Army National Guard (ARNG) Female Recruiting and Related Outreach

Prepared by ARNG-GSS (Recruiting and Retention Division) in response to DACOWITZ RFI dated 1 AUG 14

ARNG Female Accession Rates/Quotas

- The Army National Guard does not have quotas for female accessions.

- Until the recent lifting of restrictions on females in specific combat MOSs, ARNG could not enlist females in certain units.

- In states with heavy Infantry, Special Forces and Combat Engineer force structures, lower rates of female membership should be expected.

Propensity vs. Recruiting

- The statement "*Female propensity to serve has been identified by the services as the rational [sic] for their current accession rate/quotas for women*" is an interesting one.
- Suggests services, with declining resources and in context of an all-volunteer force, can "make" females want to serve in a general sense and in a particular military service.
- Historically, the Joint Advertising, Market Research & Studies Program within OSD has been charged with promoting military service in a general sense. JAMRS has curtailed some activities due to declining resources.
- The recruiting arms of the individual service components are responsible for using service-specific funding to attract qualified recruits to a particular service.

ARNG-Specific Propensity[1]

- Male propensity to serve in the National Guard (13%) is lower than it is for active duty (19%).
- Female-specific propensity to serve in the Guard is even lower (8%).
- ARNG is pleased with recent progress made in recruiting females. While 15.8% of the total ARNG force is female, current accessions are 22% female.

1 "Reserve and Guard: Knowledge, Impressions, and Interest, by Gender" Executive Note prepared by Joint Advertising , Market Research & Studies (JAMRS) Program, June 2014

ARNG Recruiting Outreach

- Serving as an ARNG Recruiter is *voluntary.*
- Currently, ARNG's Recruiting and Retention Force is 10.4% female.
- In 2013, it was 11% female.
- In 2013, ARNG's top enlisted field recruiter was female.
- ARNG places value on marketing activities that successfully communicate ARNG opportunities to targeted recruiting markets, such as youth ages 17-24 with no prior service.
- ARNG recruits individuals living within 50 miles of specific vacancies; media and creative strategies employed are inclusive ones which strive to reach qualified males and females from all walks of life. However, a female Soldier living near an infantry unit might have to travel in excess of 50 miles to drill (i.e., potential negative impact for Soldier retention).

ARNG Advertising Outreach

- Initiatives selected, in part, for their ability to assist in getting ARNG messaging to qualified prospects from under-represented non-prior service populations, including females, living near locations where ARNG has vacancies include:

  - Radio and television ads featuring female Soldiers discussing why Guard service matters to them and their communities,

  - Outreach to female student-athletes via MaxPreps (a high school sports web site) leveraging team sports likely to appeal to female student-athletes. ARNG is "presenting sponsor" of site pages featuring girls' volleyball and basketball and the "Tour of Champions" in-school awards ceremonies which enables Guard recruiters to recognize outstanding teams,

  - ARNG-sponsored youth soccer camps that have heavy female participation and include appearances by female professional soccer star Mia Hamm,

ARNG Advertising Outreach, cont.

-A female-oriented exercise and nutrition program featuring a female ARNG officer appearing on Stack for Women (online),

-Recruitment ad campaigns with “Teen Vogue” and “Essence” magazines,

-Showcasing female Soldiers in JAMRS’ “Futures” magazine (distributed to US high schools) with the intent of getting youth to consider military service,

- Direct marketing which delivers information on the benefits and opportunities associated with Guard service mailed to 100% of available names (both sexes). Response rates for these mailings indicate that materials are well received by females.

-Creative (ad) materials developed for ARNG marketing programs consistently feature Soldiers of both genders.

Summary

- ARNG Leadership wants to ensure that local Guard units look like, and proudly represent, the people of the communities across the nation in which ARNG serves. Inclusive recruiting strategies are having a positive impact as evidenced by increased female representation among Soldiers joining the ARNG. Specifically, ARNG's female enlistments have increased by 4.09% over Q3 FY13.