

Recruiting

Discussion

The Marine Corps Total Force depends on quality recruiting and the steady flow of new enlisted and officer accessions. During FY99, the Marine Corps continued its success by exceeding all of its assigned accession goals, as it has every month and every year since June 1995.

To continue this success, the Marine Corps must ensure it maintains an adequately resourced quality recruiting team. The highest quality Marines, enlisted and officer, continue to be screened and assigned to this demanding duty. Additionally, the Corps continuously evaluates and implements Quality Of Life (QOL) initiatives for recruiters and searches for new and innovative advertising to reach target market.

The warfighting requirements of the 21st Century mandate that the Corps recruit the best and brightest of America's youth. They must be physically and morally fit, intelligent, and comfortable with high technology. Quality recruits mean enhanced performance, stabilized attrition, and improved readiness.

The future environment will continue to test the Marine recruiting force. The market of qualified youth age 17 to 21 years has increased only slightly while their propensity to enlist has declined dramatically. Record low unemployment and ever-increasing college enrollment have also impacted recruiting. Accession missions, however, will continue to remain relatively constant.

The Marine Corps Recruiting Command (MCRC) continues to lean forward into the 21st Century with several initiatives designed to ensure future recruiting success. The Marine Corps, in conjunction with its advertising agency, has contracted the support of leading scholars to determine what motivates and appeals to a new generation of potential recruits. As MCRC continues to explore new advertising venues to reach the youth of America, it has requested additional funding from the Department of Defense. This allows the advertising budget to keep pace with increasing costs within the advertising industry, as well as the significantly larger advertising budgets available to the other services.

Improving the chances for Marine recruiters' success is MCRC's highest priority. Consequently, a force restructuring initiative has been established with the intent of "placing the fishermen where there are

plenty of fish.” Restructuring involves modifying the placement of recruiters to better reach the target market of quality youth. As demographics change and populations shift, it is essential that the Marine Corps’ sales force change along with it. This restructuring effort will put more Marine recruiters in the right places around the country to contact quality young people. The restructuring effort involves analysis of market research, advertising effectiveness, demographics, and logistical costs of relocating recruiters. This effort is currently underway at the Marine Corps Recruiting Command.

In spite of the challenges ahead, The Corps looks to the future with great hope and confidence. The quality of the individual Marine has never been higher. With the support of the American people, the Marine Corps’ enduring image, and continued emphasis on core values of honor, courage, and commitment, the Corps will continue to attract sufficient numbers of high quality, young Americans with the desire to be United States Marines.

Marine Corps Position

Facing the most challenging recruiting environment in all volunteer force history, the Marine Corps continues to exceed DoD and CMC quality standards and remains on track to accomplish this feat again in FY00. In FY99, almost 96 percent of Marine recruits were high school graduates, and 64 percent of them scored in the upper half of the Armed Services Vocational Aptitude Battery. The Corps’ recruiting emphasis continues to focus on the highest quality young men and women that will build the Corps of tomorrow, as the individual Marine continues to be The Corps’ most precious asset. The Marine Corps remains committed to a strong and adequately resourced recruiting program. The goal for the 21st Century - smart, efficient recruiting for a more capable warrior!