

## ***Recruiting***

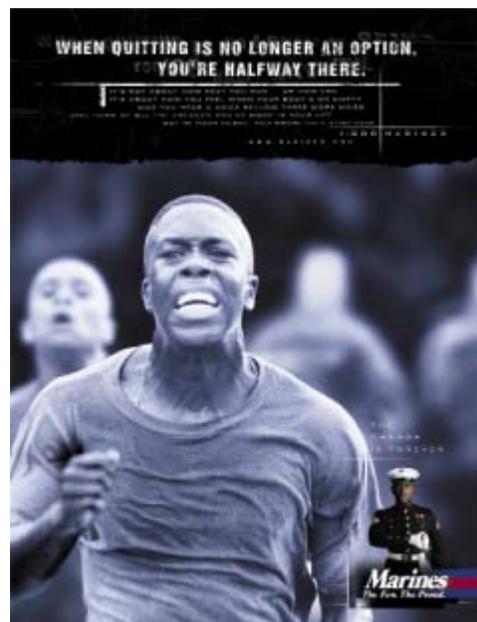
### ***Discussion***

With global political, economic, religious, territorial, and ethnic insecurity looming over the 21<sup>st</sup> century, it is imperative that our Corps be comprised of the best and brightest of America's youth. In order to operate and succeed in these potentially volatile times, Marines must be physically and morally fit, intelligent, and comfortable with high technology. Quality recruits ultimately translate into high performance, stabilized attrition, increased retention, and improved readiness in Marine operating forces.

The Marine Corps Recruiting Command (MCRC) serves as the vital conduit that provides the total force with a steady flow of quality enlisted and officer accessions. During FY00, the Marine Corps exceeded all of its assigned accession goals, continuing a string of success that has endured for more than half a decade.

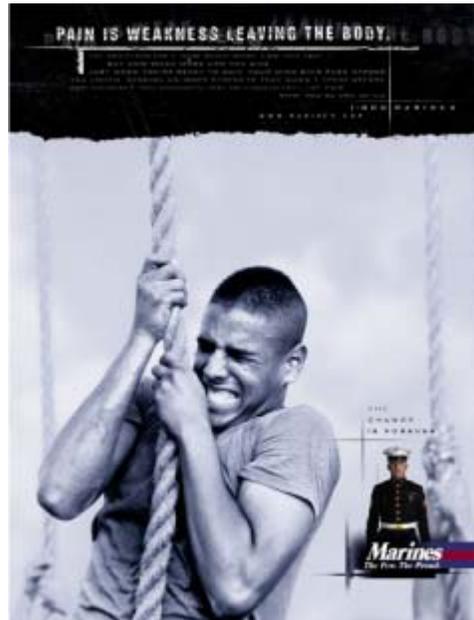
Recruiting provides the lifeblood of our Corps and it is the foundation for all the Marine Corps does to "Make Marines, Win Battles, and Create Quality Citizens." As such, the Corps recognizes the importance of assigning our best Marines to fulfill this vital role in maintaining the quality and health of its operating forces. It is important that we train, resource, and equip these recruiters with the tools necessary to excel in today's highly competitive recruiting environment. Furthermore, our recently implemented recruiter Quality of Life initiatives, market research efforts, and new technological and advertising programs give our recruiters added support. In concert with these projects, MCRC has completed the first year of its national restructuring effort, a fact-based, data-driven recruiter location assignment process that gives every recruiter an equal opportunity to succeed.

The future environment promises to be as challenging as ever for the Marine recruiting force. The market of qualified young men and women (age 17 to 21 years) has increased only slightly while their propensity to enlist



remains constant, but low. A burgeoning economy, increasing college enrollment, and generational differences have also impacted recruiting. Accession missions, however, will continue to remain relatively constant.

In order to meet the challenges of the 21<sup>st</sup> century and maintain our competitive edge, the Marine Corps has set strategic recruiting goals. These include maintaining our high quality accession standards, assessing and modernizing training programs, and aggressively pursuing process and policy innovations that increase recruiter effectiveness. We will also continue communicating our brand image, “Elite Warrior” to the new generation of prospects, develop broad quality of life guidance and initiatives, explore and develop technology innovations, and build and foster external relationships across a broad spectrum of American society. These goals act as a guidepost for every element of the Marine Corps Recruiting Command, giving definable objectives that lead us to achieving the desired result of accessing young men and women of character into the Corps.



### ***Marine Corps Position***

In FY00, 95.8 percent of our recruits were high school graduates, and 66.1 percent scored in the upper half of the Armed Services Vocational Aptitude Battery, well above both DoD and USMC standards. These results indicate that, in spite of the challenges MCRC faces in future months, we are poised and prepared to overcome those obstacles with measured and proven recruiting methods. Likewise, recruiting America's quality youth for service in our Corps provides our operating forces with individuals capable of overcoming future challenges. The Marine Corps remains committed to a strong and adequately resourced recruiting program smart, efficient recruiting for warriors of the 21<sup>st</sup> century.