



DEPARTMENT OF THE ARMY
 HEADQUARTERS, UNITED STATES ARMY RECRUITING
 COMMAND 1307 THIRD AVENUE
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INFORMATION PAPER

RCDG
 14 Nov 22

SUBJECT: Information Paper for Marketing for Female Audience

1. Purpose: Provide a written response to the Defense Advisory Committee on Women in the Service (DACOWITS) Request For Information (RFI) Number 3 on the recruiting and accession enterprise related to identifying, assessing, and recruiting qualified candidates.

2. Discussion:

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

b. Response 3a: The charts below reflect accession targets/goals and actual accession numbers, separated by gender, for the last five years (FY18-22). The Army does not have accession goals based on gender.

Active Component							
FY	FY Accession Mission	FY Accessions Achieved	% Accession Mission Achieved	Women	% Accessions Women	Men	% Accessions Men
2018	76,500	69,972	91.5%	11,695	16.7%	58,277	83.3%
2019	68,000	68,185	100.3%	12,127	17.8%	56,058	82.2%
2020	61,200	61,251	100.1%	11,100	18.1%	50,151	81.9%
2021	57,500	57,606	100.2%	8,993	15.6%	48,613	84.4%
2022	60,000	44,901	74.8%	7,182	16.0%	37,719	84.0%

Army Reserve							
FY	FY Accession Mission	FY Accessions Achieved	% Accession Mission Achieved	Women	% Accessions Women	Men	% Accessions Men
2018	14,580	11,325	77.7%	3,540	31.3%	7,785	68.7%
2019	15,600	15,303	98.1%	4,968	32.5%	10,335	67.5%
2020	15,850	13,706	86.5%	4,441	32.4%	9,265	67.6%
2021	15,875	11,686	73.6%	3,747	32.1%	7,939	67.9%
2022	15,875	9,095	57.3%	2,951	32.4%	6,144	67.6%

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

d. Response 3b: There are two types of recruiters, those that are detailed for a specific amount of time, called Department of the Army Selected Recruiters (DASRs), and those that are permanent recruiters with the military occupational series 79R.

- United States Army Recruiting Command (USAREC) has 707 female DASRs and 506 female 79Rs in the recruiting force, totaling 1,213 female NCOs.
- Female Recruiting NCO productivity rate for the first six months of the current FY is 0.5 Future Soldier contracts per month per NCO.
- Female DASR NCOs write on average 0.2 female Future Soldiers per month and 0.6 male Future Soldiers per month.
- Male DASR NCOs write on average 0.1 female Future Soldiers per month and 0.7 male Future Soldiers per month.

e. Question 3c: 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)? i. Provide plans for partnering with unofficial & non-traditional partners (i.e. trade associations, etc.). ii. How do you measure the effectiveness of these partnerships?

f. Response 3c: USAREC will implement a USAREC Diversity Outreach and Inclusion Team (DOIT) in first quarter FY 2023 to aid in successfully communicating Army opportunities and diversity. The purpose of the DOIT is to provide a team of articulate and knowledgeable recruiting NCOs and Officers from across USAREC who are collectively diverse in gender, social, cultural, and career composition in various markets and can engage the local populace, telling their Army story to this population. The USAREC DOIT will engage at high-value events in each brigade area of operation. Selected events will present the highest opportunities for impact through informative briefs and open dialogue about diversity within the Army. These engagements will serve to showcase the full range of opportunities available across all gender and diversity groups.

Additionally, the Army has complementary efforts to assist getting the Army message to potential female recruits. The Army has made clear its priority to acquire diverse talent within its military and civilian ranks. Outreach to National Advocacy and Affinity organizations and communities will continue to be important to achieving this end. Additionally, Army outreach efforts will target organizations representing critical talents and skillsets that will assist in building intellectual diversity within the force. Among the various outreach opportunities, the Army’s Equity and Inclusion Agency attended the League of United American Citizen (LULAC) National Women’s Conference (NWC), Black Engineer of Year Awards (BEYA), and Women of Color (WOC) to share the Army

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story.

g. Below are some of the marketing and advertising initiatives that focus on the female recruit market:

(1) Projects that occurred during 2022 were:

- Video creation "Myth Busting Barriers to Women's Service," released in March 2022 with poster and graphics to the support video.
(https://www.youtube.com/watch?v=2FyM2N_OTQU)
- "Home, Skills, Passion" video focused on women, AAPI, and Hispanic recruits in September 2022 with female recruit specific graphics titled "Maximize your Potential."
(<https://www.youtube.com/watch?v=tvIH233s5cU>)

(2) Projects planned for 2023 are to address myths regarding women's service. Revise video into 5 shorter videos, focusing on different myths;

- Can't get same pay
- Can't have a family
- Can't get educated if in the Army
- Can't get the job I want
- Have to cut my hair and always wear a military uniform

(3) Other marketing initiatives for recruiters to use include producing video shorts and graphics (e.g., posters and social media graphics) addressing top concerns of women, such as gender pay gaps, education, career opportunities, and having a career with children.

USAREC G3, Operations Division
Approved by: USAREC Deputy
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