



**DEPARTMENT OF THE AIR FORCE  
HEADQUARTERS UNITED STATES SPACE FORCE**

22 November 2022

MEMORANDUM FOR DACOWITS

FROM: HQ USSF/S1  
2020 Air Force Pentagon  
Washington, DC 20330-2020

SUBJECT: USSF DACOWITS RFI 3

RECRUITMENT INITIATIVES TO INCREASE WOMEN'S PROPENSITY TO SERVE

**PURPOSE**

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.

**QUESTION #3**

The Committee requests a written response from the Army, Navy, Marines, Air Force, Space Force, Coast Guard, and National Guard on the following:

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

- The Space Force accession numbers (separated by gender, race, and ethnicity) for FY21-22 are provided below. The Space Force did not establish separate recruiting and accession targets/goals from the Air Force until FY21.

Officer (USAFA/ROTC/OTS)									
<b>FY21</b>	<b>FY21</b>	<b>Gender</b>		<b>WHITE</b>	<b>BLACK/AA</b>	<b>ASIAN</b>	<b>NATIVE HAWAIIAN/ PAC ISLANDER</b>	<b>Two or More</b>	<b>DECLINE TO RESPOND</b>
	<b>F</b>	92 30.8%		214	22	23	2	20	18
	<b>M</b>	207 69.2%		71.6%	7.4%	7.7%	0.7%	6.7%	6.0%
	<b>Total</b>	299							
	<b>FY21</b>		<b>HISPANIC OR LATINO</b>	<b>NOT HISPANIC OR LATINO</b>	<b>DECLINE TO RESPOND</b>				
	<b>Total</b>		21 71.6%	160 53.5%	117 39.1%				
	<b>Enlisted</b>								
	<b>FY21</b>	<b>Gender</b>		<b>WHITE</b>	<b>BLACK/AA</b>	<b>ASIAN</b>	<b>NATIVE HAWAIIAN/ PAC ISLANDER</b>	<b>American Indian</b>	<b>Two or More</b>
	<b>F</b>	64 16.2%		289	48	18	6	2	32
	<b>M</b>	331 83.8%		73.2%	12.2%	4.6%	1.5%	0.5%	8.1%
<b>Total</b>	395								
<b>FY21</b>		<b>HISPANIC OR LATINO</b>	<b>NOT HISPANIC OR LATINO</b>	<b>DECLINE TO RESPOND</b>					
<b>Total</b>		20 11.1%	152 84.4%	7 3.9%					

Officer (ROTC/OTS)										
FY22	FY22	Gender	WHITE	BLACK/AA	ASIAN	NATIVE HAWAIIAN/ PAC ISLANDER	Two or More	American Indian	DECLINE TO RESPOND	
	F	45 25.0%	116 64.4%	10 5.6%	23 12.8%	0 0.0%	23 12.8%	1 0.6%	7 3.9%	
	M	135 75.0%								
	Total	180								
	FY22	HISPANIC OR LATINO	NOT HISPANIC OR LATINO	DECLINE TO RESPOND						
	Total	20 11.1%	153 85.0%	7 3.9%						
	Enlisted									
	FY22	Gender	WHITE	BLACK/AA	ASIAN	NATIVE HAWAIIAN/ PAC ISLANDER	Two or More	American Indian		
	F	156 30.2%	344 66.5%	50 9.7%	44 8.5%	13 2.5%	56 10.8%	10 1.9%		
	M	361 69.8%								
Total	517									
FY22	HISPANIC OR LATINO	NOT HISPANIC OR LATINO	DECLINE TO RESPOND							
Total	20 3.9%	152 29.4%	7 1.4%							

\* Demographic data on FY22 Space Force accessions from USAFA are not available

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

- A FY16 review of Air Force recruiting effectiveness considered recruiter success of attracting male vs female recruits. The review considered entries between FY11 to Mar of FY16 (150K+) and the gender of their recruiter. The initial results revealed female recruiters had a slight edge over males when recruiting females. However, when comparing recruiters, based on experience (time in recruiting) and location, there is little statistical difference. Annually, the average male recruiter accessed 12.85 females and the average female recruiter accessed 12.74. The reason for the parity is training (both initial and follow on), location (pool of qualified individuals and receptive to military service) and personality (individuals are more attracted to personality rather than gender, race, or ethnicity).

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)?

- Female applicants are targeted to better enhance interest and entry. Individual recruiters promote interest female in USSF by inviting female guardians to engage with local high schools and during local engagement events. These engagements may occur in

person or virtually. In addition, during monthly meetings with the recruiter, recruits, and others interested, a recruiter may invite a guest presenter highlighting opportunities in USSF.

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

- The Space Force has modernized and personalized our outreach as well as recruiting programs targeting diverse populations to ensure a capable force for the future. We have established a University Partnership Program (UPP), which includes partnering with Historically Black Colleges and Universities, Hispanic Serving Institutions, and Cross-Town agreements with Women's Colleges and Universities. The UPP established scholarship, internship, and mentorship opportunities for university students (civilian talent) and AFROTC cadets (military talent) for the purpose of recruiting and developing diverse officer, enlisted, and civilian Guardians with a focus on STEM.

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

- The Space Force has seen, and continues to see, great enthusiasm to join our service. As we continue to grow our service and advance our mission sets, we will always need top-tier technical talent to compete with our adversaries. Other services are vying for this talent, to be competitive and because of our small size we have been able to institute a more deliberate, personal approach through interviews which has allowed us to recruit the diverse top-tier technical talent we need. We will continue to review and make appropriate changes to our entry standard (aptitude, moral, and medical) to ensure we are recruiting a diverse force of individuals that are not only highly qualified, but ensure we are not excluding individuals based on certain non-mission critical standard (tattoo, height/weight, etc.)