Influencing Female Propensity, Accessions and Retention in the Navy

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Navy Female Propensity and Accessions

Outreach and recruiting of women is critical to ensuring the U.S. military has the strongest possible pool of highly qualified individuals to draw from in meeting its leadership needs.

The Committee has received briefings from the Services and OSD on the accessions of females into the military. Female propensity to serve has been identified by the Services as the rationale for their current accession rate/quotas for women. Since recruiters play an instrumental role in sparking women's interest in joining the military, the Committee would like a briefing on what efforts are being undertaken by each of the Services to **influence the propensity to serve** and to **increase female accessions**.

Female Accessions

- Navy Recruiting Command (NRC) continues to expand female officer and enlisted recruitment to enhance the cross section of society throughout the fleet and the Navy.

- Percentage of female accessions FY14 YTD is currently 22.5% for enlisted programs (will be 23.1% for the year – Aug and Sep strongly female) and 21.1% for officer programs. FY13 was 23% Enlisted, 22.5% Officer.
  - Lower female officer percentage due to lower medical/higher URL mix in 2014

- Female accession is an NRC priority
  - NRC recruits enlisted female accessions with a recruiting goal of 23% based upon ship berthing limitations.
  - There are no goals for female officers (different from enlisted accessions). Boards select the best and fully qualified. Gender selections are permitted for operational necessity only for Nuclear Submarine, Nuclear SWO, and Nuclear Engineer.

- Navy actively engages with several affinity groups (e.g., Society of Women Engineers) as well as groups like NAWMBA to establish national, regional, and local partnerships to build trust, establish relationships with influencers, create awareness, and increase female accessions.

Enlisted Women Accessions

2003-2014 Active Component Non-Prior Service

FY	% Goal*	% Achieved	Raw numbers
2003	16.9%	17.0%	6,875
2004	16.4%	16.5%	6,480
2005	18.9%	16.3%	6,117
2006	21.0%	18.9%	6,848
2007	19.9%	21.0%	6,825
2008	20.8%	22.1%	7,183
2009	20.9%	21.0%	7,391
2010	21.0%	22.1%	7,524
2011	23.0%	23.2%	7,733
2012	23.0%	23.2%	8,421
2013	23.0%	23.4%	9,356
YTD 2014**	23.0%	22.5%	6,619

** % Goal for total NPS female accessions*
*** October 2013 through 18 August 2014*

Female Propensity

- OSD's Joint Advertising, Market Research & Studies (JAMRS) has identified 8% of females in society as being propensed for military service in comparison to 19% of males. *(2014 College Market Survey and a Fall 2013 Youth Poll)*

- NRC's initiatives to cultivate the female recruiting market is based upon numerous JAMRS studies and is focused on marketing and advertising, information resourcing, and the dissolution of cultural barriers and stereotypes such as:
  - *"The Navy is a man's job"*
  - *"Only traditional female jobs are available"*
  - *"Can't be feminine" or "have a family and be in the Navy."*

- <u>Educating/Informing is key to recruiting the non-propensed</u>. Examples of tools developed to address this include Stories of Service, video roundtables, and integrated campaigns such as "Women Redefined" (https://www.facebook.com/womenredefinednavy).
  - "Women Redefined" along with other similar efforts are being used to influence women to enter into non-traditional jobs/specialties such as Explosive Ordnance Disposal, Navy Diver, and Air Rescue Swimmer.
  - Attained female goal for EOD/ND/AIRR for the first time in FY13.
    - 100% contracts but 94% shipping in FY14 due to 2 DEP attrites

Summary of Efforts

Current efforts to identify:

- NRC identifies female applicants in the same manner as male recruits: “whole-person” review based on mental, physical, and moral qualifications for enlistment.
- Navy prefers “quality” applicants as measured by the Armed Services Vocational Aptitude Battery (ASVAB) score and attainment of diploma.

Current efforts to recruit:

- NRC uses integrated marketing and advertising, community outreach and engagement, and our total recruiting force to transform perceptions of the Navy among young women.
- Increase the number of female recruiters, currently 13.4% of our recruiting force, a 1% increase over last year and the highest percentage the Navy has had.
- New “Active Mentor” program under development to identify, train, and make available Active Duty volunteer mentors to whom prospects can reach out and ask the “what is it really like?” questions. Female nuclear power under consideration for initial pilot of program.

Current efforts to retain:

- Navy maintains personnel stability by retaining top quality Sailors, regardless of gender, in the proper skills balance and in the required numbers.
- Navy provides a range of retention incentives: monetary, opportunities to promote and receive training (eg. Basic, Advanced, and Professional Military Education).
- Navy’s Career Intermission Program (CIP) provides greater flexibility in career paths.
- Mentoring manifests itself in many forms in the Navy. Mentoring programs are designed to develop and retain talent.

Questions?

Backups

Enlisted Women 1st Term Retention

2003-2014

Year	All Navy Zone A Goal	All Navy Zone A Executed	Female Zone A Reenlistment Rate	Female Zone A Begin End Strength	RE+LTEs
2003	N/A%	60.0%	57.2%	31,545	2,690
2004	N/A%	50.5%	49.9%	31,245	2,653
2005	N/A%	53.0%	51.8%	29,178	2,702
2006	N/A%	51.1%	50.0%	27,050	2,379
2007	N/A%	45.5%	45.5%	25,696	1,869
2008	48%	50.2%	50.6%	24,529	1,957
2009	54%	54.6%	53.9%	24,797	2,143
2010	55%	63.7%	62.5%	26,122	2,912
2011	59%	61.9%	57.6%	27,518	2,933
2012*	*33%	*33.9%	*33.0%	28,665	*1,159
2013*	*48%	*38.8%	*36.9%	29,636	*1,351
2014**	59%	62.8%	60.9%	33,111	2,619

Data is for Active Duty USN Females.
Data Sources: NES – End Strength, NRMS – Reenlistment Rates, RE (Reenlistments), LTEs(Long Term Extensions), Navy Goals – NAVADMINS 348/08, 321/09, 047/11
* Navy reenlistment metric was changed to be based on Sailors' whose Soft EAOS falls within the current fiscal year (CFY)
** 2014 data includes October 2013 – July 2014