Headquarters U.S. Air Force

Integrity - Service - Excellence

Air Force Female Outreach and Recruiting

Sept 2014 DACOWITS

Lt Col Jonelle Eychner
Colonel Joseph Looney
A1PT/A1V
Sep 2014

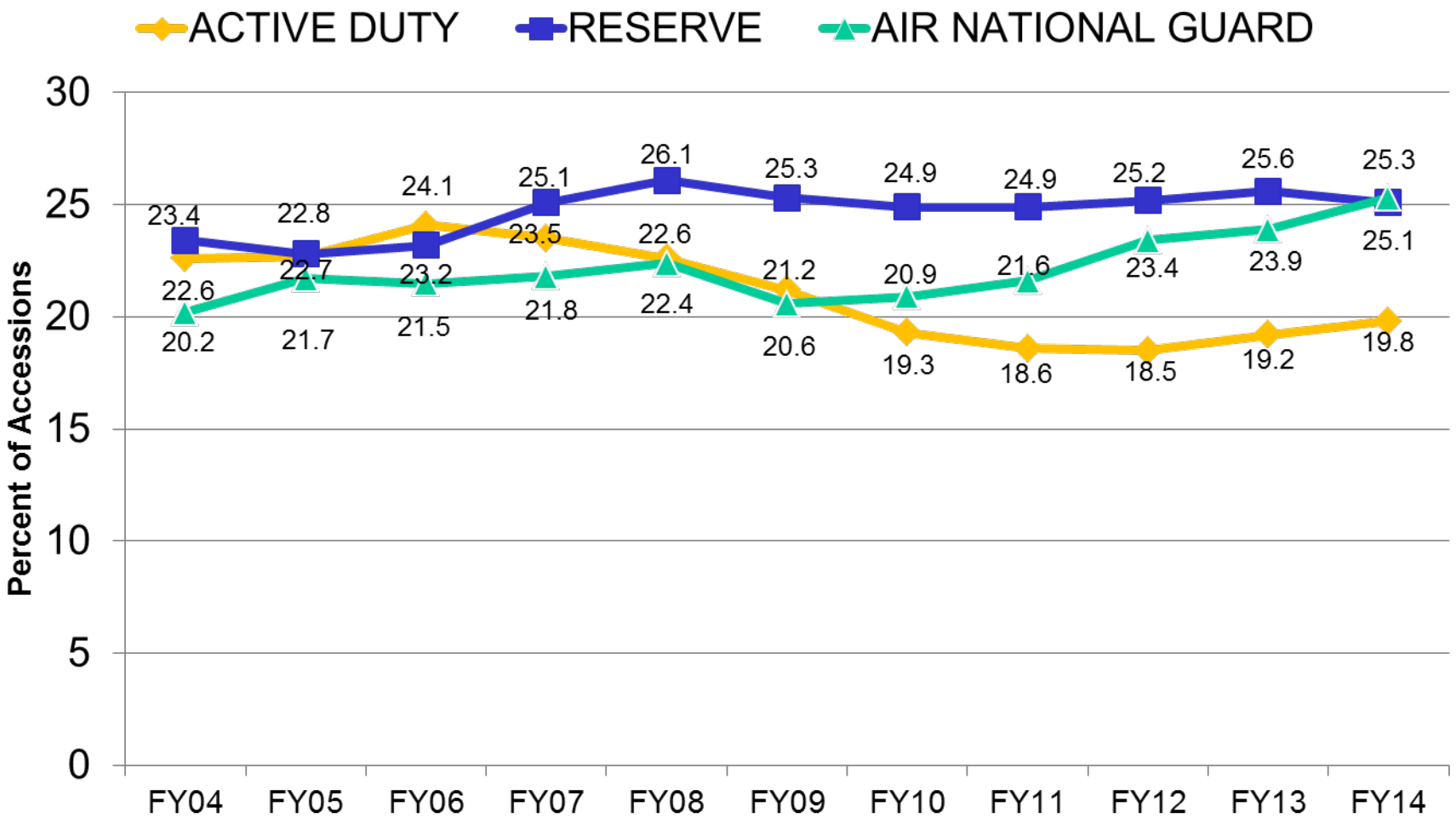
U.S. AIR FORCE

U.S. AIR FORCE

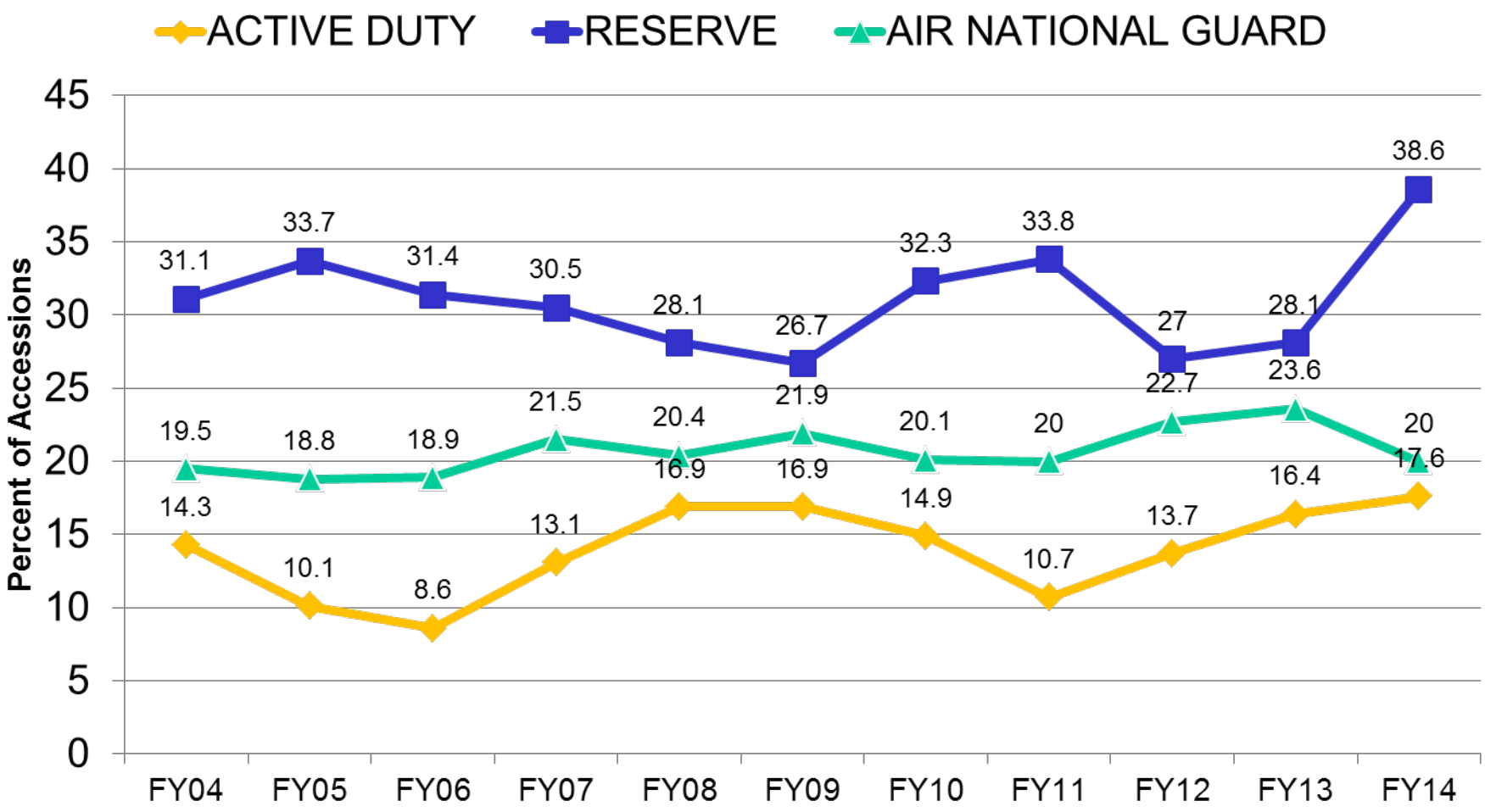
Overview

- Female Accessions Snapshot
- Air Force Recruiting Service Marketing Strategy
  - Influencing the Propensity to Serve
  - Female Marketing Initiatives
  - Efforts to Recruit Women
- Air Force Diversity Office Initiatives
- Air Force Reserve Initiatives
- Air National Guard Initiatives
- Air Force Public Affairs Outreach

Female Enlisted Accessions



Female Officer Accessions



Air Force Recruiting Service Marketing Strategy

- AFRS mission is to inspire, engage and recruit the best and brightest, most competitive and diverse youth to serve in the AF
- Marketing objective:
  - Capture the attention of both youth and influencers, educate on AF opportunities and persuade them to act
- Reaching a diverse audience is an enduring priority
  - Ensure all media includes messaging to diverse demographics (age, race, ethnicity & gender)
  - Tailor messages to address perceptions and cultural barriers

Influencing the Propensity to Serve

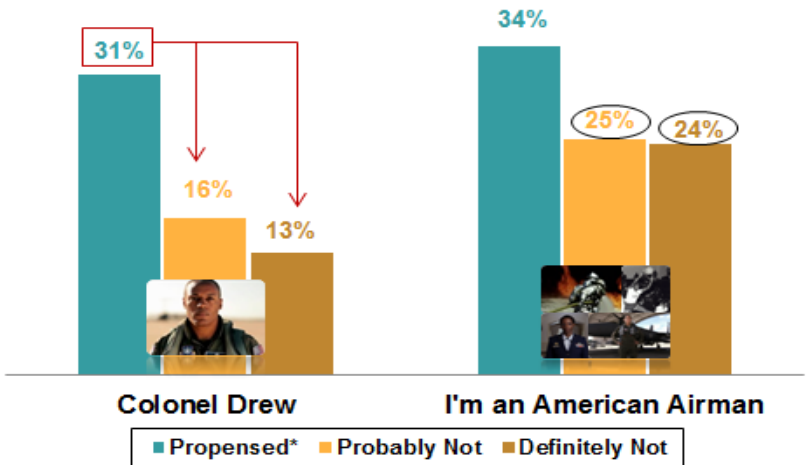
- Findings from AFRS and JAMRS studies led to a TV and digital campaign specifically targeting females (adult influencers and youth)
  - "I'm an American Airman" commercial and "American Airman" series of on AIRFORCE.COM
  - Messages address female perceptions on achieving life goals and career interests
  - Proper messaging and careful media selection showed success in reaching non-propensed females at significantly higher rates than previous AF campaigns

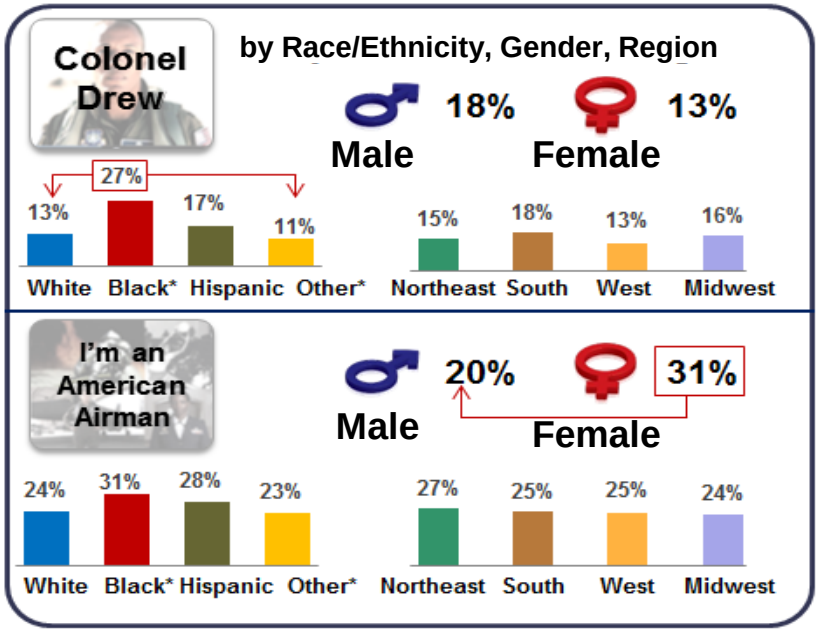
Measuring Success & Hitting the Target

- Aided recall of "Colonel Drew" was concentrated among propensed youth and Black youth.
- "Probably not" and "definitely not" propensed youth were significantly more likely to recall "I'm an American Airman" than "Colonel Drew."
- Females were significantly more likely to recall "I'm an American Airman" than males.

Air Force Advertisement Aided Recall

...by Propensity





U.S. AIR FORCE

Female Marketing Initiatives

AF Commercial:

- In FY12 AF Recruiting Service produced a :30 commercial featuring AF active duty women in 4 different career fields (Officer and Enlisted); 100% of TV production funds were used to produce the "I'm an American Airman" female commercial featuring:
  - Fighter Pilot
  - Judge Advocate General Corps
  - Physician
  - Fire Fighter
- $9.3M (55%) of the FY12 $16.9M TV media buy focused on female markets—ages 16-24 (youth) & 25-54 (influencers)

American Airmen Series:

- AFRS features eight AF active duty women as part of the American Airmen series on AIRFORCE.COM; 4 of the 8 were recently produced in 2012 or 2013.
  - Gen Wolfenbarger
  - SSgt Zaloudek
  - Lt Col Malachowski
  - Capt Holloway

Other initiatives:

- AF recruiters attends annual conventions focused on women [aviators, nurses, etc]
- FY14 Digital campaign, “Breaking Barriers” will feature several stories of women “pioneers”

Marketing to women has been a focus for AFRS; research studies as well as JAMRS data were utilized in our products to tailor messages to young women and their adult influencers.

U.S. AIR FORCE

Efforts to Recruit Women

- Air Force changed some long standing accession policies that are more favorable to potential female recruits
  - Permits single parents the chance to serve with waiver
  - Provides commanders the ability to retain or re-access females that become pregnant during their initial training
    - If trainee becomes pregnant during BMT, she can re-enter training as soon as medically qualified without re-competing
- Implemented Career Intermission Pilot Program (CIPP) in FY14
  - One-time temporary transition from active duty into the Individual Ready Reserve (IRR) for officer and enlisted Airmen to meet personal and professional needs outside the service
- Child Development Center and Youth Center Programs
  - Single Active Duty Parents have priority over others for childcare
  - Bases offer Monthly ‘Give Parents A Break’ Program at no cost
  - Before and After School Programs Available at Youth Centers

AF Diversity Initiatives to Improve Female Accessions

- Diversity Applicant Pool Goals
  - SECAF/CSAF signed "Applicant Pool Goals for AD Officers"
  - Intent: Align officer recruiting efforts to attract best & brightest
  - Female Officer Goal: 30% of officer applicants
  - Consistent w/ NDAA 2013 requirements for military officers to "reflect the diverse population of the United States eligible to serve in the armed forces, including gender specific, racial, and ethnic populations."
  - Metric may not be used in a manner to undermine merit-based selection processes
- Diversity Recruiting
  - Key Air Force Organizations support Society of Women Engineers (SWE) Conference & Job Fair
  - Seeks to recruit top female STEM talent into AF's tech workforce

U.S. AIR FORCE

AF Reserve Initiatives

- **Community Outreach Programs**
  - **Randi Zuckerberg Science, Technology, Engineering, and Math (STEM) Initiative at Universities**
  - **Women in Aviation Conference (Average attendance at this conference is 3,000+)**
  - **University of Washington WISE Conference - (Women in Science and Engineering)**
  - **Air Force Reserve PSA featuring SMSgt Nicole Canada from March Air Reserve Base**
- **National Advertising Programs**
  - **Diversity/Careers in Engineering and Information Technology Magazine (Woman-owned diversity publication (full page ad and article)**
  - **Institute for Women of Aviation Worldwide (iwoaw.org) - Rotating Banner Campaign 1 year 2014-2015**
  - **American Military Women publication 2013 (Full page ad)**
  - **McChord Spring Fling for Women (recruiting event for Anchorage, AK)**
  - **2014-2015 Season UAA Women's Basketball (Ad campaign)**

U.S. AIR FORCE

Air National Guard Initiatives

- Women are 17.97% of the ANG manning
  - In the last 4 years, female accessions have averaged 20.5%
- On 17 April 2014, JAMRS research briefed the attributes and benefits of the ANG are the most favorable to women of any service they polled
  - 40% polled stated they are interested in learning more
  - 24% would be interested in joining
- The ANG began to place additional emphasis on imagery & placement of advertisements to portray successful women in the ANG
- Outreach events that have large concentrations of women with our target demographic are favored (Insane Inflatable, etc.)
- Due to resource constraints, the ANG only has limited advertisement opportunities and outreach events

Public Affairs Outreach—AF News Service Female Features

- Mar 14-Women's Heritage honored with all female refueling mission AFNS, Fairchild AFB
- Mar 14-First female assumes command of ANG fighter wing, AFNS, Boise ID
- Mar 14-Standing tall for her country, AFNS, Seymour Johnson AFB
- Mar 14-Airman perseveres, triumphs through multiple obstacles, AFNS, Sheppard AFB

Public Affairs Outreach—AF News Service Female Features

- Apr 14-SecAF addresses women in national security, AFNS, Washington
- Apr 14-Airman serves with pride, joins Air Force after “Don’t Ask, Don’t Tell”, AFNS, Travis AFB
- Jun 14-Women’s symposium fosters networking, leadership development, AFNS, Norfolk VA
- Aug 14-Tale of two sisters: How education helped shape two Airmen’s careers, AFNS, Langley AFB

U.S. AIR FORCE

Questions?