



**NATIONAL GUARD BUREAU
DACOWITS QBM DECEMBER 2022
RESPONSE TO DACOWITS RFI Q3
RECRUITMENT INITIATIVES TO INCREASE
WOMEN'S PROPENSITY TO SERVE**

In accordance with DACOWITS' Terms of Reference, the Recruitment and Retention (R&R) Subcommittee will assess the scale and effectiveness of the Military Services' recruitment programs with the goal of providing actionable recommendations on how to best increase adolescent women's propensity to serve. In addition, the R&R Subcommittee will examine existing policies and procedures to determine whether current practices inhibit the recruitment of women, specifically assessing the inclusivity of existing marketing strategies; current recruitment goals for women; improvements in the representation of female recruiters; virtual recruiting capabilities; and potential innovative best practices gleaned from the establishment of the Space Force. The Committee remains interested in the recruiting and accessions enterprise related to identifying, assessing, and recruiting qualified candidates.

Question 3.a. Provide accession targets/goals and actual accession numbers, separated by gender, for the last five years (FY18-22).

Response: The National Guard components, Army and Air National Guard (ARNG & ANG respectively), do not set gender or race targets for accessions at the national level. However, in the ANG, Wings have a goal of being representative of the communities in which they serve. Diversity efforts in States / Wings attempt to focus on increasing accessions of underrepresented populations. Reference data provided in Attachment 1.

Question 3.b. Provide data related to whether female recruiters, compared to male recruiters, are more successful at accessing women into the military.

Response: The National Guard components do not track recruiting production by demographics such as gender. In the ARNG, RRNCOs are not assigned recruiting missions by gender or race. This is not a metric currently tracked by this component and the requested data is not available at this time. The ARNG does not collect data that categorizes female and male recruiter performance separately, or as it specifically pertains to accessing women in the ARNG.

In the ANG, assigned female recruiters represent 24% (116 of 480) of all ANG recruiters. The ANG would like to increase the number of female recruiters a proportion of the force.

Question 3.c. What innovative methods or approaches (other than engagement with current affinity groups) are recruiters using to attract women into the military (to include racially and ethnically diverse women)?

Response: In FY23 the ARNG is currently in the planning phase to implement a new marketing initiative that will focus on the recruitment of female youth. ARNG will surround and sponsor Female Sports content - Women's College Basketball, Women's World Cup, and WNBA - with an estimated 158M+ impressions and 49M+ video views across six high-indexing publisher partners. This includes but is not limited to social media coverage that focuses season-long female-centric basketball voices and women's athlete lifestyle content, The ARNG's goal is to generate over 70K media leads and increase overall awareness and interest the National Guard service.

The ANG has made a concerted effort to target organizations and affinity groups that serve women to increase exposure to careers in the ANG. One such example is Athletes Unlimited, a network of professional women's sports leagues made up of basketball, softball, volleyball, and lacrosse.

Question 3c.i: Provide plans for partnering with unofficial & non-traditional partners (i.e., trade associations, etc.).

Response: Key to the ARNG's efforts to attract women are depictions of female Soldiers in leadership roles and "non-traditional" or STEM occupations, as well as the featuring of females as content collaborators, "stars" and primary voice-over talent in creative materials for television, radio, digital media, and social media.

The Director of the ARNG's current marketing campaign, The Next Greatest Generation is Now, is Kathryn Bigelow, the first woman to win an Academy Award for directing. Additionally, diverse female representation is a key consideration for the ARNG when collaborating with other DoD organizations. "Futures" magazine is a print/online publication produced by Joint Advertising and Marketing Research Studies (JAMRS) office within OSD and distributed to high schools throughout the US. In 2022, a Hispanic female Soldier who serves in a STEM career field and is a law enforcement officer in her civilian career will represent the ARNG in "Futures".

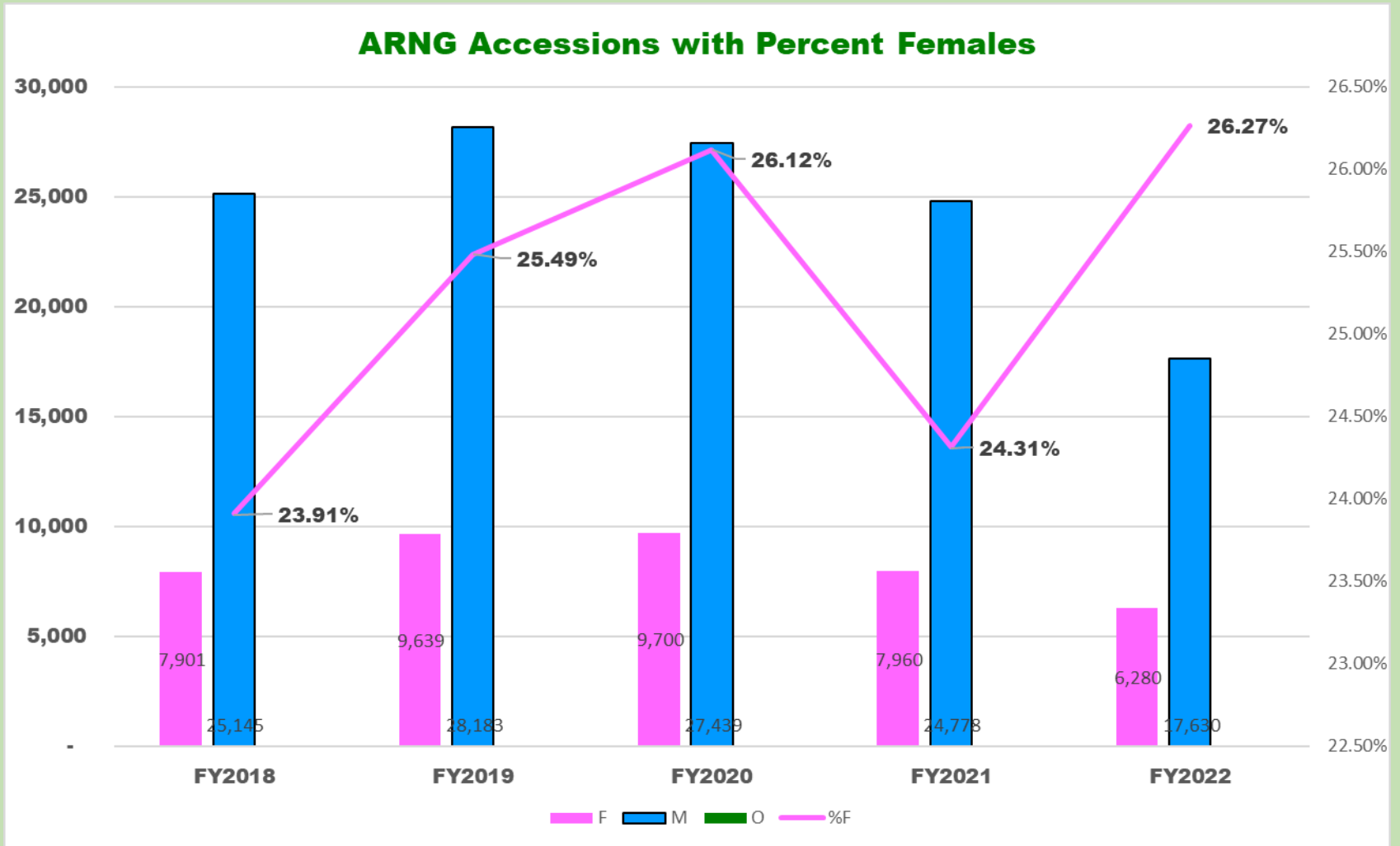
Question 3c.ii: How do you measure the effectiveness of these partnerships?

Response: According to The Segmentation National Overview for the Joint Services conducted by OPA/JAMRS for FY18-FY20 (published June 2021), the ARNG led all the military services in accessing young women into its ranks as a percentage of total FY accessions. Anecdotally, the ARNG routinely conducts campaign concept research testing in groups that are co-ed as well single gender.

National Guard Accession Targets/ Goals & Actuals

Question 3.a. Provide accession targets/goals and actual accession numbers, separated by gender, for the last five years (FY18-22).

ARNG Accessions



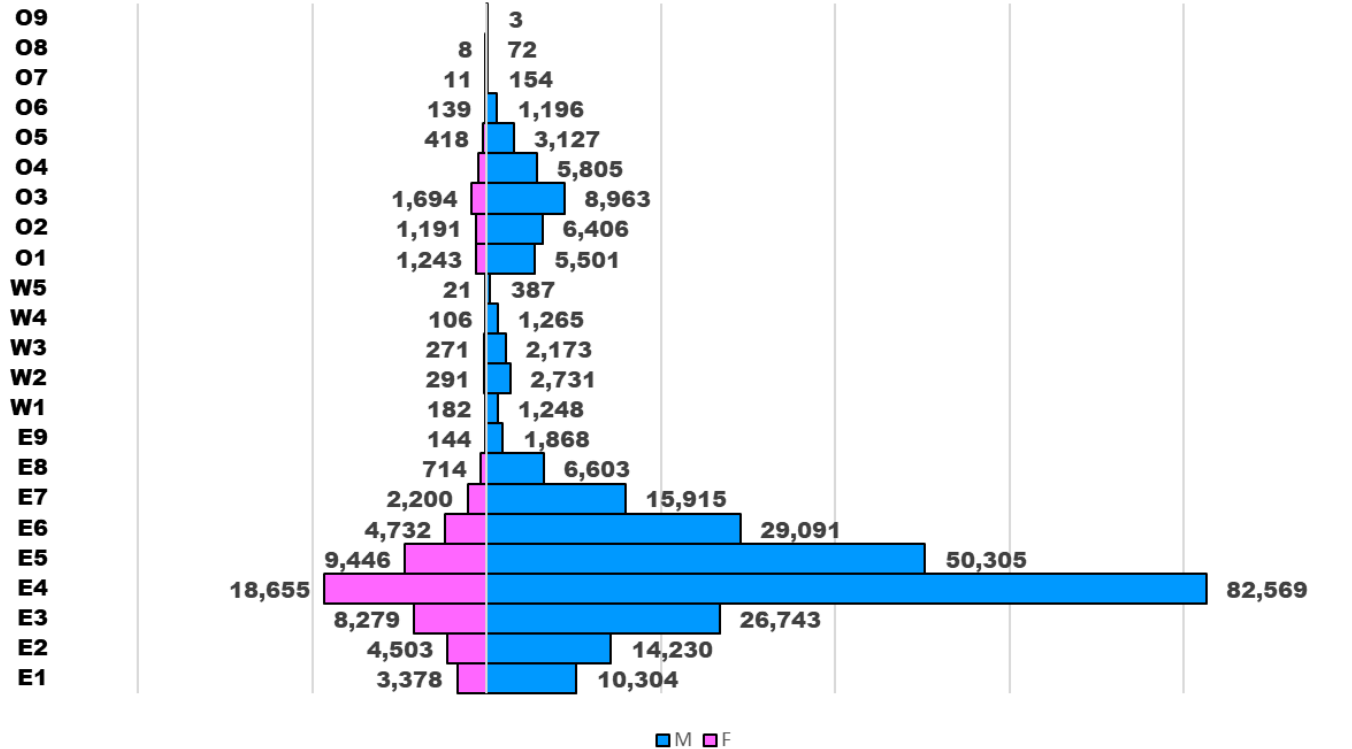
Description: All accessions Female and Male showing the total inside the bar. The pink line and bold numbers show the percentage female as compared to male accessions.

* **Other:** in 2021 there was one Soldier who identified as "Other." In 2022 there were eight Soldiers who identified as other. The size population does not show this green bar due to the scale.

ARNG 2018

GRD	F	M	%F
E1	3,378	10,304	24.69%
E2	4,503	14,230	24.04%
E3	8,279	26,743	23.64%
E4	18,655	82,569	18.43%
E5	9,446	50,305	15.81%
E6	4,732	29,091	13.99%
E7	2,200	15,915	12.14%
E8	714	6,603	9.76%
E9	144	1,868	7.16%
W1	182	1,248	12.73%
W2	291	2,731	9.63%
W3	271	2,173	11.09%
W4	106	1,265	7.73%
W5	21	387	5.15%
O1	1,243	5,501	18.43%
O2	1,191	6,406	15.68%
O3	1,694	8,963	15.90%
O4	919	5,805	13.67%
O5	418	3,127	11.79%
O6	139	1,196	10.41%
O7	11	154	6.67%
O8	8	72	10.00%
O9		3	0.00%
TOT	58,545	276,659	17.47%

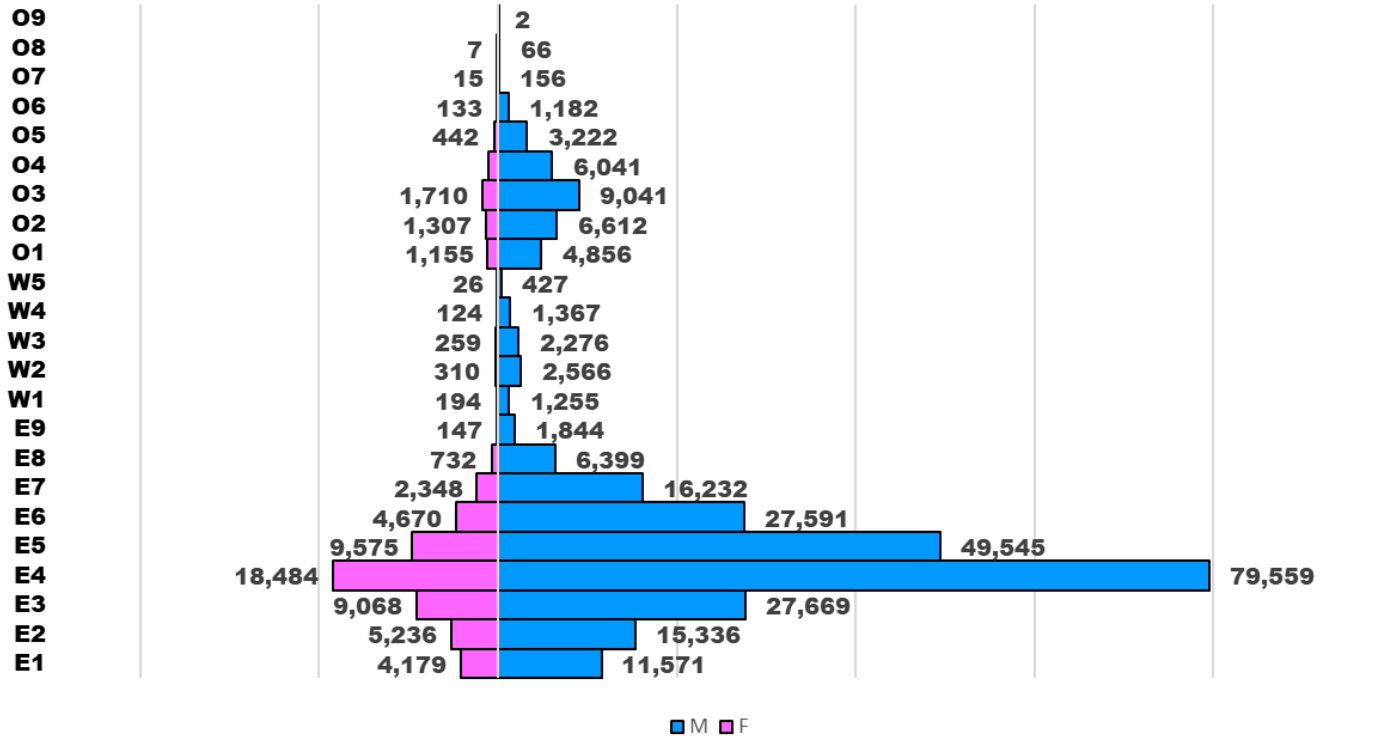
ARNG 2018 Female / Male Population by Grade



ARNG 2019

GRD	F	M	%F
E1	4,179	11,571	26.53%
E2	5,236	15,336	25.45%
E3	9,068	27,669	24.68%
E4	18,484	79,559	18.85%
E5	9,575	49,545	16.20%
E6	4,670	27,591	14.48%
E7	2,348	16,232	12.64%
E8	732	6,399	10.27%
E9	147	1,844	7.38%
W1	194	1,255	13.39%
W2	310	2,566	10.78%
W3	259	2,276	10.22%
W4	124	1,367	8.32%
W5	26	427	5.74%
O1	1,155	4,856	19.21%
O2	1,307	6,612	16.50%
O3	1,710	9,041	15.91%
O4	1,037	6,041	14.65%
O5	442	3,222	12.06%
O6	133	1,182	10.11%
O7	15	156	8.77%
O8	7	66	9.59%
O9		2	0.00%
	61,158	274,815	18.20%

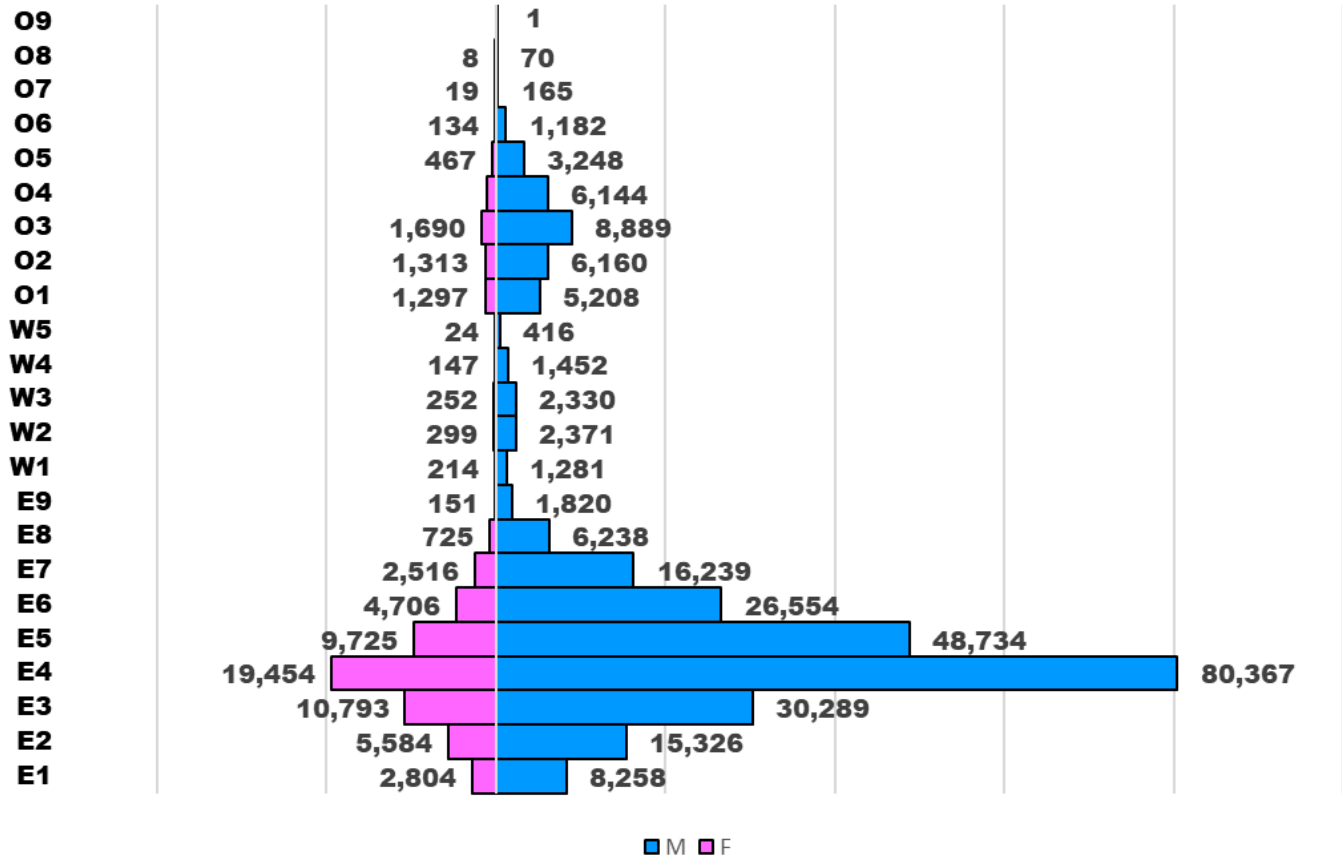
ARNG 2019 Female / Male Population by Grade



ARNG 2020

GRD	F	M	%F
E1	2,804	8,258	25.35%
E2	5,584	15,326	26.70%
E3	10,793	30,289	26.27%
E4	19,454	80,367	19.49%
E5	9,725	48,734	16.64%
E6	4,706	26,554	15.05%
E7	2,516	16,239	13.42%
E8	725	6,238	10.41%
E9	151	1,820	7.66%
W1	214	1,281	14.31%
W2	299	2,371	11.20%
W3	252	2,330	9.76%
W4	147	1,452	9.19%
W5	24	416	5.45%
O1	1,297	5,208	19.94%
O2	1,313	6,160	17.57%
O3	1,690	8,889	15.98%
O4	1,066	6,144	14.79%
O5	467	3,248	12.57%
O6	134	1,182	10.18%
O7	19	165	10.33%
O8	8	70	10.26%
O9		1	0.00%
	63,388	272,742	18.86%

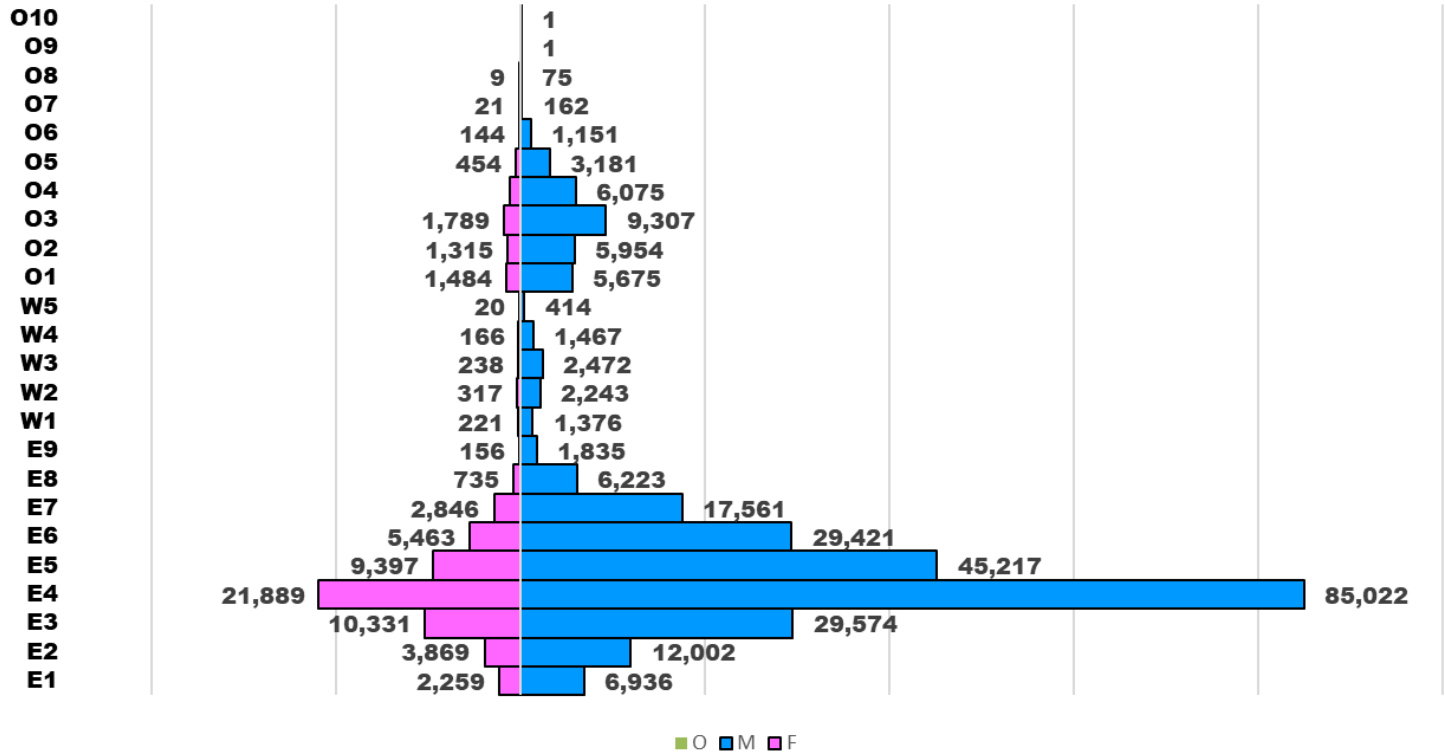
ARNG 2020 Female / Male Population by Grade



ARNG 2021

GRD	F	M	%F
E1	2,259	6,936	24.57%
E2	3,869	12,002	24.38%
E3	10,331	29,574	25.89%
E4	21,889	85,022	20.47%
E5	9,397	45,217	17.21%
E6	5,463	29,421	15.66%
E7	2,846	17,561	13.95%
E8	735	6,223	10.56%
E9	156	1,835	7.84%
W1	221	1,376	13.84%
W2	317	2,243	12.38%
W3	238	2,472	8.78%
W4	166	1,467	10.17%
W5	20	414	4.61%
O1	1,484	5,675	20.73%
O2	1,315	5,954	18.09%
O3	1,789	9,307	16.12%
O4	1,056	6,075	14.81%
O5	454	3,181	12.49%
O6	144	1,151	11.12%
O7	21	162	11.48%
O8	9	75	10.71%
O9		1	0.00%
O10		1	0.00%
	64,179	273,345	19.01%

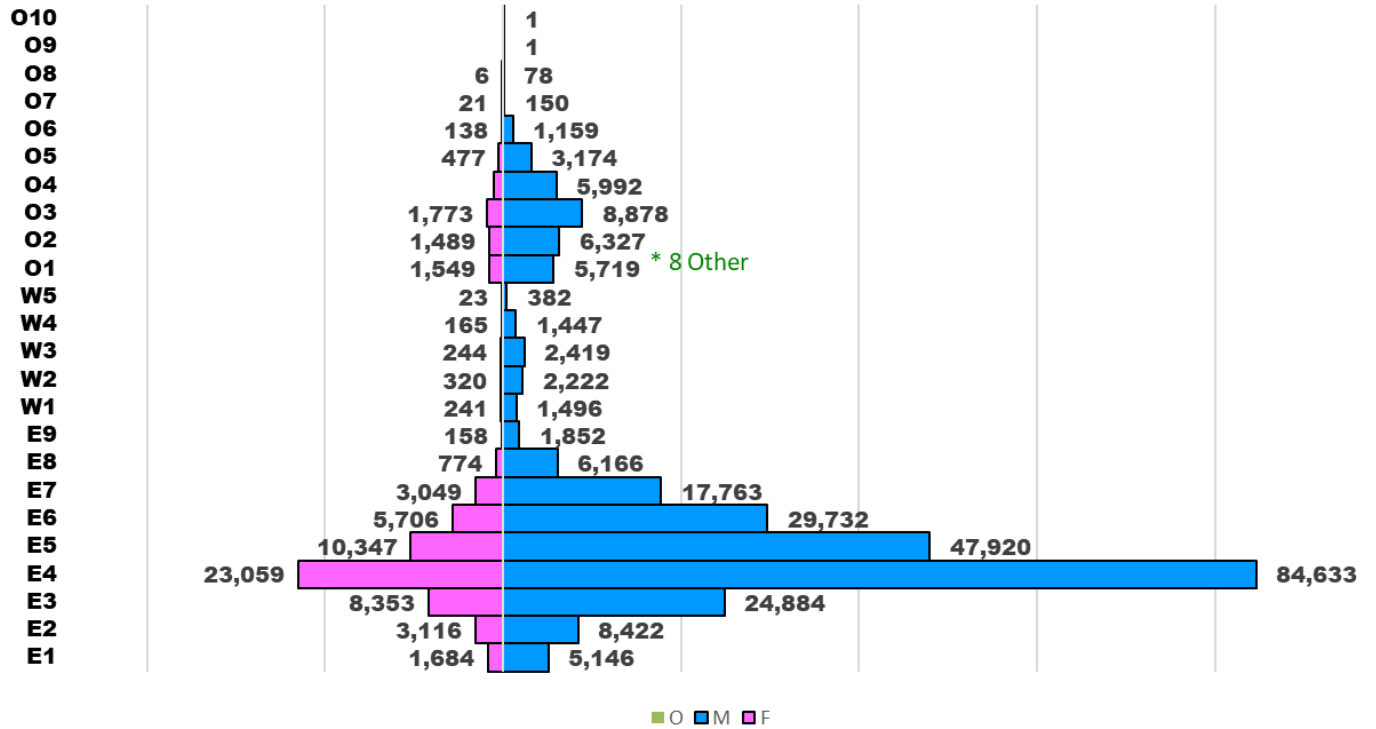
ARNG 2021 Female / Male Population by Grade



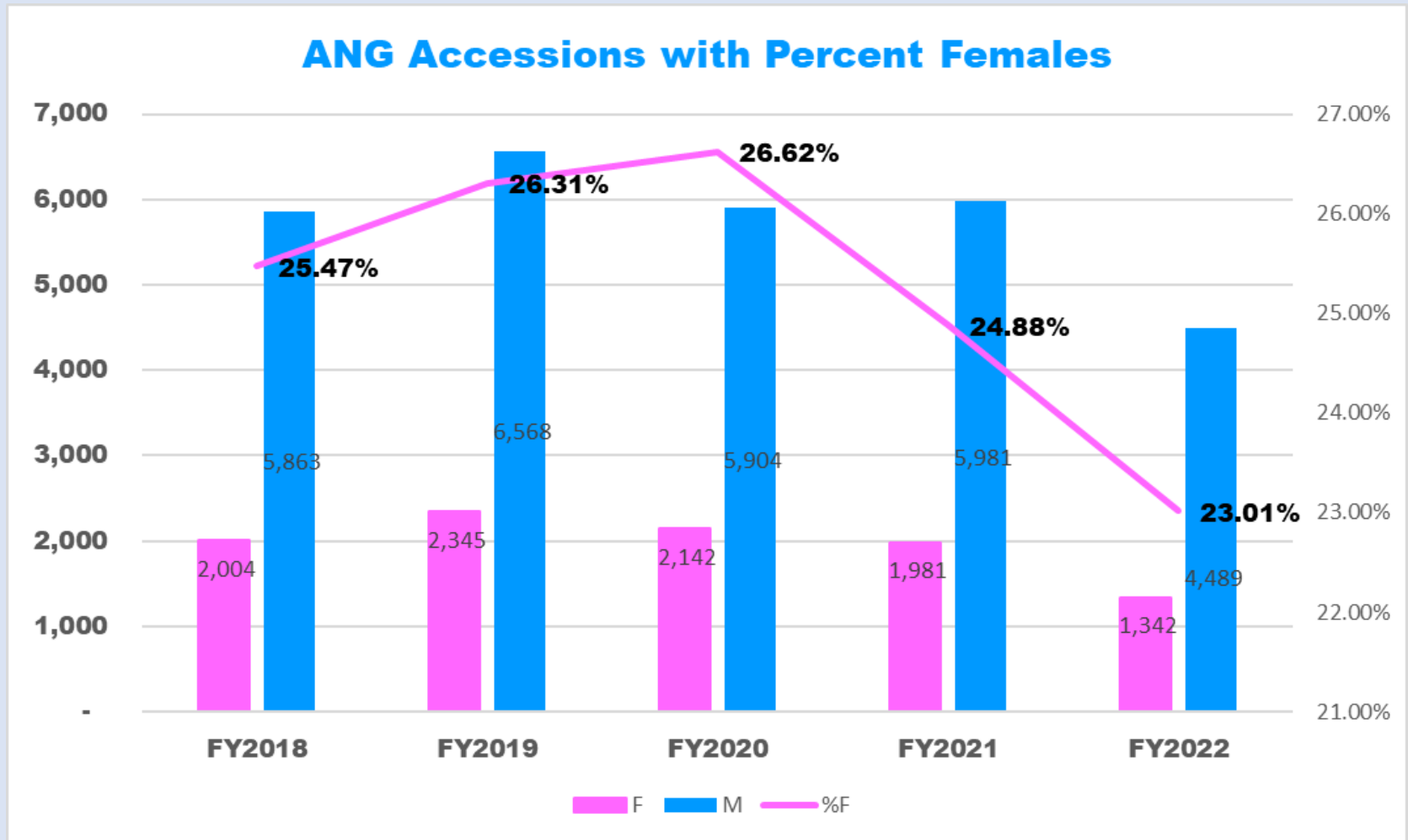
ARNG 2022

GRD	F	M	%F
E1	1,684	5,146	24.66%
E2	3,116	8,422	27.01%
E3	8,353	24,884	25.13%
E4	23,059	84,633	21.41%
E5	10,347	47,920	17.76%
E6	5,706	29,732	16.10%
E7	3,049	17,763	14.65%
E8	774	6,166	11.15%
E9	158	1,852	7.86%
W1	241	1,496	13.87%
W2	320	2,222	12.59%
W3	244	2,419	9.16%
W4	165	1,447	10.24%
W5	23	382	5.68%
O1	1,549	5,719	21.31%
O2	1,489	6,327	19.05%
O3	1,773	8,878	16.65%
O4	1,042	5,992	14.81%
O5	477	3,174	13.06%
O6	138	1,159	10.64%
O7	21	150	12.28%
O8	6	78	7.14%
O9		1	0.00%
O10		1	0.00%
	63,734	265,963	19.33%

ARNG 2022 Female / Male Population by Grade



ANG Accessions

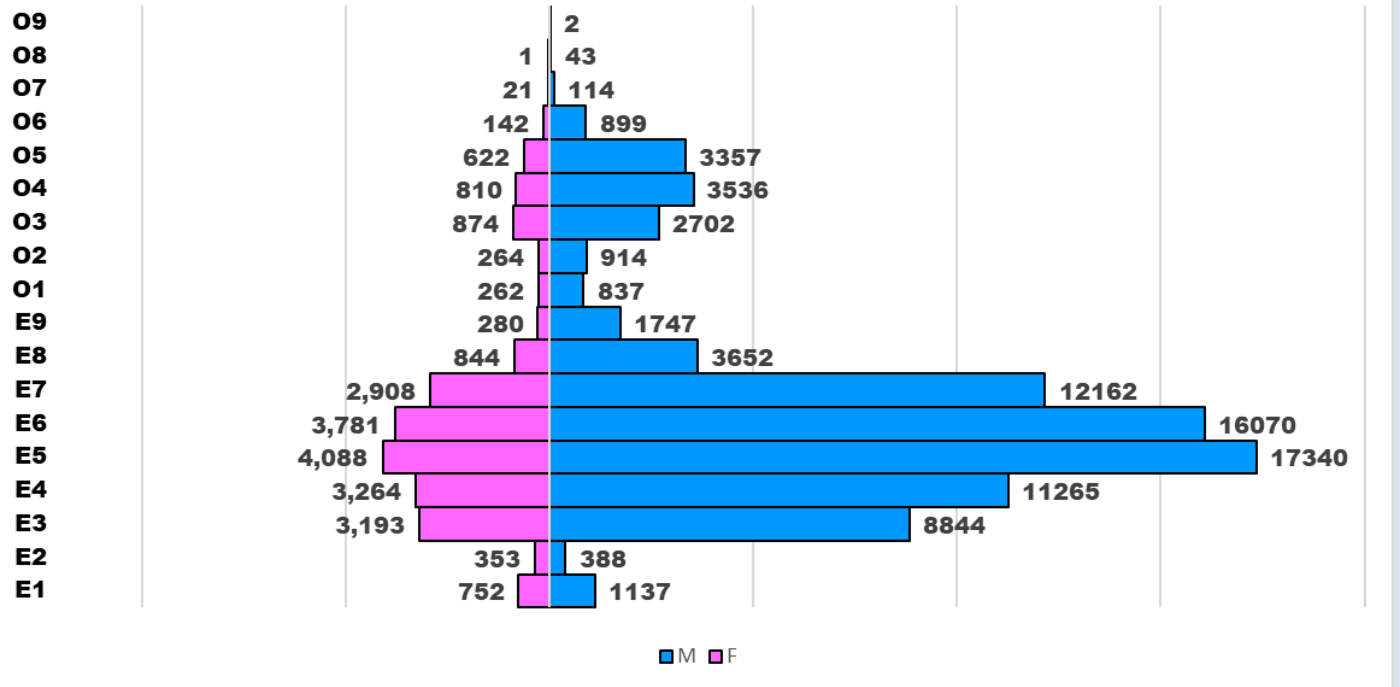


Description: All accessions Female and Male showing the total inside the bar. The pink line and bold numbers show the percentage female as compared to male accessions.

ANG 2018

GRD	F	M	%F
E1	752	1137	39.81%
E2	353	388	47.64%
E3	3,193	8844	26.53%
E4	3,264	11265	22.47%
E5	4,088	17340	19.08%
E6	3,781	16070	19.05%
E7	2,908	12162	19.30%
E8	844	3652	18.77%
E9	280	1747	13.81%
O1	262	837	23.84%
O2	264	914	22.41%
O3	874	2702	24.44%
O4	810	3536	18.64%
O5	622	3357	15.63%
O6	142	899	13.64%
O7	21	114	15.56%
O8	1	43	2.27%
O9	0	2	0.00%
	22,459	85,009	20.90%

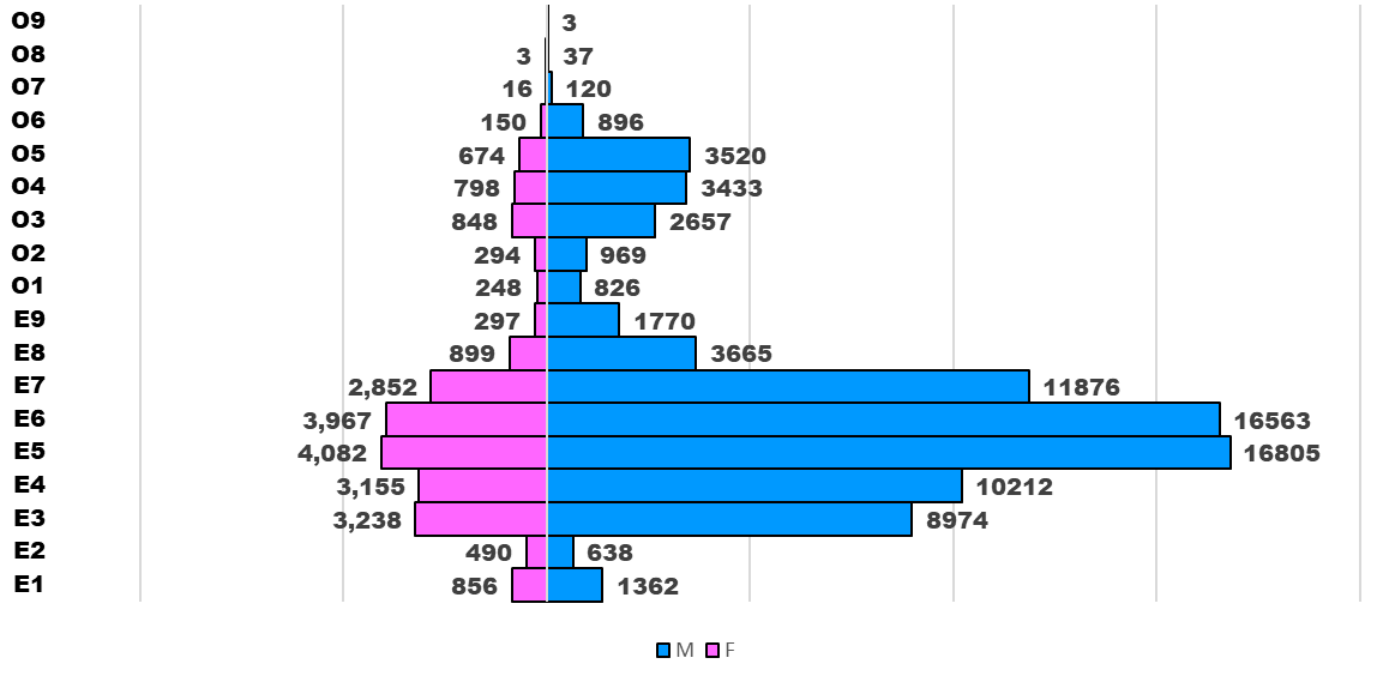
ANG 2018 Female / Male Population by Grade



ANG 2019

GRD	F	M	%F
E1	856	1362	38.59%
E2	490	638	43.44%
E3	3,238	8974	26.51%
E4	3,155	10212	23.60%
E5	4,082	16805	19.54%
E6	3,967	16563	19.32%
E7	2,852	11876	19.36%
E8	899	3665	19.70%
E9	297	1770	14.37%
O1	248	826	23.09%
O2	294	969	23.28%
O3	848	2657	24.19%
O4	798	3433	18.86%
O5	674	3520	16.07%
O6	150	896	14.34%
O7	16	120	11.76%
O8	3	37	7.50%
O9	0	3	0.00%
	22,867	84,326	21.33%

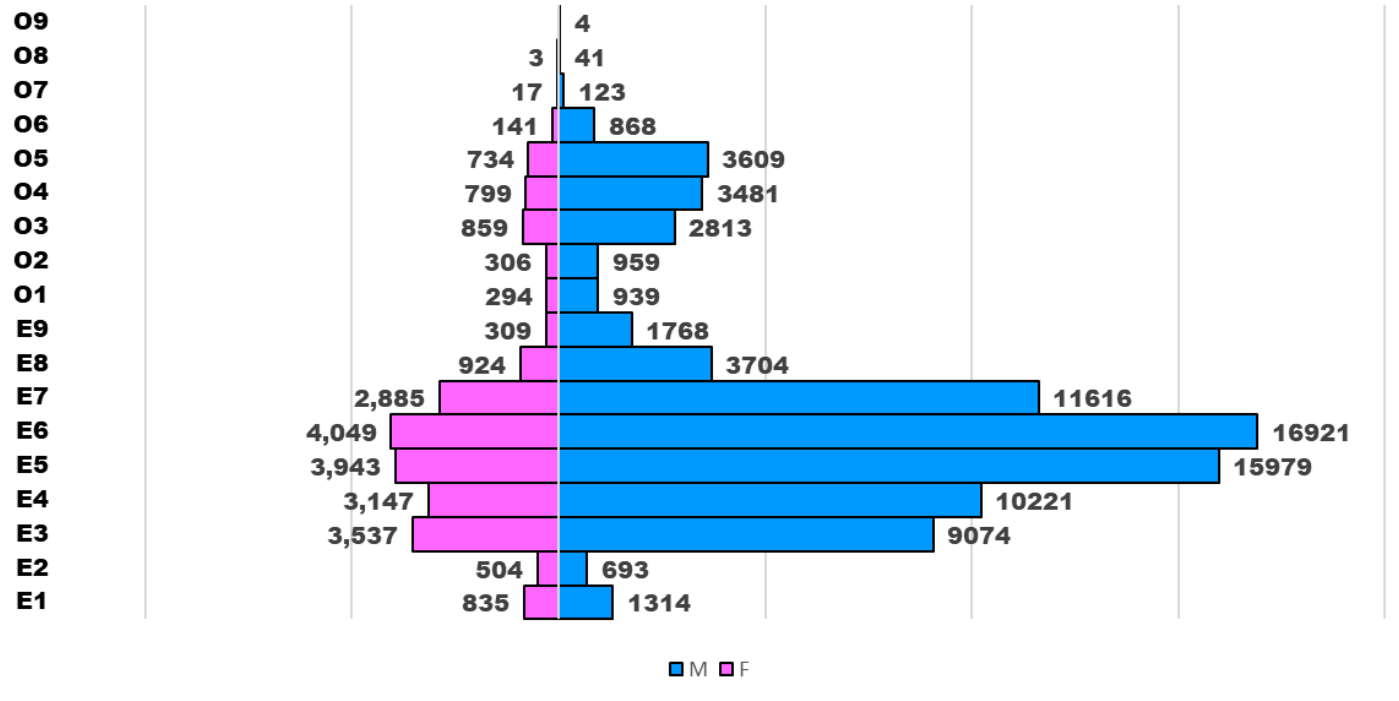
ANG 2019 Female / Male Population by Grade



ANG 2020

GRD	F	M	%F
E1	835	1314	38.86%
E2	504	693	42.11%
E3	3,537	9074	28.05%
E4	3,147	10221	23.54%
E5	3,943	15979	19.79%
E6	4,049	16921	19.31%
E7	2,885	11616	19.90%
E8	924	3704	19.97%
E9	309	1768	14.88%
O1	294	939	23.84%
O2	306	959	24.19%
O3	859	2813	23.39%
O4	799	3481	18.67%
O5	734	3609	16.90%
O6	141	868	13.97%
O7	17	123	12.14%
O8	3	41	6.82%
O9	0	4	0.00%
	23,286	84,127	21.68%

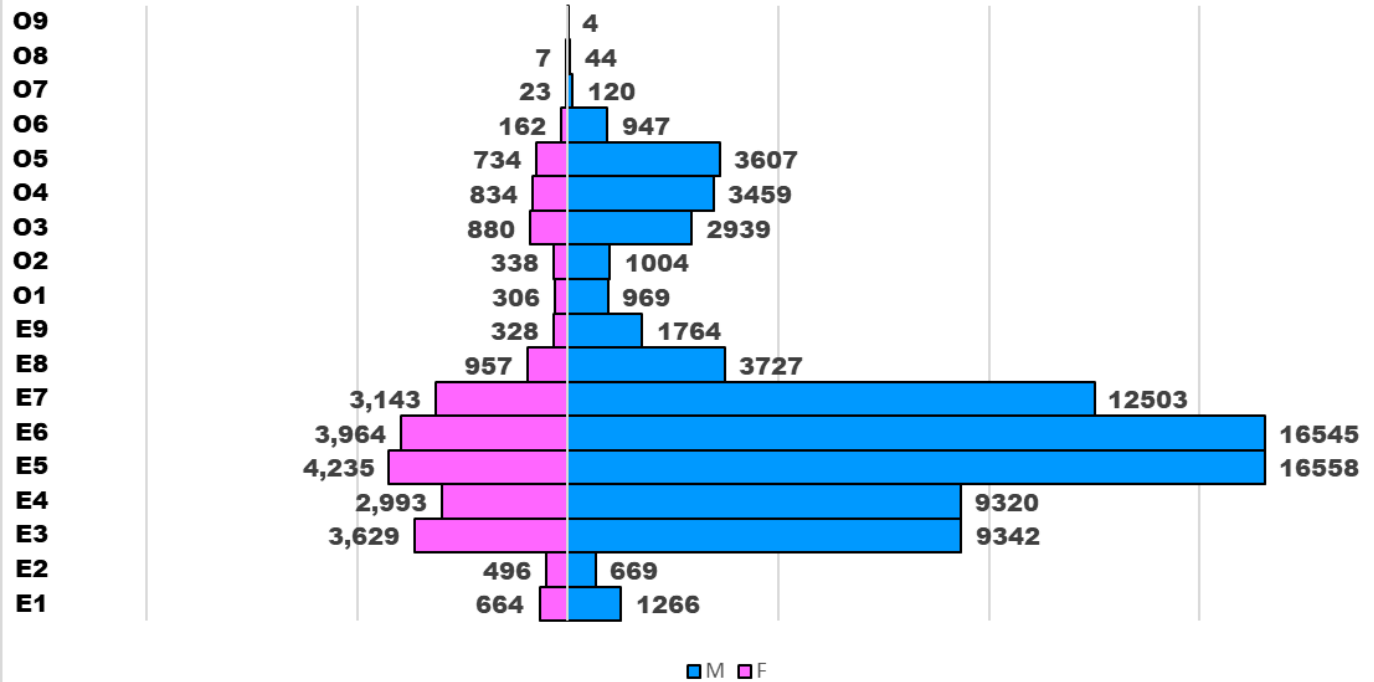
ANG 2020 Female / Male Population by Grade



ANG 2021

GRD	F	M	%F
E1	664	1266	34.40%
E2	496	669	42.58%
E3	3,629	9342	27.98%
E4	2,993	9320	24.31%
E5	4,235	16558	20.37%
E6	3,964	16545	19.33%
E7	3,143	12503	20.09%
E8	957	3727	20.43%
E9	328	1764	15.68%
O1	306	969	24.00%
O2	338	1004	25.19%
O3	880	2939	23.04%
O4	834	3459	19.43%
O5	734	3607	16.91%
O6	162	947	14.61%
O7	23	120	16.08%
O8	7	44	13.73%
O9	0	4	0.00%
	23,693	84,787	21.84%

ANG 2021 Female / Male Population by Grade



ANG 2022

GRD	F	M	%F
E1	437	949	31.53%
E2	412	720	36.40%
E3	3,055	7923	27.83%
E4	3,057	8894	25.58%
E5	4,286	16477	20.64%
E6	3,726	15940	18.95%
E7	3,356	12918	20.62%
E8	919	3602	20.33%
E9	348	1712	16.89%
O1	299	868	25.62%
O2	346	1027	25.20%
O3	885	2928	23.21%
O4	827	3477	19.21%
O5	771	3577	17.73%
O6	164	888	15.59%
O7	22	118	15.71%
O8	8	44	15.38%
O9	0	4	0.00%
	22,918	82,066	21.83%

ANG 2022 Female / Male Population by Grade

