

RFI Category and Number: Recruitment Initiatives to Increase Women’s Propensity to Serve, RFI 3

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

RFI Response:

Officer Goals and Attainments

FY	Component	Goal	Total Attained	Female Attained	Male Attained	Gender info not available
FY18	Active	2249	2242	616	1626	0
FY19	Active	1193	2421	628	1793	0
FY20	Active	2390	2160	565	1594	1
FY21	Active	2524	2488	639	1849	0
FY22*	Active	2507	2298	603	1695	0
FY18	Reserve	1577	1109	278	830	1
FY19	Reserve	1811	1312	314	932	66
FY20	Reserve	1419	1109	212	892	5
FY21	Reserve	1319	941	205	736	0
FY22*	Reserve	1360	982	223	759	0

*Values not final. Awaiting release of final FY22 goals, and reconciliation of final counts in progress.

All Navy (ALNAV) Enlisted Goals and Accessions

FY	Component	Goal	Total Accessions	Female Accessions	Male Accessions
FY18	Active	39000	39018	9490	29528
FY19	Active	39000	39026	9538	29488
FY20	Active	39600	39676	9454	30222
FY21	Active	33400	33559	7675	25884
FY22	Active	33400	33442	7808	25634
FY18	Reserve NPS	2620	2527	775	1752
FY19	Reserve NPS	2662	2541	871	1670
FY20	Reserve NPS	1907	1913	614	1299
FY21	Reserve NPS	2625	2733	884	1849
FY22	Reserve NPS	2900	2033	745	1288

Note: NPS = Non-prior Service

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

RFI Response:

Navy Recruiting Command's business model during Transformation prevents the determination of whether or not female recruiters, compared to male recruiters, are more successful at accessing women into the military. Prior to Transformation, each recruiter was responsible for all the processes required to guide a prospect all the way to Boot Camp. Under Transformation, recruiters specialized in one of three roles: Talent Scout, Assessor, or Onboarder. Accordingly, each applicant interacts with multiple recruiters in the entire process. Additionally, recruiter genders are not classified in Navy Recruiting Command's accession systems.

RFI Question: 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.).
- ii. How do you measure the effectiveness of these partnerships?

RFI Response:

Aside from current affinity partnerships (for example: SWE, Women in Aviation), NRC has established the Divine 9 ambassador program. The Divine 9 refers to the nine Black Greek Letter Organizations that make up the National Pan-Hellenic Council founded in 1930 on the campus of Howard University. Four of the nine represent sorority organizations – sisterhoods formed around common goals and aspirations.

i. The ambassador program was established in September of 2022 to build stronger relationships with students, faculty, administration and alumni at Historically Black Colleges and Universities (HBCUs). These ambassadors will attend events at HBCUs to establish deeper connections within their own organizations and across campuses and to share information about Navy career opportunities. Thus far, the team has leveraged two onsite activations, one at Hampton University and the other at a football game between Texas Southern University and Southern University in Arlington, TX. Further plans are being made to attend additional college campuses in the spring and to engage in speaking opportunities as well as charitable functions with each individual sorority.

- ii. Measurement for the program will be via earned media impressions; onsite attendance, awareness figures and interactions; as well as qualified and interested leads.

Hours Expended Answering this RFI: 5.5

POC or office responsible: NRC N2, N10