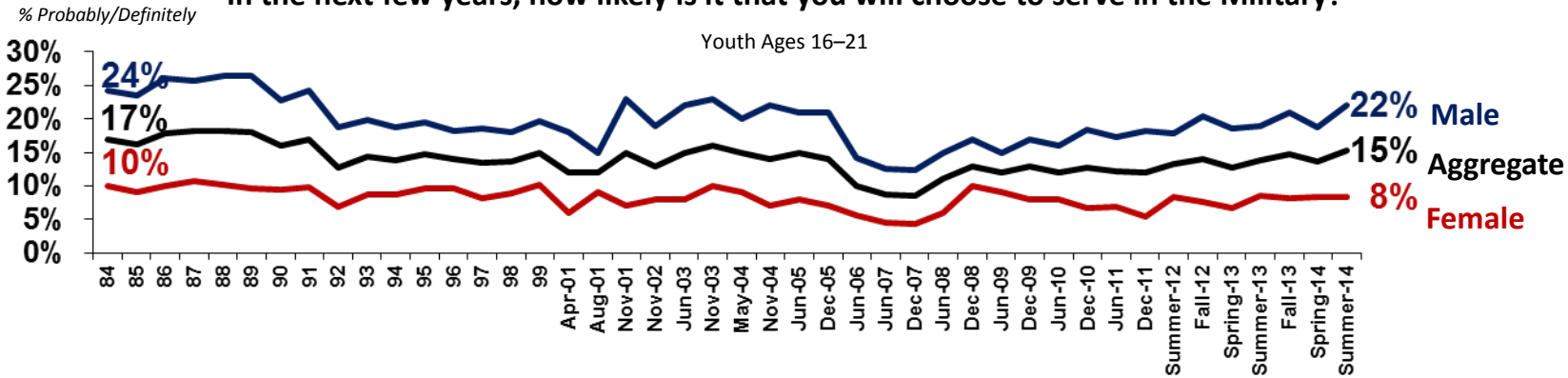
BRIEF TO DACOWITS

MARINE CORPS RECRUITING COMMAND
17 JUNE 2015

Female Youth Market: Interest in Military Service

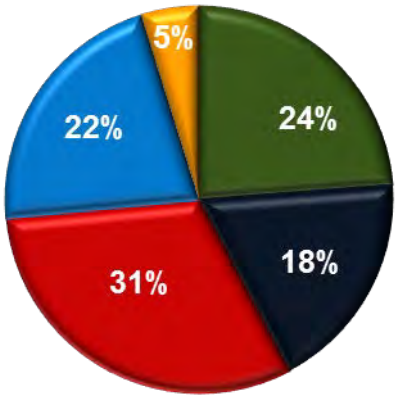
In the next few years, how likely is it that you will choose to serve in the Military?



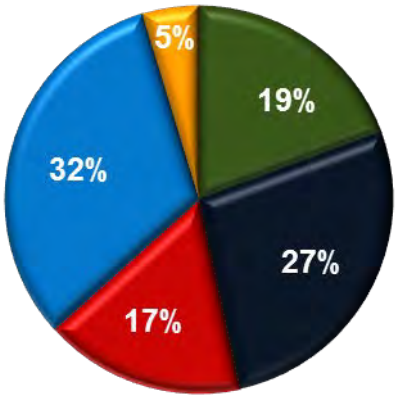
If you were to join the U.S. Military, what would be your one Service of choice?

(Youth Ages 16–21)

Service of Choice Among Propensed Males



Service of choice among Propensed Females



Army Navy Marine Corps Air Force Coast Guard

Females' interest in military service remains low. Propensed females tend to be most interested in joining the Air Force or the Navy.

Source: Youth Poll (Summer 2014)

Observations From Research On The Female Market

- **The military is largely outside women's consideration set**
  - A combination of factors and barriers exist: lack of specific knowledge about the military and what the branches do, personal stories from close friends and family members, views toward foreign policy, and a sense that a career in the military may not help with the pursuit of goals.

- **The majority of propensed females lean toward the Navy, Air Force and Army**
  - This group is more interested in either the "tangibles" or the "intangibles" that promote a better quality of life (e.g., work-life balance, health-care benefits, a career that makes the world a better place). Additionally, they are less likely to see themselves as warriors in the Marine Corps mold.

Increasing USMC Female Accessions

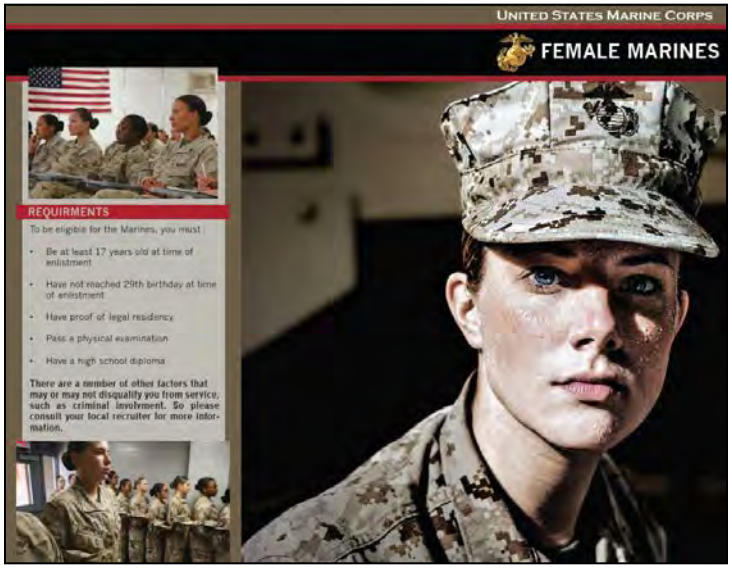
- Recruiting Command has not been given a gender-specific requirement for active component accessions and increasing accession will be based on propensity, throughput and operational requirements.
- We have increased female enlisted accession to 10.8% in 2014. ~4.5% increase since 2008.
- We have increased female officer accession to 11.6% in 2014. ~5% increase since 2008.
- Female officer applicants represent a growing percentage of the applications received each year, increasing in FY10-14. 8.9% to 13.7%
- Over the past two fiscal years the percentage of selected females who accept their Marine Corps NROTC scholarship is higher than the selected male scholarship acceptance rate.
- Marine Corps Recruiting Command has taken deliberate actions to increase female accessions and will continue to research and assess data is used to actively monitor propensity and other market indicators that shape future advertising initiatives to reach the female audience and increase accessions.

FEMALE ADVERTISING

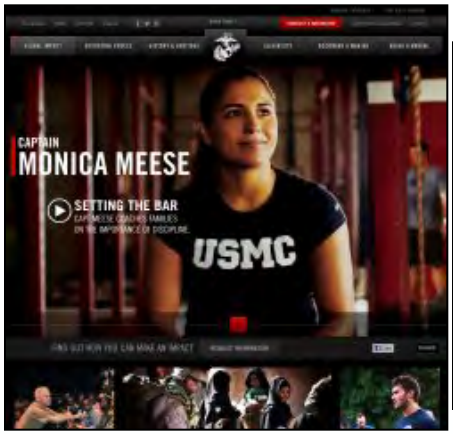
- MCRC continues to reach out in marketing channels on a limited basis to female prospects. Recent and ongoing research initiatives amongst prospects and current applicants are the basis to inform this communication strategy.
- The focus of this messaging is to show female Marines alongside their male counterparts where possible and realistic. Research has shown that prospect females desire to see this as well as understanding the work / life balance.
- Examples of marketing channels where this strategy is employed is through collateral material, direct mail, Marines.com websites, online display advertising, print media, and social media.
- These dedicated efforts currently represent a small portion of advertising resources, as the majority of USMC advertising is done by weaving gender and racial diversity throughout.

FEMALE EXCLUSIVE ADVERTISING

Posters / Print Ads



Collateral Pamphlets



Online Content

Direct Mail

Outreach Efforts to Influence Propensity to Serve and Increase Female Accessions (Videos)

- **Women in Aviation 2015**

https://www.dvidshub.net/video/393707/marine-aviators-attend-women-aviation-international-2015

- **Marine Corps Coaches Workshop at MCB Quantico**

https://www.dvidshub.net/video/407103/marine-corps-recruiting-command-coaches-workshop

QUESTIONS?