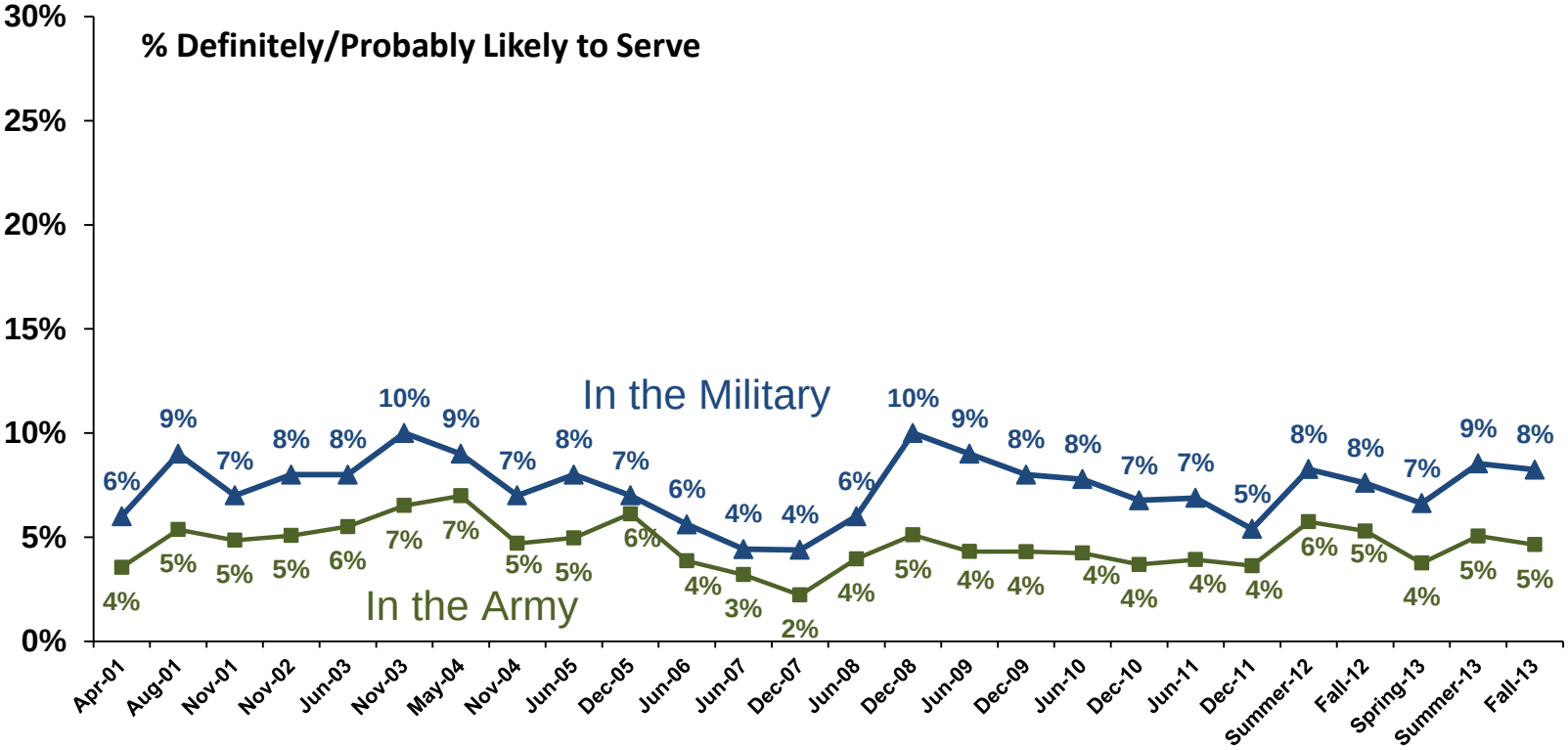
Army Efforts to Influence Female Propensity to Serve and Increase Female Accessions

RFI #4, DACOWITS

Female Propensity Toward the Military and the Army

- Female propensity (likelihood) to join the Army is 5% compared to 8% for all military services.



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 is it that you will be serving in the Military in the next few years?

YATS-Q510 How likely it is that you will be serving on active duty in the Army?

Youth Polls- FPP9 In the next few years, how likely is it that you will be serving in the Military?

Youth Polls- FPP10B_Q In the next few years, how likely is it that you will be serving in any of the following Military services [Army]?

Army's Marketing Efforts To Influence Female Propensity

- 98% of all FY14 advertising funds target the General Consumer Market (GCM), which is gender neutral
- Army uses gender and ethnic balance in all graphics, advertising, and collateral marketing materials
  - Army Reserve "Beyond the Uniform" Campaign on goarmy.com
    - 4 of 10 Soldiers selected are females
    - http://www.goarmy.com/home/beyond-the-uniform.html
  - "Starting Strong" Season 1
    - 3 of 10 stories feature women
    - http://www.goarmy.com/home/startingstrong.html

  - Army Strong Videos – stories featured on the goarmy.com website
    - e.g. JAG http://www.goarmy.com/army-videos.vid-d4a2dc84-9604-4fad-810c-3041791d8835.autostart.html
- Female-focused marketing efforts
  - "Unsung Heroes: The Story of America's Female Patriots" video a on site for high school engagement and outreach efforts
    - http://unsungheroeseducation.com
    - Has been aired on PBS

  - USMA Direct Marketing Campaign with Female Target Test in 2014
    - Cover letter and email with female-cent magery to test effectiveness on freshmen, sophomore HS girls; as o .4% response rate

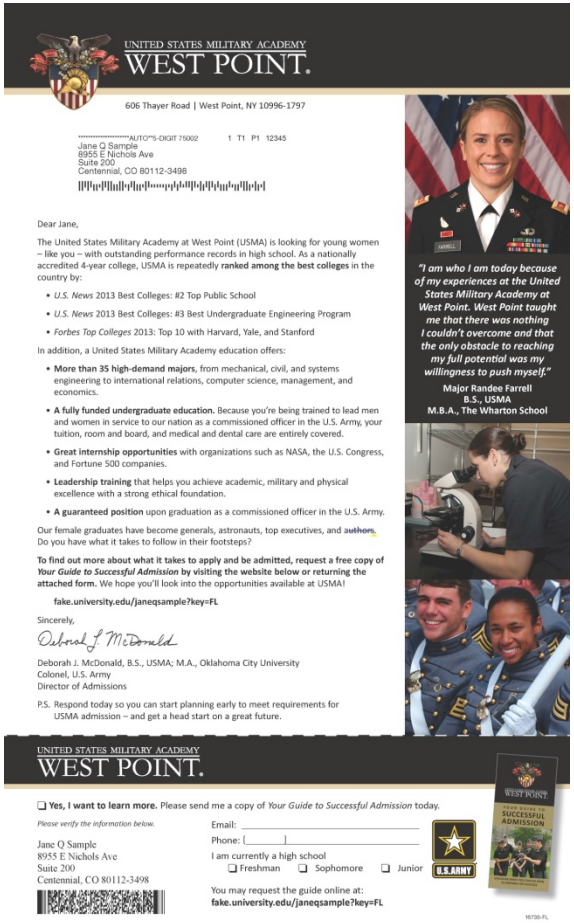
Forward

- The Army focuses on increasing propensity to serve
- The Army is hosting a two day Recruiting 2020 Forum 18-19 Sep
- CSA will receive forum out brief 19 Sep
- Army Accessions Workshop 23-25 Sep

Appendix

Appendix: Recruiting & Promotional Imagery

Appendix: Female Focused Mail & Emails



UNITED STATES MILITARY ACADEMY
WEST POINT.

606 Thayer Road | West Point, NY 10996-1797

******************AUTO**5-DIGIT 75002 1 T1 P1 12345
Jane Q Sample
8955 E Nichols Ave
Suite 200
Centennial, CO 80112-3498

Dear Jane,

The United States Military Academy at West Point (USMA) is looking for young women – like you – with outstanding performance records in high school. As a nationally accredited 4-year college, USMA is repeatedly **ranked among the best colleges** in the country by:

- *U.S. News* 2013 Best Colleges: #2 Top Public School
- *U.S. News* 2013 Best Colleges: #3 Best Undergraduate Engineering Program
- *Forbes Top Colleges* 2013: Top 10 with Harvard, Yale, and Stanford

In addition, a United States Military Academy education offers:

- **More than 35 high-demand majors**, from mechanical, civil, and systems engineering to international relations, computer science, management, and economics.
- **A fully funded undergraduate education.** Because you're being trained to lead men and women in service to our nation as a commissioned officer in the U.S. Army, your tuition, room and board, and medical and dental care are entirely covered.
- **Great internship opportunities** with organizations such as NASA, the U.S. Congress, and Fortune 500 companies.
- **Leadership training** that helps you achieve academic, military and physical excellence with a strong ethical foundation.
- **A guaranteed position** upon graduation as a commissioned officer in the U.S. Army.

Our female graduates have become generals, astronauts, top executives, and authors. Do you have what it takes to follow in their footsteps?

To find out more about what it takes to apply and be admitted, request a free copy of *Your Guide to Successful Admission* by visiting the website below or returning the attached form. We hope you'll look into the opportunities available at USMA!

fake.university.edu/janeqsample?key=FL

Sincerely,

Deborah J. McDonald, B.S., USMA; M.A., Oklahoma City University
Colonel, U.S. Army
Director of Admissions

P.S. Respond today so you can start planning early to meet requirements for USMA admission – and get a head start on a great future.

"I am who I am today because of my experiences at the United States Military Academy at West Point. West Point taught me that there was nothing I couldn't overcome and that the only obstacle to reaching my full potential was my willingness to push myself."
Major Randee Farrell
B.S., USMA
M.B.A., The Wharton School

UNITED STATES MILITARY ACADEMY
WEST POINT.

❑ **Yes, I want to learn more.** Please send me a copy of *Your Guide to Successful Admission* today.

Please verify the information below.

Jane Q Sample
8955 E Nichols Ave
Suite 200
Centennial, CO 80112-3498

Email: _____
Phone: (_____)_____
I am currently a high school
❑ Freshman ❑ Sophomore ❑ Junior

You may request the guide online at:
fake.university.edu/janeqsample?key=FL

U.S.ARMY

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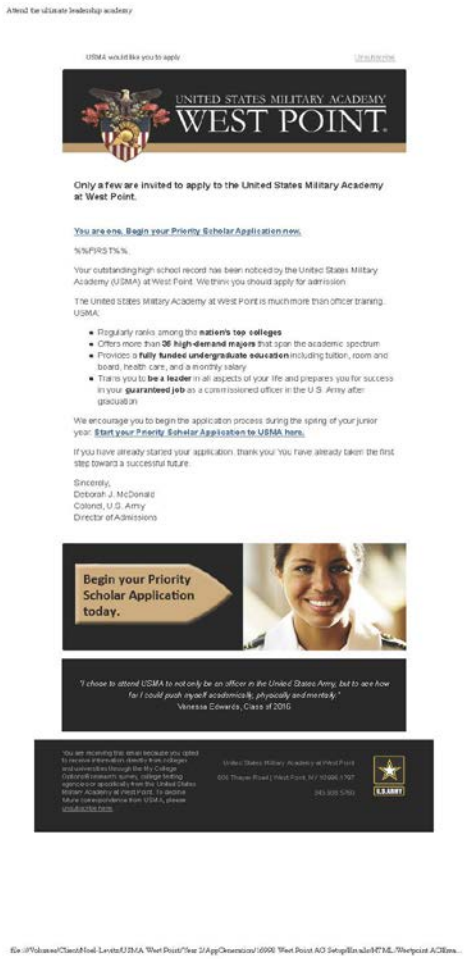

Attend the ultimate leadership academy

USMA would like you to apply

UNITED STATES MILITARY ACADEMY
WEST POINT.

Only a few are invited to apply to the United States Military Academy at West Point.

You are one. Begin your Priority Scholar Application now.

%%FIRSTNAME%%,

Your outstanding high school record has been noticed by the United States Military Academy (USMA) at West Point. We think you should apply for admission.

The United States Military Academy at West Point is much more than officer training. USMA:

- Regularly ranks among the **nation's top colleges**
- Offers more than **35 high-demand majors** that span the academic spectrum
- Provides a **fully funded undergraduate education** including tuition, room and board, health care, and a monthly salary
- Trains you to **be a leader** in all aspects of your life and prepares you for success in your **guaranteed job** as a commissioned officer in the U.S. Army after graduation

We encourage you to begin the application process during the spring of your junior year. **Start your Priority Scholar Application to USMA here.**

If you have already started your application, thank you! You have already taken the first step toward a successful future.

Sincerely,
Deborah J. McDonald
Colonel, U.S. Army
Director of Admissions

Begin your Priority Scholar Application today.

"I chose to attend USMA to not only be an officer in the United States Army, but to see how far I could push myself academically, physically and mentally."
Vanessa Edwards, Class of 2016

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