

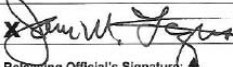

 <p>76<sup>th</sup> MORSS 10-11-12 JUNE 2008 Marking Progress with Information Power</p>	 <p><b>GOVERNMENT DISCLOSURE FORM</b></p> <h1>712B</h1>	<p>MORS P#: (if known)</p> <p>DEADLINE: 2 MAY 08 Fax to: 703-933-9066</p>
<p><b>PART I</b> <b>Author Request</b> - The following author(s) request authority to disclose the following presentation at the next MORS Symposium with subsequent publication in the MORSS Final Report, for inclusion on the MORSS CD and/or posting on the MORS web site.</p>		
<p>Principal Author: <b>MAJ Brian A. Thomas</b></p>		<p>Other Author(s):</p>
<p>Principal Author's Organization: Headquarters, Army Reserve Command</p>		<p></p>
<p>Complete mailing address: 1401 Deshler Street SW Fort McPherson, GA 30330-2000</p>		<p>Principal Author's Signature: + Date: 30 Apr 2008 Phone: (404) 464-9099 FAX: (404) 464-9015 Email: Brian.thomas3@us.army.mil</p>
<p>Title of Presentation: <b>Prior Service Market Research Study</b></p>		
<p>This presentation is believed to be: <input type="checkbox"/> SECRET <input type="checkbox"/> CONFIDENTIAL <input checked="" type="checkbox"/> UNCLASSIFIED and will be presented in: <input type="checkbox"/> Special Session <input type="checkbox"/> Tutorial <input type="checkbox"/> Demo <input checked="" type="checkbox"/> CG: A-B-C-D-E-F (Circle one) <input type="checkbox"/> List all WG(s) #:</p>		
<p><b>PART II</b> <b>Government Releasing Official Endorsement and DoD Directive 5230.24</b> - Required Applicable Distribution Statement</p>		
<p>The Releasing Official, with the understanding that MORS Symposia are supervised by the OCON N81, that all attendees have current security clearances of at least SECRET and that no foreign nationals will be present confirms that the overall classification of the presentation is:</p>		
<p><input type="checkbox"/> SECRET <input type="checkbox"/> CONFIDENTIAL <input checked="" type="checkbox"/> UNCLASSIFIED <input type="checkbox"/> OTHER: _____ and authorizes disclosure at the meeting.</p>		
<p>Classified by: _____ Declassified by: _____ Downgrade to: _____ On: _____</p>		
<p><i>The applicable distribution statement below must be checked and stated to complete this form.</i></p>		
<p><input checked="" type="checkbox"/> <b>Distribution statement A:</b> This presentation/paper is unclassified, approved for public release, distribution unlimited, and is exempt from U.S. export licensing and other export approvals under the International Traffic in Arms Regulations (22 CFR 120 et seq.)</p>	<p><input type="checkbox"/> <b>Other distribution statement:</b> (List here or attach separate sheet)</p>	
<p>Releasing Official's title: Systems and Analysis Division Chief, AR G-1</p>		<p></p>
<p>Printed name: Mr. Jim Ferguson</p>		<p>Releasing Official's Signature: </p>
<p>Organization: Headquarters, Army Reserve Command</p>		<p>Date: 30 Apr 2008</p>
<p>Complete mailing address: 1401 Deshler Street SW Fort McPherson, GA 30330</p>		<p>Phone: (404) 464-8948 FAX: (404) 464-9015</p>

# Report Documentation Page

*Form Approved*  
*OMB No. 0704-0188*

Public reporting burden for the collection of information is estimated to average 1 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to Washington Headquarters Services, Directorate for Information Operations and Reports, 1215 Jefferson Davis Highway, Suite 1204, Arlington VA 22202-4302. Respondents should be aware that notwithstanding any other provision of law, no person shall be subject to a penalty for failing to comply with a collection of information if it does not display a currently valid OMB control number.

1. REPORT DATE <b>01 JUN 2008</b>	2. REPORT TYPE <b>N/A</b>	3. DATES COVERED <b>-</b>	
4. TITLE AND SUBTITLE <b>Recruiting for Prior Service Market</b>		5a. CONTRACT NUMBER	
		5b. GRANT NUMBER	
		5c. PROGRAM ELEMENT NUMBER	
6. AUTHOR(S)		5d. PROJECT NUMBER	
		5e. TASK NUMBER	
		5f. WORK UNIT NUMBER	
7. PERFORMING ORGANIZATION NAME(S) AND ADDRESS(ES) <b>Headquarters, Army Reserve Command Fort McPherson, GA 30330 -2000</b>		8. PERFORMING ORGANIZATION REPORT NUMBER	
9. SPONSORING/MONITORING AGENCY NAME(S) AND ADDRESS(ES)		10. SPONSOR/MONITOR'S ACRONYM(S)	
		11. SPONSOR/MONITOR'S REPORT NUMBER(S)	
12. DISTRIBUTION/AVAILABILITY STATEMENT <b>Approved for public release, distribution unlimited</b>			
13. SUPPLEMENTARY NOTES <b>See also ADM202527. Military Operations Research Society Symposium (76th) Held in New London, Connecticut on June 10-12, 2008, The original document contains color images.</b>			
14. ABSTRACT			
15. SUBJECT TERMS			
16. SECURITY CLASSIFICATION OF:			17. LIMITATION OF ABSTRACT
a. REPORT <b>unclassified</b>	b. ABSTRACT <b>unclassified</b>	c. THIS PAGE <b>unclassified</b>	<b>UU</b>
			18. NUMBER OF PAGES <b>13</b>
			19a. NAME OF RESPONSIBLE PERSON



Proud to Be Here, Proud to Serve

# U.S. Army Accessions Command

*First Handshake to First Unit of Assignment*



## Recruiting for Prior Service Market

MAJ Eric Givens / MAJ Brian Thomas

An Army of One

# Study Objective

- To analyze and understand the characteristics of the prior service (PS) market based on data from;
  - DMDC (All services)
  - IRR (HRC-St. Louis)
  - AC/RC transition (HRC-Alexandria)
- To recommend possible recruiting pools of applicants from the analyzed market data

# Study Objective (cont'd.)

- Divided study into two phases;
  - Quantify demographics, geographic and attitudes of potential market populations
  - Identify perceptions, expectations and issues for re-enlistment
- Develop potential marketing and advertising tactics and strategies targeted to the defined applicant pools
- Monitor and modify understanding and learning from market analysis to enhance recruiting efforts

# Prior Service Market

- Composed of the following data elements
  - DMDC data
  - IRR data: HRC-St. Louis
  - PS data: HRC-Alexandria
- DMDC data (all services active and reserve)
  - Army
  - Navy
  - Coast Guard
  - Air Force
  - USMC data not provided

# Demographic Comparison:

## Applicant

### AR – Prior Service

- ✘ Total Contracts: 4,698 5,016
- ✘ Male (71.9%) (71.9%)
- ✘ White (56.4%) (56.8%)
- ✘ African Am (26.8%) (25.6%)
- ✘ Hispanic (12.7%) (13.1%)
- ✘ API/Other (4.1%) (4.5%)
- ✘ Single (31.7%) (40.1%)
- ✘ Female (14.4%) (16.9%)
- ✘ Average Age: 33.1 yr 32.6 yr
- ✘ Tier I: 91.8% 87.4%
- ✘ TSC I-III A: 71.5% 65.8%
- ✘ Average AFQT: 61.8 59.1
- ✘ Average GT: 109.3 105.6
- ✘ Average Bonus: 573.33 4492.13

### AR – Non Prior Service

- ✧ Contracts: 17,031 12,703
- ✘ Male (71.9%) (71.9%)
- ✘ White (61.2%) (62.0%)
- ✘ African Am (18.4%) (17.1%)
- ✘ Hispanic (13.3%) (14.2%)
- ✘ API/Other (7.1%) (6.7%)
- ✘ Single (90.5%) (88.8%)
- ✘ Seniors (21.8%) (19.6%)
- ✘ Average Age: 20.4 yr 20.7 yr
- ✘ Tier I: 98.3% 94.5%
- ✘ TSC I-III A: 72.2% 64.0%
- ✘ Average AFQT: 61.5 59.1
- ✘ Average GT: 106 104.8
- ✘ Average Bonus: 2649.52 5084.76

Based upon Command Volume contracts

Source: Data Warehouse

# Prior Service Market Study

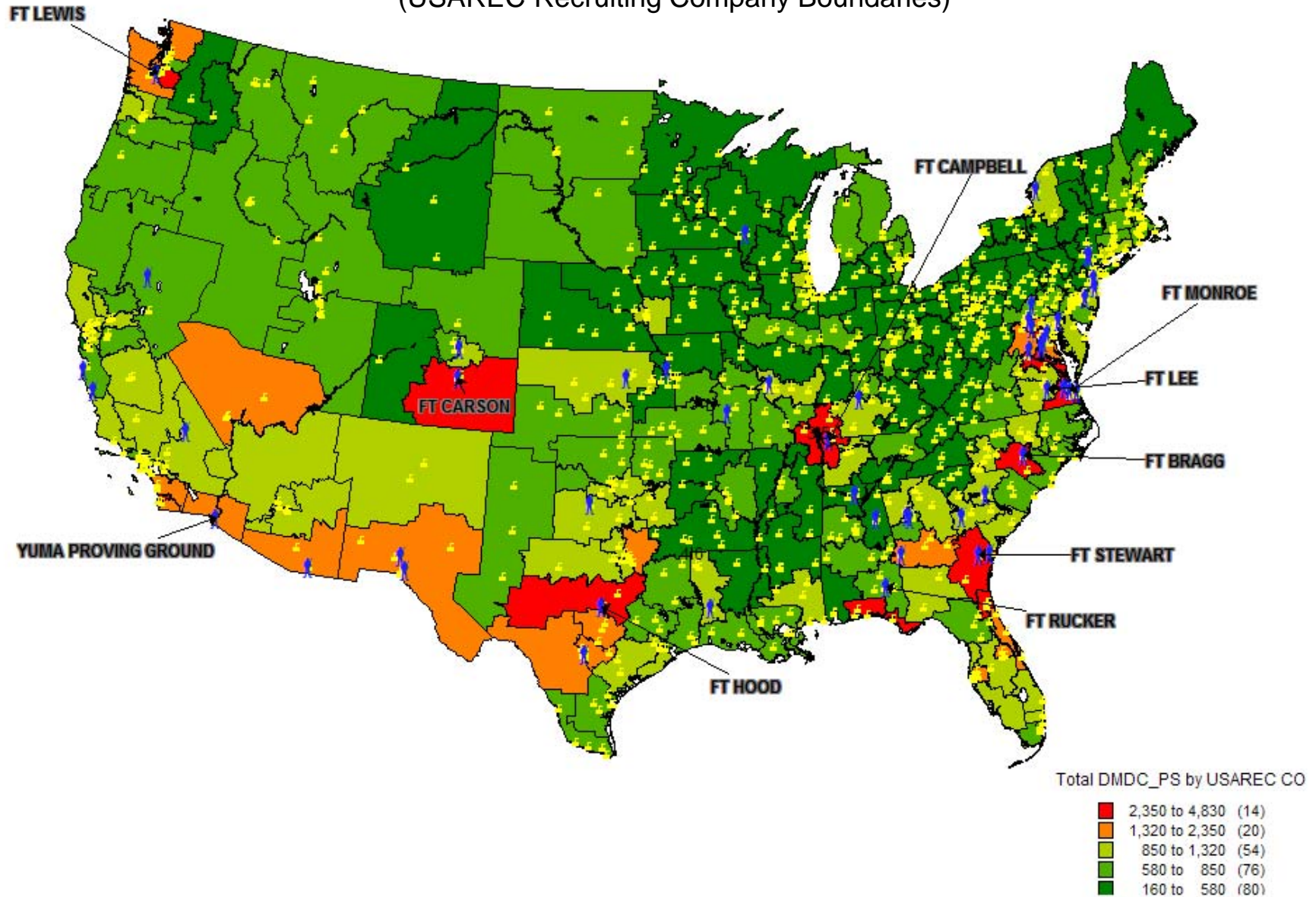
## Demographic Profile

	Army	Navy	Air Force	Coast Guard
Total	112,930	77,371	43,162	5,561
Avg Age	29	29	30	29
Avg AFS (years)	5.0	5.6	5.7	5.2
% Male	77.1	81.1	70.9	85.8
% Female	22.9	18.9	29.1	14.2
% Junior enlisted (E1 to E4)	70.3	58.5	77.8	67.6
% Junior NCO (E5 to E6)	29.3	41.3	22.1	32.3
% Senior NCO (E7 to E9)	0.4	0.3	0.1	0.1
% Ethnicity <sup>1</sup>				
Caucasian	42.3	48.2	66.4	63.3
African American	14.2	10.6	10.8	2.8
Hispanic	5.5	7.9	5.0	5.9
Asian Pacific Islander	1.9	3.0	2.2	1.9
American Indian	0.6	1.2	0.4	2.4
Other (un-identified)	35.5	29.1	15.4	23.7
% Service by Bde <sup>2</sup>				
1st	17.8	22.7	17.5	26.3
2nd	24.3	17.4	20.6	21.0
3rd	8.8	10.0	11.7	8.7
5th	19.6	13.6	20.1	12.3
6th	20.4	27.7	26.3	26.6



# Map of PS Market

(USAREC Recruiting Company Boundaries)







# Why Prior Service

- Experience
- Training Cost
- Instant Accession
- ESO- Grow the Army/ Army Reserve

# Phase II PS Market Study

## Next Steps

- Define criteria to continue research efforts
  - Age, years of service, and grade
- Identified target markets that contain all three data elements for interviewing
  - San Antonio, Ft. Bragg/Fayetteville, and Virginia Beach/Norfolk; alternative locations include Chicago and New York
- Develop a questionnaire to get at the underlying issues/concerns for continued service
- Analyze and present results of motivators, barriers, concerns, issues
- Modify current messages and advertising communications to reach, influence and aide in recruiting

*Questions?*