



DEPARTMENT OF THE AIR FORCE
WASHINGTON, DC

OFFICE OF THE SECRETARY

22 November 2022

MEMORANDUM FOR DACOWITS

FROM: HQ USAF
1720 Air Force Pentagon
Washington DC 20330-1720

SUBJECT: DAF DACOWITS RFI Response RFI #2

QUESTION #2

In September 2022, the Committee received a briefing from the Air Force, which mentioned that the Air Force Recruiting Service (AFRS) Detachment (Det) 1's mission is to "inform, influence, and inspire tomorrow's leader through innovative outreach opportunities." The Committee is interested in identifying best practices to increase young women's propensity to serve in the military and how AFRS Det 1's innovative approaches might be applied in a broader context.

The Committee requests a written response from the Air Force on the methods and effectiveness of AFRS Det 1 in increasing propensity to serve among America's youth, particularly among adolescent women, to pursue careers in aerospace and the Air Force.

- AFRS Det 1 incorporates seven different programs to engage, educate and empower ALL underrepresented groups in an effort to increase propensity amongst those youth, to include adolescent women (see attached "(AETC) Det 1 BBP 11 Oct 2022" document for descriptions).

See Attachment RFI 2 – Attachment 1: AFRS Det 1 BBP

- FY22 had a total of 213 events/engagements with 19 events/engagements which were women specific, totaling 9% of Det 1 engagements and events. Data points which are not captured are events which are not women specific but had women engagements and opportunities to hear from top women (ex. female panel discussion, female briefings, engagements, etc.). To increase women events and engagements we rely on our strategic partnerships to aid in identifying those opportunities to incorporate into our schedule; these partners include, but are not limited to, Women in Aviation, International (WAI), Ninety-Nines (99's) and SuperGirl Surf Pro.

- FY22 Aim High Flight Academy (AHFA) applicant pool had 30% of women who applied. AHFA had a 39% female participation rate. Surveys conducted from all the participants identified 69% planned to join the Air Force within the next 5 years. Additionally, 79% have a stronger desire to become a pilot, and 91% fully understand their options on how to become a pilot (see attached "(AETC) Det 1 BBP Stats 11 Oct 2022" for more comprehensive list of statistics).

See Attachment RFI 2 – Attachment 2 - AIR FORCE RECRUITING SERVICE
DETACHMENT 1 (AFRS DET 1) STATISTICS

Attachments:

RFI 2 – Attachment 1: AFRS Det 1 BBP

RFI 2 – Attachment 2 AIR FORCE RECRUITING SERVICE DETACHMENT 1 (AFRS DET
1) STATISTICS

BULLET BACKGROUND PAPER

ON

AIR FORCE RECRUITING SERVICE DETACHMENT 1 (AFRS DET 1)

PURPOSE

To inform and educate on AFRS Det 1 programs in support of executing the CSAF's Rated Diversity Improvement (RDI) Strategy for Total Force Recruiting. The Det 1's primary audience is on working with the pre-accession population (youth, young adult, and influencers), under-represented groups (URG), and strategic external and internal partners nationwide to provide pathways to aviation via all accession sources (i.e., ANG, AFROTC, OTS, USAFA, and USAFR). The AFRS Det 1 mission is to inform, influence, and inspire the next generation of diverse aviators and leaders for our Air Force. Its vision is to restore the luster of aviation in our youth within all communities across our country. AFRS Det 1 mission and vision are achieved through executing the seven complementary programs described below.

PROGRAMS

- **Inspire Operations (Inspire Ops)** are the events and engagements generated and/or supported by AFRS Det 1, which drives the ops tempo. Inspire Ops introduces the Air Force, its Airmen, technologies, and experiences to the public in order to inform audiences, influence propensity, and inspire the next generation of Air Force leaders and aviators.
- **General Officer (GO) Inspire** developed from the CSAF's vision "earn a star... become a recruiter." The program connects GOs with AFRS recruiters around the nation to specifically target demographics or areas/communities where recruiters struggle to recruit. Senior Leaders interact with community leaders and shift culture while encouraging propensity amongst youth and influencers. The GO Inspire Program goal is to "increase the number of engagements at colleges and universities serving higher populations of Underrepresented Groups (URGs) 30% annually, by conducting a Senior Leader led visit to all 774 Minority Serving Institutions (MSI) by FY25.
- **The Aviation Inspiration Mentorship (AIM) Team** is comprised of Total Force Rated Officers (Pilots, Combat Systems Officers, Air Battle Managers, and RPA Pilots). These ambassadors serve as role models, mentors, and AF representatives in highly engaging environments. The AIM program is a force multiplier for AFRS Det 1 and serves as the backbone of our programs, providing nationwide reach for youth events and engagements.
- **The AIM Wing Program** was established to coordinate with flying Wing Commanders to support the RDI initiatives through utilizing their wing assets to influence the local community during outreach events. Each participating wing can execute outreach in a decentralized environment while simultaneously communicating the success of RDI events to our senior leaders, airmen, and the local communities nationwide.

- **AIM HIGH Inspiration Flight** exposes youth and influencers to aviation careers and the Air Force culture. The primary goal is to provide inspiration flights on USAF aircraft, but may also include fly-ins, static displays and tours. On November 2020, the DAFMAN 11-401 and AFI 35-101 were modified to allow AIM HIGH Inspiration Flight to fly unaffiliated youth via Public Affairs flights. This program supports initiatives across the four RDI Lines of Efforts by achieving the following objectives: youth engagement, community outreach, professional development, and networking.
- **AIM HIGH Flight Academy (AHFA)** is a three-week introductory flight academy led by AFRS Det 1, flown by contract flight instructors conducted in accordance with FAA regulations. There are two primary objectives for the academy. One is to ensure the selected students fully understand the pathway to becoming an Air Force rated officer. Second is to aid the increase of an individual's Pilot Candidate Selection Method (PCSM) score with the completion of approximately 15 flight hours. AHFA pairs unaffiliated youth with cadets nominated by USAFA and AFROTC to Total Force Officers, who provide mentorship on the multiple accession sources and the rated career fields.
- **Zone Blitz** is where the team through marketing, U.S. Census, airforce.com and local recruiters identifies large cities with highly diverse areas and communities to take a total force team to approach a specific community and an area to educate and inspire. The goal is to help change hearts and minds by inspiring and informing the community we engage with and to further relationships for the local recruiters by improving the culture amongst those within the community.

CONCLUSION

AFRS Det 1 provides invaluable service to Total Force Recruiting, its strategic partners, and is the primary execution arm for USAF to propel the RDI Strategy. For further information on programs or to request support from the detachment contact AFRS.Det1.Inspire@us.af.mil.

BULLET BACKGROUND PAPER

ON

AIR FORCE RECRUITING SERVICE DETACHMENT 1 (AFRS DET 1) STATISTICS

PURPOSE

To provide current statistics supporting the AFRS Detachment 1 bullet background paper describing programs supporting the execution of the CSAF's Rated Diversity Improvement (RDI) Strategy. The Det 1's primary audience is on working with the pre-accession population (youth, young adult, and influencers), under-represented groups (URG), and strategic partners nationwide to provide pathways to aviation via accession sources such as USAFA, ROTC, OTS, and Civilian Service.

FUNCTIONS

- Inspire Operations
 - 193 AFRS Det 1 events accomplished in FY22: increased outreach 102% from FY21
 - 158K youth/influencer engagements FY22
 - Expanded strategic partner list by 6 orgs FY22, increase of 40%
 - Increased Virtual Reality flight simulator asset inventory from 2 to 10
- General Officer (GO) Inspire
 - CY22: 99 GO Inspire Events completed
 - CY22: 45 MSIs have been reached for a total of 86 MSIs engaged since 2020
 - Projected to reach another 45 MSIs by the end of CY22
 - Goal is to reach over 100 MSIs in CY22, surpassing the RDI strategy goal of 49
- The Aviation Inspiration Mentorship (AIM) team
 - Currently just over 550 rated AIM volunteers
 - Goal is to grow number to 1K by end of CY23
- The AIM Wing Program
 - Currently 31 Total Force flying wings signed as AIM Wings
 - Goal is to grow to include all 59 Active flying wings by end of CY23

- AIM HIGH Inspiration Flight
 - 13 inspiration flights have been accomplished utilizing aircraft from 8 different bases
 - Incorporating AIM Wing participation and coordination of their own assets and events
 - Reduced approval time for ANG participation from 3 weeks to 3 days
 - About 10 events annually
 - Striving for Senior Leader engagement at each event with community/influencer interactions
- AIM HIGH Flight Academy
 - Graduated 72 participants for summer 2022
 - 44 participants were from underrepresented groups (61%)
 - 29 participants were minorities (40%)
 - 28 participants were females (39%)
 - In total, participants gained 1044 flight hours, 1080 sim hours, and 1728 academic hours
 - 21 out of 72 students soloed by the end of the program.
 - Student testimonies and surveys are promising
 - 69% plan to join the Air Force within the next 5 years
 - 79% have a stronger desire to become a pilot
 - 91% fully understand their options on how to become a pilot
 - The AIM HIGH Flight Academy is partnering with university aviation departments listed below as flight training providers for the 2023 program
 - University of North Dakota Aerospace Foundation (Mesa, AZ)
 - South Dakota State University (Brookings, SD)
 - California Aeronautical University (Bakersfield, CA)
 - Elizabeth City State University (Elizabeth City, NC)
- Zone Blitz
 - 8 city blitzes accomplished in FY22

-- 10 blitzes projected for FY23

--- FY23 focus areas include places like New York, El Paso, Oahu, and Albuquerque

CONCLUSION

AFRS Det 1 provides invaluable service to Total Force Recruiting, its strategic partners, and is the primary execution arm for USAF to propel CSAF's RDI Strategy. For further information on programs or to request support from the detachment contact AFRS.Det1.Inspire@us.af.mil.