Efforts to Influence Propensity to Serve and Increase Female Accessions

Brief to DACOWITS
19 September 2014

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Marine Corps Recruiting Command

Agenda

- Female Enlisted Accessions
- Female Enlisted Propensity
- Female Enlisted Recruiting
  - Research
  - Advertising
  - Outreach Initiatives

Efforts Undertaken to Influence Propensity & Increase Accessions

- The Marine Corps is committed to attracting, recruiting, and retaining those men and women who are eligible and best qualified to serve in a multitude of occupational specialties across all elements of the Marine Air-Ground Task Force (MAGTF). The Marine Corps believes that diversity of background, culture, race, ethnicity, and gender enhances our warfighting capabilities across the spectrum of operations.
- The recent opening of eleven previously closed career fields provides additional opportunities for women who are considering service in the Marine Corps. The Marine Corps will evaluate and assess the implications these openings will have on female propensity to enlist and re-enlist on a continuous basis.
- Concurrently, the Marine Corps Recruiting Command (MCRC) has taken deliberate actions to increase female accessions through outreach programs and focused advertising. Engagement with the Women's Basketball Coaches Association (WBCA) at the national level and with individual coaches and their coaching staffs at the local level is an initial step to increase awareness of opportunities for females in the Marine Corps among key influencers. The female leadership forum that is part of the Marine Corps' annual Summer Leadership and Character Development Academy at Quantico, VA is another outreach program to heighten awareness.
- MCRC uses current research and assessment data to monitor female propensity. Moreover, it uses this data to shape future advertising initiatives designed to increase awareness and generate leads in the female demographic. This year, MCRC executed two million direct-mail outs to female high school seniors across the nation. It updated its digital and web-based properties to reflect the new career field opportunities open to women.

Historic Enlisted Female Accessions

- 10 year Non-Prior Service Regular female accessions

Fiscal Year	Mission	Attained	Accession %
2004	2144	2160 ▲	7%
2005	2282	2282	7%
2006	2285	2320 ▲	7%
2007	2375	2507 ▲	7%
2008	2334	2467 ▲	6%
2009	2530	2533 ▲	8%
2010	2500	2510 ▲	9%
2011	2500	2502 ▲	8%
2012	2600	2603 ▲	9%
2013	2800	2803 ▲	9%

▲=Exceeded Goal

* Marine Corps is on pace to assess 2800 Non-Prior Service females in FY14

Enlisted Female Recruiting

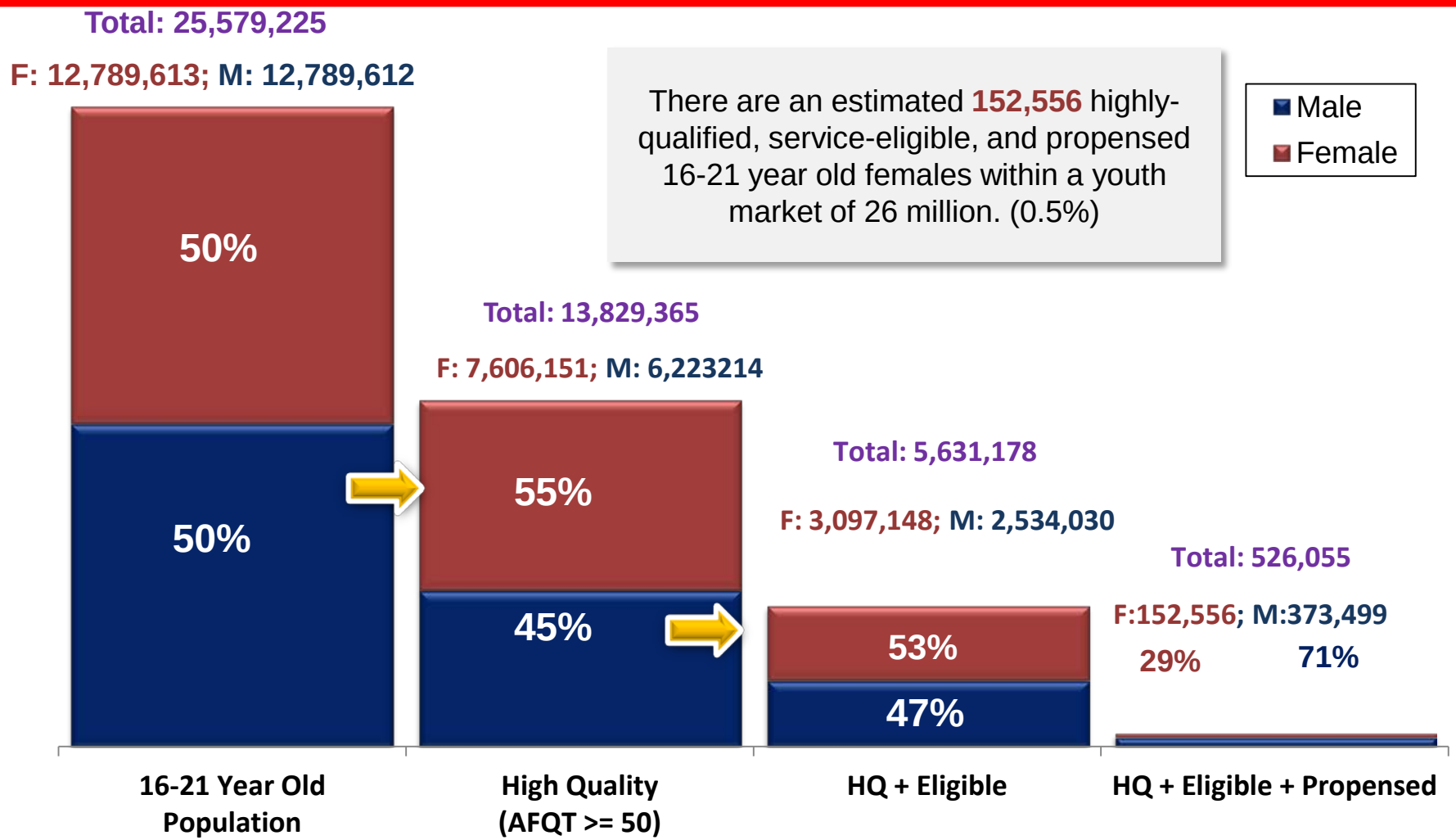
- Early Opportunity MOS Openings. MCRC begins contracting 1 Oct 2014, shipping beginning 1 Jan 2015.
  - *2131 – Towed Artillery Repairman/technician**
  - *2141 – Assault Amphibious Vehicle Repairman/technician**
  - *2146 – Main Battle Tank Repairman/technician**
  - *2147 – Light Armored Vehicle Repairman/technician (Infantry-like assignment)**
  - *0842 – Field Artillery Radar Operator*
  - *0847 – Field Artillery Sensor Support Man*
  - *7212 – Low Altitude Air Defense Gunner*

*Assignments remain restricted from ground combat arms units pending completion of experimentation.

- MCFIP Programs offered on voluntary basis only; no involuntary program assignments.

Estimating Size of Target Market

78% of Youth Population are Low Quality & Ineligible

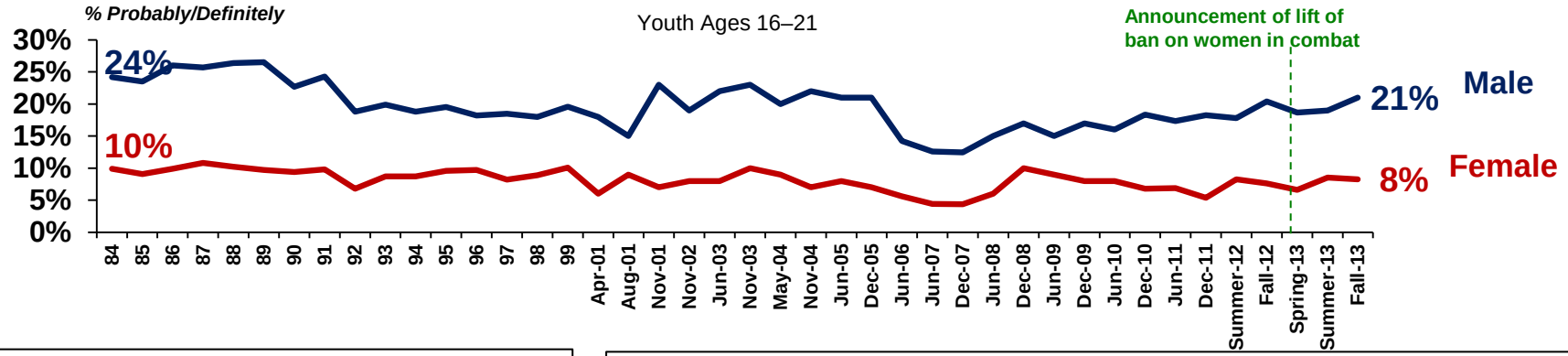


There are an estimated **152,556** highly-qualified, service-eligible, and propensed 16-21 year old females within a youth market of 26 million. (0.5%)

Sources: CPS (Sept 2012 –Feb 2013); Department of Defense Youth Poll (Fall 2012); Note: QMA is the official DoD metric for eligibility.

Female Youth Market: Propensity to Serve in the Military

In the next few years, how likely is it that you will choose to serve in the Military?



Military Self-Efficacy

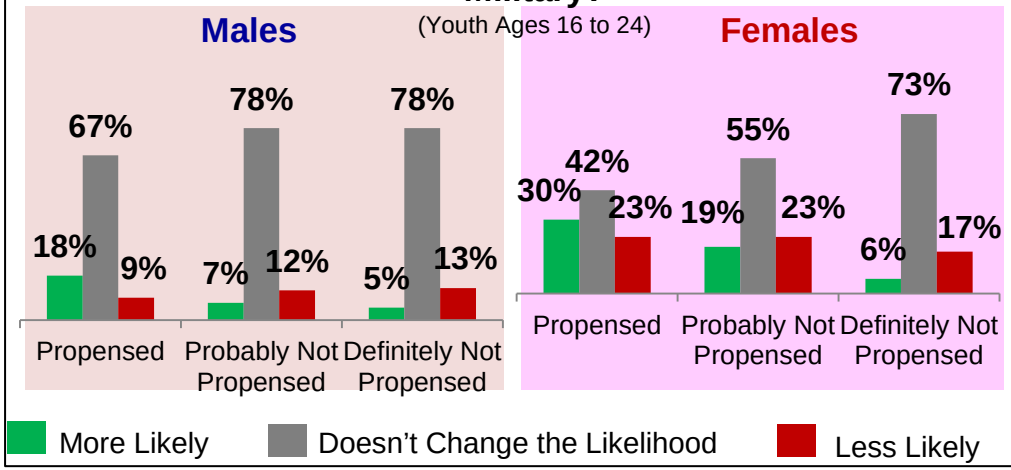
(Fall 2013; Youth Ages 16–21)

% Probably/Definitely Yes
How confident are you that you can sucessfully complete the following:

	Males	Females
Complete Boot Camp	59%	29%
Leave Family/Friends	46%	28%
Fight in a War	35%	9%

Does the repeal of the policy prohibiting women from serving in combat roles make you more or less likely to join the Military?

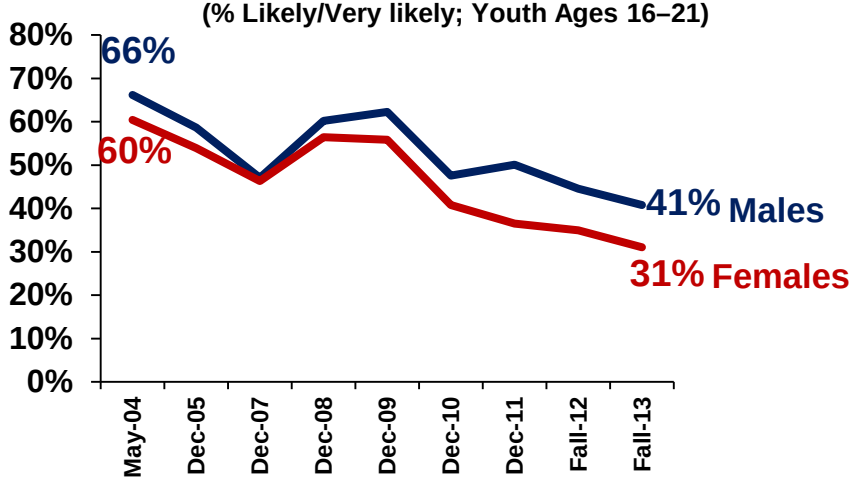
(Youth Ages 16 to 24)



Female Youth Market: Barriers to Serving in the Military

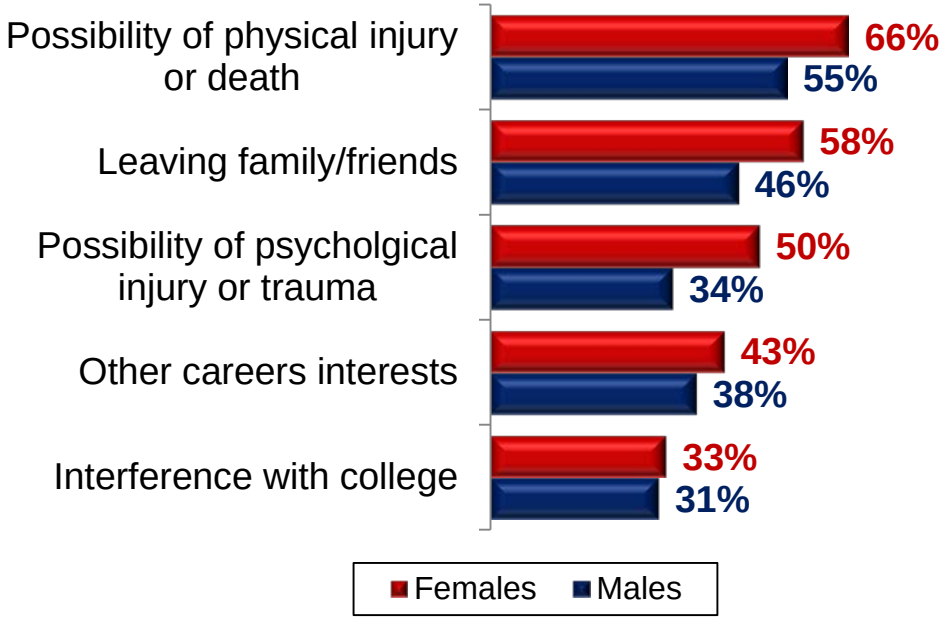
How likely is it that joining the Military would allow you to have an attractive lifestyle?

(% Likely/Very likely; Youth Ages 16–21)



What would be the main reason(s) why you would NOT consider joining the U.S. Military?

(Spring 2013; Youth Ages 16–21)



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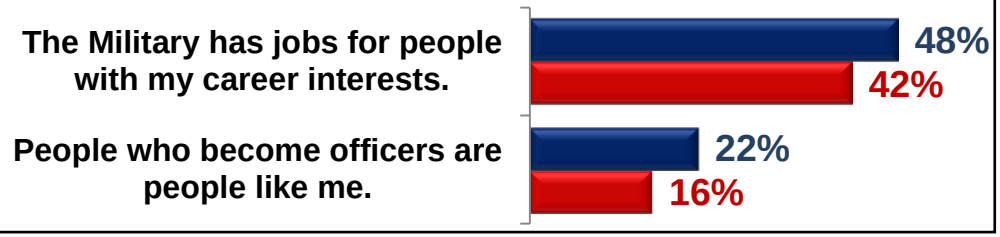
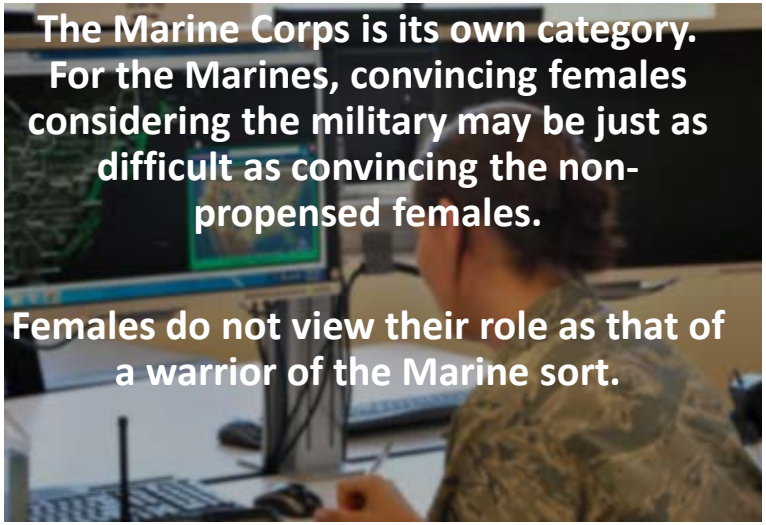
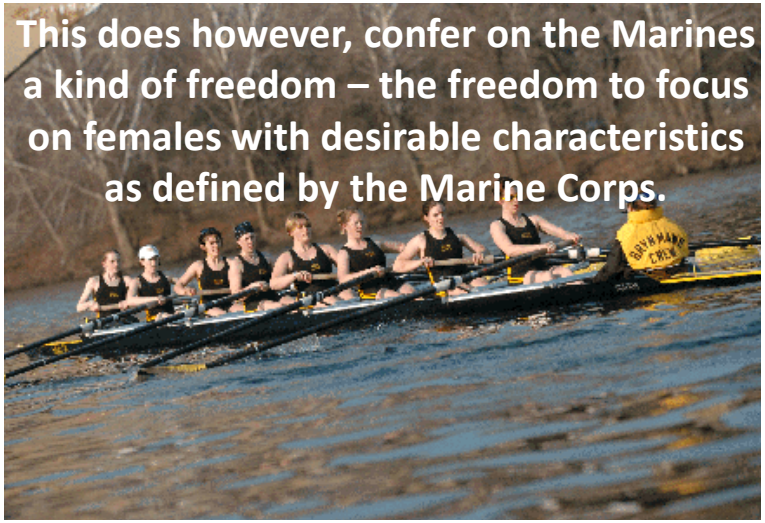
College Market Youth Perceptions

(% Agree/Strongly Agree; College Market Study)



Female Recruiting Research





Mixed views were expressed on potential changes to DOD policy regarding combat-related MOSs and potential changes to the physical fitness requirements for females in the Marine Corps.

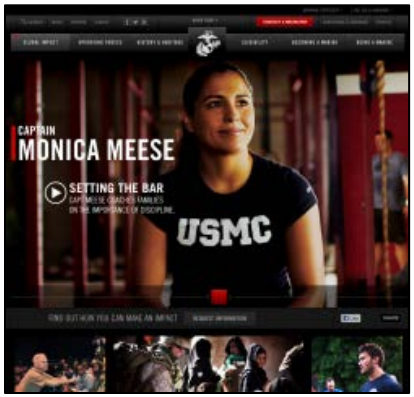
While some thought the changes would make them less likely to serve, most felt that both policies were empowering, as they did not want to receive special treatment based on their gender.

Female Exclusive Advertising (Efforts)

Poster

Officer Pamphlet

Enlisted Pamphlet / Poster



Online Content

Print Ads

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WBCA 2014

WBCA 2014

Local High School Basketball Game 2014

WBCA 2014

Educators Workshop 2014

WBCA 2014

Questions?

DACOWITS Briefing Request

"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 rational 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."

Determining Female Accessions

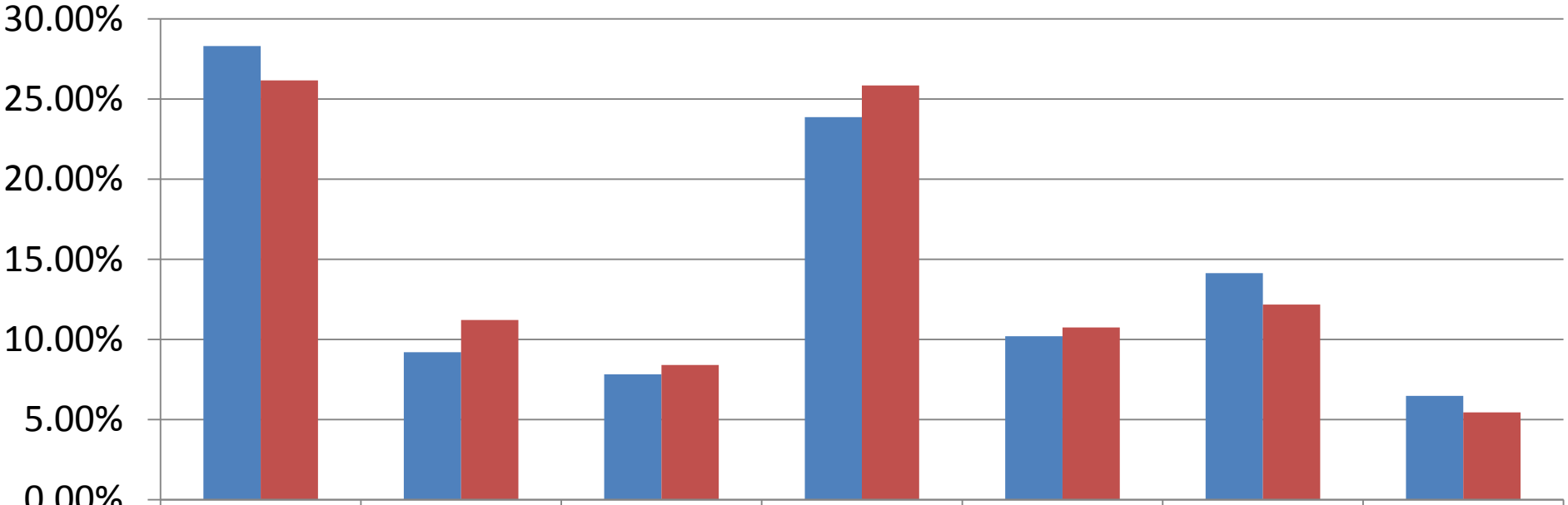
Fiscal Year	Female Enlisted Mission
2014	2,800

- Goals are set by Manpower and Reserve Affairs, Headquarters Marine Corps (HQMC) at the beginning of each Fiscal Year (FY).
- Goals are determined through the combined efforts of several entities within HQMC, and guided by the Commandant of the Marine Corps
- Benchmark for measurement
  - Accessions are phased into four month periods and each is assigned a percentage of the overall end of FY aggregate.

Source by Gender

Generally equal between the genders across the various sources.

Data derived from MCRISS as of 1 Sep 2014



	AREA CANVASSING	LIST CANVASS	WKI/Cal	POOLEE	PRIORITY PROSPECT CARD	CmdRecruiter	Other
F	28.30%	9.20%	7.82%	23.87%	10.20%	14.13%	6.48%
M	26.16%	11.22%	8.40%	25.84%	10.74%	12.18%	5.45%