

INFORMATION PAPER

Subj: DACOWITS RECRUITMENT INITIATIVES TO INCREASE WOMEN'S PROPENSITY TO SERVE RFI#3

1. Purpose. To provide answers to DACOWITS' Recruitment Initiatives to Increase Women's Propensity to Serve RFI# 3.
2. RFI. The Committee requests a written response from the Marines on the following:
 - a. Provide accession targets/goals and actual accession numbers, separated by gender, for the last five years (FY18-22).

Per Title 10, Section 503, the Marine Corps is unauthorized to establish quotas by race, ethnicity, or gender; however, Marine Corps Recruiting Command (MCRC) endeavors to access a healthy population representative of the qualified and eligible youth of the nation in which it serves. Without a medical field, which comprises 15% of all DoD enlisted service members, studies suggest the Marine Corps should expect 4-8% female accessions. Recent enlisted female accessions have remained steady at 9-10%, while female officer accessions have almost doubled from 8% to 15% over the past decade. In FY22, MCRC achieved 11% female enlisted accessions.

i.) Enlisted recruitment accessions by gender/component.

Fiscal Year	Active Component		Reserve Component		FY Female %	Total Accessions
	Male	Female	Male	Female		
2018	28,258	3,298	5,227	108	10%	36,891
2019	28,467	3,300	5,388	104	10%	37,259
2020*	25,520	2,508	2,615	100	9%	30,743
2021*	27,753	2,854	5,707	102	9%	36,416
2022	25,472	3,136	4,491	111	11%	33,210

*Maintained enlisted female % despite COVID-19 force protection measures at Marine Corps Recruit Depots

ii.) Officer recruitment accession by gender/component.

Fiscal Year	Active Component		Reserve Component		FY Female %	Total Accessions
	Male	Female	Male	Female		
2018	1,503	175	138	12	10%	1,828
2019	1,405	205	115	10	12%	1,735
2020	1,165	187	118	11	13%	1,481

2021	1,475	268	121	16	15%	1,880
2022	1,347	245	101	12	15%	1,705

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

Our representative force is what drives our continued success in this regard. Our initial data does not support this assumption; however, comparing male and female recruiters is difficult. Multiple factors play into the efficacy of female recruiters' ability to recruit females, including geographic location, propensity, ASVAB take/pass rates, number of females in DEP, and many others. Comparisons to male recruiters' effectiveness at recruiting females are subject to the tyranny of small numbers (fewer female recruiters and fewer female applicants) and do not account for the impact of the factors previously noted.

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)?

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

MCRC executes a robust portfolio of National Partnerships to establish relationships with a diverse cross-section of Americans in various athletic, academic, professional, and civic organizations throughout the country. These partnerships aim to increase brand awareness among key influencers to create advocates that influence key audiences critical to meeting our assigned mission - high school and college students, athletes, female and diverse markets. Some examples of organizations we have partnered with in Fiscal Year 2022 are; the National Junior College Athletic Association, Music For All, National Wrestling Coaches Association, USA Wrestling, American Volleyball Coaches Association, United States Track & Field and Cross-Country Coaches Association, and WeCOACH (among others).

ii. How do you measure the effectiveness of these partnerships?

The primary method by which MCRC measures the effectiveness of these partnerships is through the generation of influencer leads resulting from voluntary registration in our Electronic Contact Card Interface (ECCI), indicating that partners would like to learn more about acting as an influencer/advocate on behalf of the Marine Corps. Additionally, due to the proximity to prospect-aged youth within these partnerships, a secondary objective of prospect-age lead generation is also measured.