



National Guard DACOWITS RFI Q2

Recruitment Initiatives to Increase Women's Propensity to Serve

Response Provided by:
National Guard Bureau, Office of Diversity, Equity and Inclusion



Marketing Strategies for Attracting Women



The National Guard (NG) leverages the following to attract women:

- Frequent depictions of female service members in leadership roles and “non-traditional” or STEM occupation
- Featuring women as “stars” and primary voice-over talent in creative materials for television, radio, theater, digital media, and social media
- Ensuring that diverse female representation is a key consideration for the NG when collaborating with other DOD organizations.



Marketing Strategies for Attracting Women



The NG leverages the following to attract women:

- Frequent depictions of female Soldiers in leadership roles and “non-traditional” or STEM occupation
- Featuring women as “stars” and primary voice-over talent in creative materials for television, radio, theater, digital media, and social media
- Ensuring that diverse female representation is a key consideration for the ARNG when collaborating with other DOD organizations.



Army National Guard Marketing Strategies



ARNG utilizes media vehicles that are selected, in part, for their ability to assist in getting the ARNG message out to prospects from underrepresented non-prior service populations, to include females, living near locations where ARNG has vacancies.

“Futures” magazine is a print/online publication produced by Joint Advertising and Marketing Research Studies (JAMRS) office within OSD.

➤ “Futures 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”.



Army National Guard Marketing Strategies



- The ARNG does not research or publish propensity metrics. Information on propensity is gathered by JAMRS and provided to the services.
- Conclusions on the effectiveness of ARNG marketing efforts to attract females may be based on data provided by JAMRS, which shows that the ARNG led all military services in recruiting females (28% of new recruits) from FY18-FY20
- The ARNG-specific figure is significantly higher than the combined 19% reported by JAMRS for the joint services over the same period.

Source: The Segmentation National Overview, dated 21 June 2021



Army National Guard Marketing Inclusivity Assessment Policies and Procedures



- There are no policies or procedures used to assess inclusivity of existing marketing strategies in the ARNG.
- Creative development decisions are influenced by JAMRS research on attitudes, impressions, and concerns that diverse populations have about the ARNG or military service
- Marketing research conducted by the ARNG routinely engages specific market segments, using tools such as focus groups comprised of only female youth or Hispanic parents, to ensure feedback flows freely and reflects diverse viewpoints



Summary



- Although operating in an environment of documented historic lows in both youth military propensity and eligibility to serve, the ARNG's marketing efforts to reach potential female Soldiers are proving successful.
- From FY15 to FY20, ARNG's female non-prior service accessions have grown from 23.2% to 28%.