



DEPARTMENT OF THE AIR FORCE  
HEADQUARTERS UNITED STATES SPACE FORCE

9 September 2022

MEMORANDUM FOR DACOWITS

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

SUBJECT: USSF DACOWITS RFI Responses

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 #1

Over the last few years, the Military Services have begun developing and implementing creative, tailored marketing content to attract women to join the military. Nevertheless, the Committee continues to observe modest increases in the percentage of women joining the military and consistently lower rates of young women's propensity to serve compared with young men. The Committee requests a written response from the Army, Navy, Marines, Air Force, Space Force, Coast Guard, and National Guard on the following:

a. Statistics (raw numbers and percentages): Accession rates for the Active and Reserve components, broken down by rank (enlisted and officer), gender, race and ethnicity, spanning the last five years (FY17-21).

- See attached S1 excel spreadsheet

b. Statistics (raw numbers and percentages): Promotion rates for the Active and Reserve components, broken down by rank (enlisted and officer), gender, race and ethnicity, spanning the last five years (FY17-21).

- See attached S1 excel spreadsheet

c. Recruitment target/goals for both women and men, officer and enlisted, Active and Reserve components.

- USSF does not have a Reserve

d. Data on the number of male and female, officer and enlisted recruiters, for both the Active and Reserve components.

- USSF does not have a Reserve