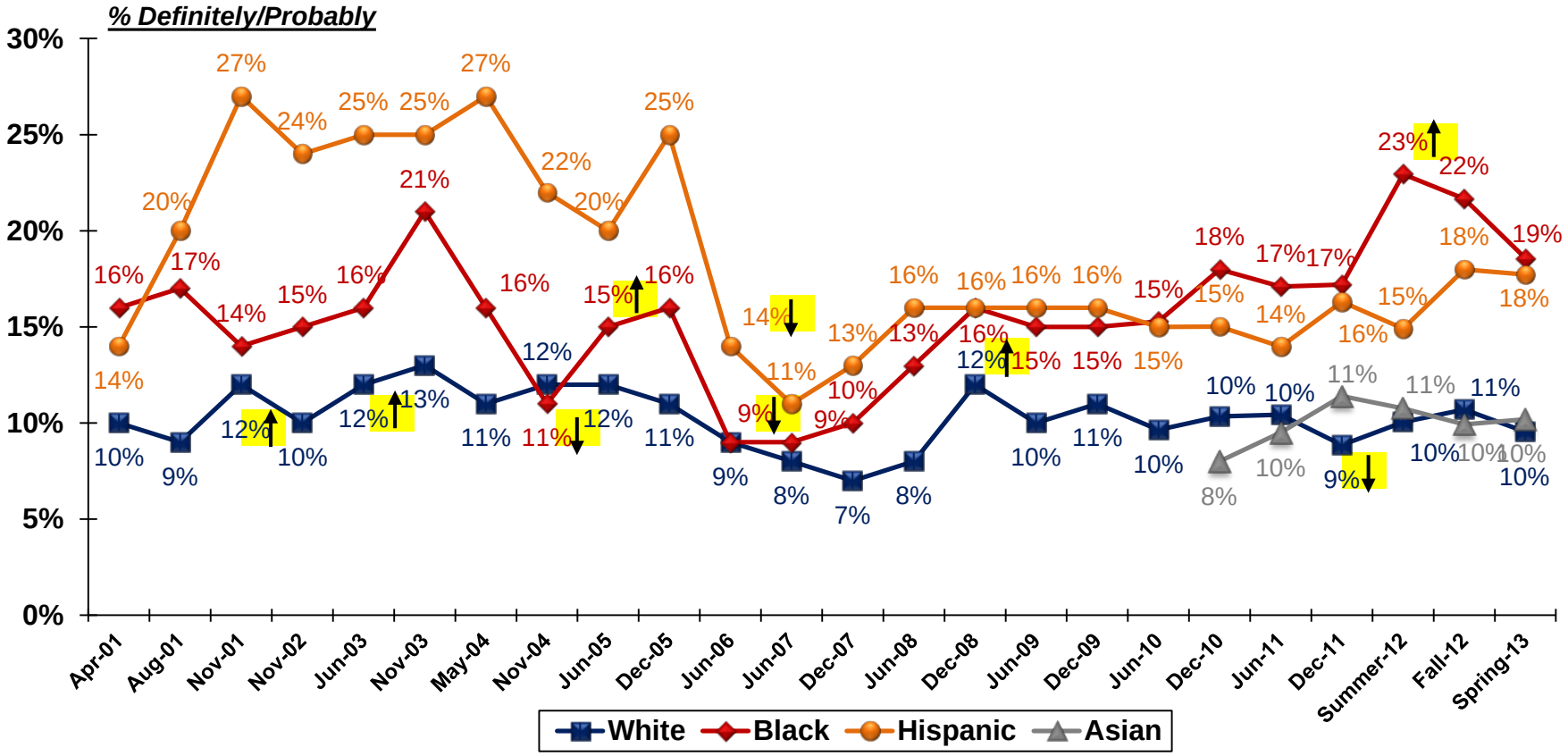
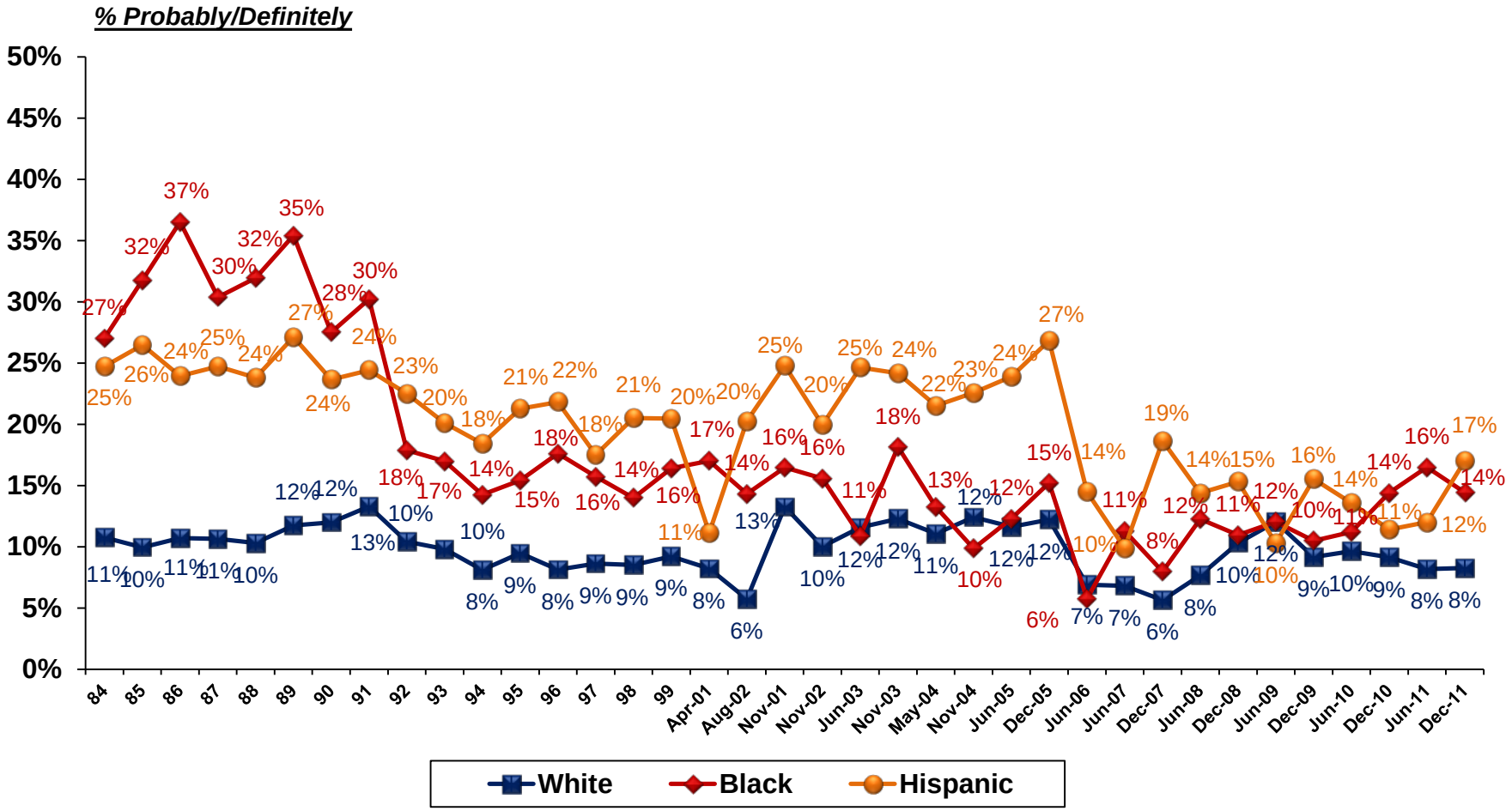


= Significant change from previous poll

Army Propensity: Males

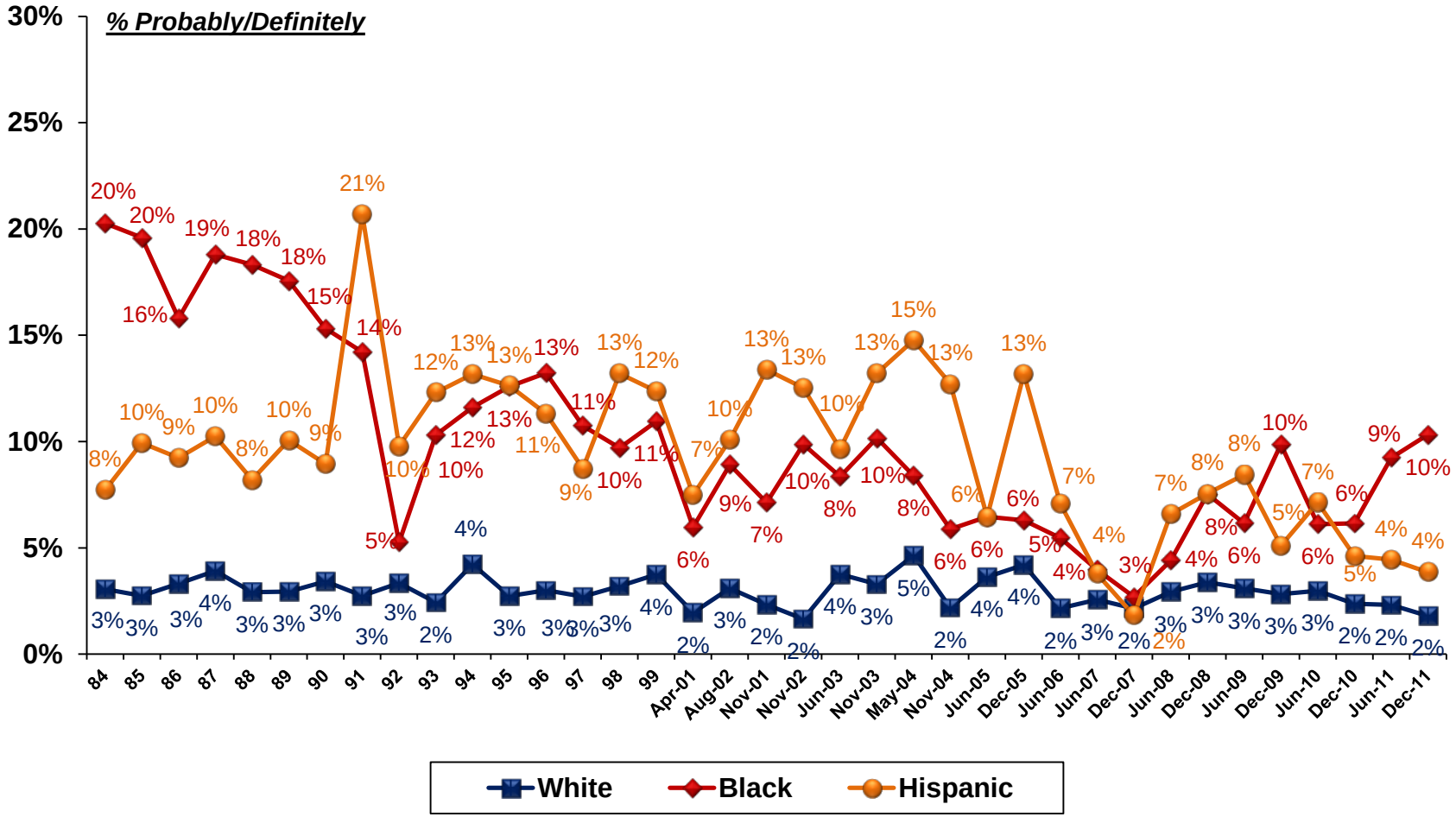
By Race/Ethnicity



Questions: YATS- Q510 Now, I'd like to ask you how likely it is that you will be serving in the Army in the next few years? Youth Polls- FPP10B In the next few years, how likely is it that you will be serving in the Army?

Army Propensity: Females

By Race/Ethnicity



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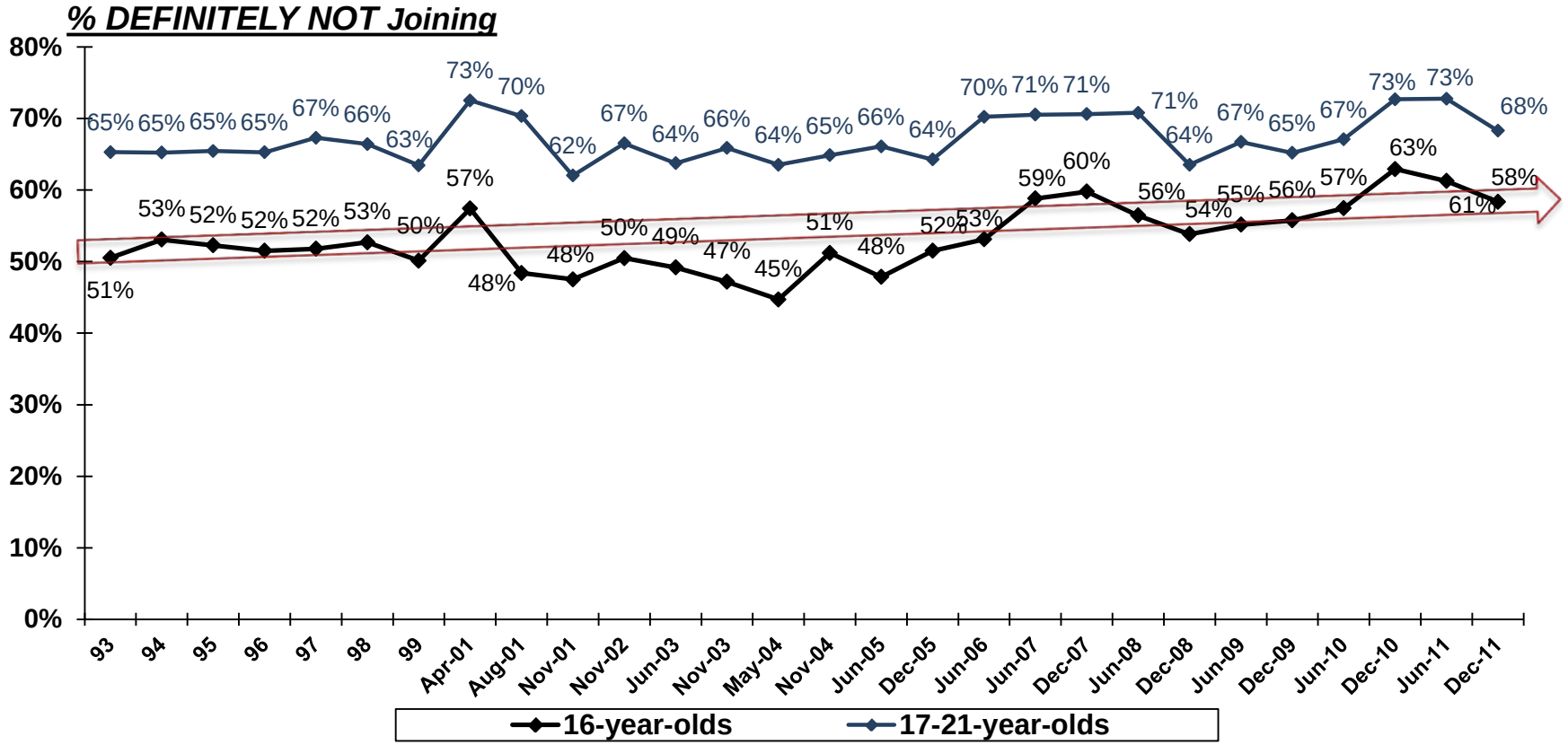
Army Propensity: Definitely Not Joining

By Age Cohort

Increasing proportions of youth are ruling out Army service by age 16.



Sources: DoD Youth Attitude Tracking Study (1993-99) and JAMRS' DoD Youth Polls (2000-present)

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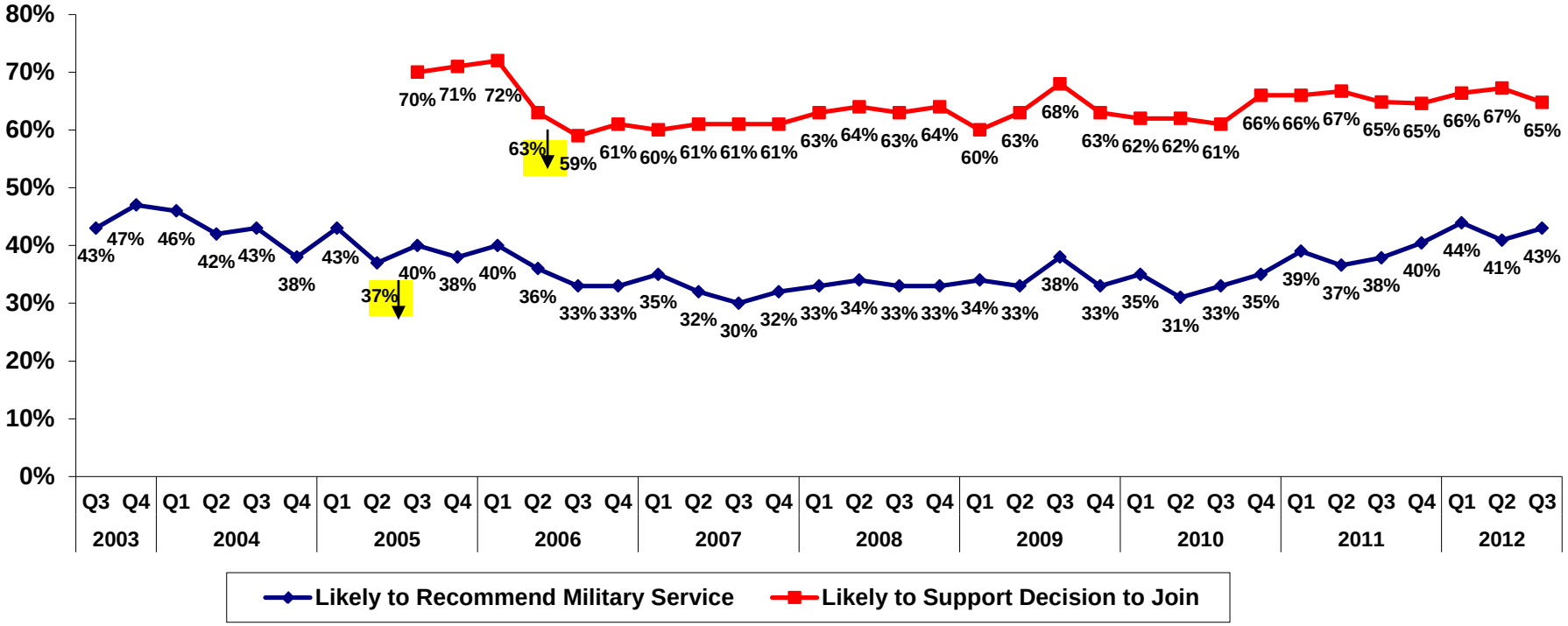
Likelihood to Recommend and Support

- *In 2012, likelihood to recommend military service was significantly higher than it was one, two, three, four, or five years earlier.*
- *Likelihood to support a youth's decision to join the Military was not significantly different from what it was one or two years earlier.*

Likely to Recommend: % Likely/Very Likely
Support: % Agree/Strongly Agree



= significant change from previous wave

Source: JAMRS' Department of Defense Advertising Tracking Study

Questions 1a–c: "Suppose your child/your grandchild/a youth came to you for advice about various post-high school options. How likely is it that you would recommend joining a Military Service such as the Army, Navy, Marine Corps, Air Force, or Coast Guard?"

2ff: "If my child/my grandchild/a young person told me they were planning to join the Military, I would support their decision."

WILL MILITARY RECRUITING BE CHALLENGED IN 2015?

Is this a perfect storm? Have we been here before?

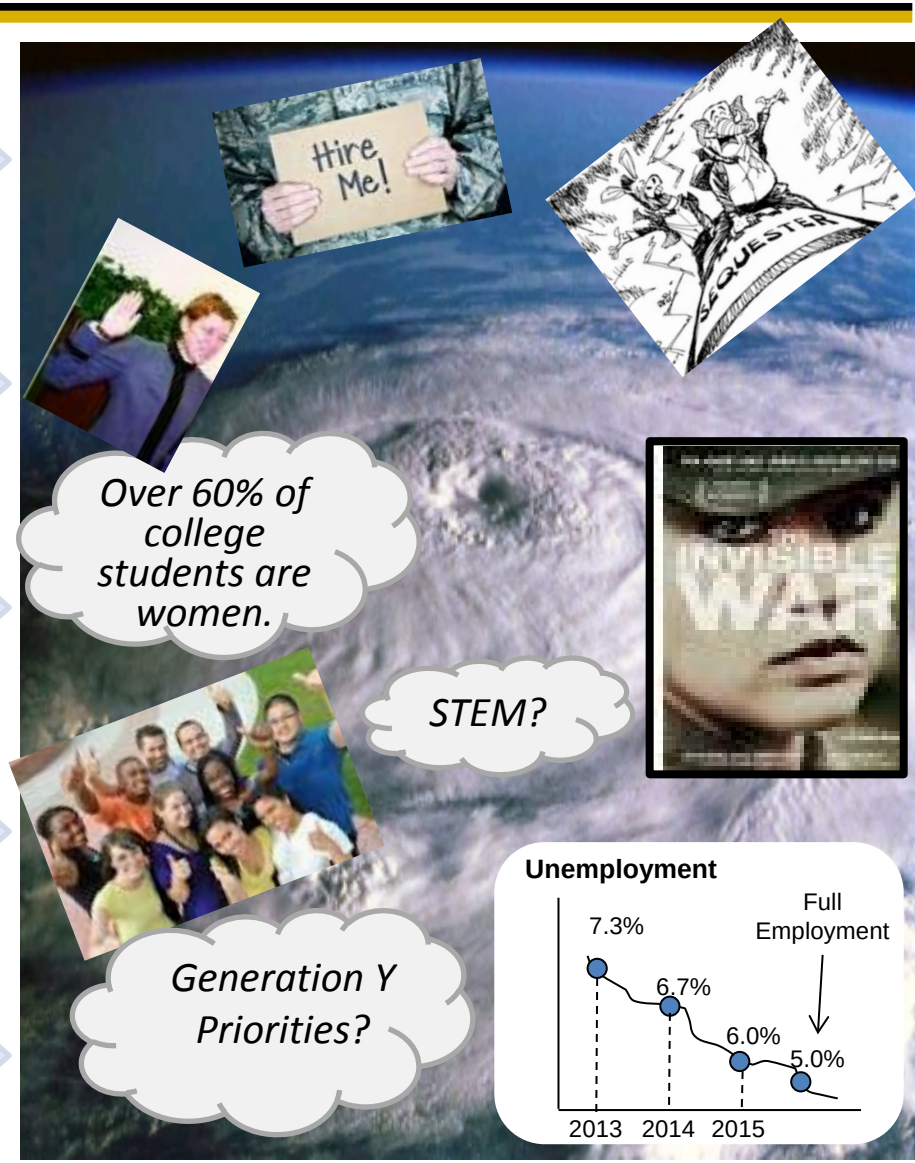
U.S. Economy
- *Improving Economy*
- *Stock Market Record Highs*
- *Corporate Hiring Increases*
- *Aging Federal Workforce (competition)*

Budget Uncertainty
- *Reduced Marketing Presence (resources)*
- *Limited Money for Recruiting Incentives*
- *Inconsistent Annual Funding Patterns (CR)*
- *Sequestration Impact/Decline in Benefits*

Demographics
- *Increasing Constituency Diversity*
- *Comparatively Low Propensity to Serve*
- *Shrinking Eligibility: Moral/Physical/Medical*
- *Generation Y Priorities*

Influencer Perceptions
- *Suicide*
- *PTSD*
- *Hazing*
- *Sexual Assault*
- *Toxic Leadership*
- *Veteran Unemployment*
- *Drawdown*
- *Battle Injuries*

Other
- *Low High School Graduation Rates*
- *Veterans Benefits Backlog*
- *Corporate Diversity & Inclusion Initiatives*
- *Limited Senior Role Model Demographics*



Source: Army Diversity