Marine Corps
Recruiting Command

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LtCol Mike Zeliff

RAND Study Group
Mission

The Marine Corps Recruiting Command conducts recruiting operations to find and screen qualified individuals for enlistment or commissioning into the United States Marine Corps and Marine Corps Reserve to attain assigned Total Force personnel accession requirements by component and category.
Enlisted Recruiting

Total Force

Officer Recruiting

Prior-Service Recruiting

STRATEGIC IN PEACE AND WAR
Vision

Recruiting is the lifeblood of our Corps. The legacy of the Marine Corps is to “Make Marines, Win Battles, and Return Quality Citizens” back home: citizens who once transformed, will be Marines for life.
Operational Environment

- Wartime Recruiting… Contentious, Lengthy War
- Combat Casualties… “Thousands” KIA/WIA
- Political Elections… Partisan Politics
- Media and CNN Factor… Not always factual/objective
- Higher Education… More To College
- Stagnant Economy … Uneven Unemployment
- Quality… One third of age eligible qualify
- Declining Youth Propensity… “What’s Best For Me?”
- Low Support Among Influencers… “Not For You/Not My Child”
Enlistment/Accession Process

~10,000 Contacts by recruiters
100 Process at Military Entrance Processing Station
80 Join Delayed Enlistment Program (DEP)

64 Ship to recruit training (20% fail to ship)
57 Graduate from recruit training (10% Attrition)
55 Graduate from the School of Infantry (less than 4% Attrition)
THE RECRUITING PROGRAMS
- PRIORITY PROSPECT CARD
- POOL
- HIGH SCHOOL/COMMUNITY COLLEGE
- REENLISTMENT
- RESERVE REFERRAL
- COMMAND RECRUITING

APPOINTMENT INTERVIEW

RECRUITER ACTIVITIES
- TELEPHONE CALLS
- AREA CANVASS
- HOME VISITS
- OTHER

LEAD DATABASE

RECRUITING CYCLE
- BOOT LEAVE
- PRASP
- PTAD
- PSEP

GRADUATE
Supporting the Mission

- Increased Recruiter Population
  - 3050 June 08
  - 3250 in FY09
- Resource the Recruiters
  - Tablet Personal Computers
  - Telephones
  - Government Vehicles
  - Automated IT systems (MCRiSS)
  - Enlisted bonus plus-up
  - Assignment Incentive Pay (AIP)
  - Non-Instrumented Drug Test (NIDT)
- Expand the Market
  - Home School Policy
  - Mental Group Category IV increase
  - DEP Time Extension
  - PSEPs
    - CMC Letter
    - 700 PSEP cap lifted
- Processing Saturdays (+)
  - FY08: 19
  - FY09: 22
- Officer Recruiting
  - Increased USNA/NROTC accessions
    - FY08 NROTC 250/USNA 235
    - FY09 NROTC 275/USNA 270
    - FY10 NROTC 300/USNA 270
  - College Loan Repayment
  - OCC Accession Bonus
- Increased Advertising/Marketing
  - New Commercials
  - Greater frequency of advertising
  - Additional mailouts/handouts
  - Branding Initiative
  - Automated lead delivery (ePPC)
  - Other (EAC/Billboards)
- General Support
  - CMC and SMMC
  - Blue Dress Issue
  - New PT Uniform
  - New Cold Weather Overcoat
Recruiting
“Close Quarters Combat”

Recruiting is the lifeblood of our Corps.
Enlistment Behavior Model

- Awareness/Understanding
- Consideration
- Search
- Choose
- Enlist

Time
Size of 17-24 Year Old Recruiting Market

- The 17-24 year old recruiting market of 30.8 million is defined as the documented, male and female population, not institutionalized or currently serving in the Armed Forces.
- Approximately 50% of the recruiting market is lost due to overweight, moral, medical or dependent disqualifications.
- 27% (8.3 million) of the 17-24 year old recruiting market is qualified.
- The prime market consisting of fully qualified males is 2.2 million (7.1% of the primary recruiting market).

General Military Propensity

**FPP9: How likely is it that you will be serving in the military in the next few years?**
Response options: Definitely, Probably, Probably Not, Definitely Not

![Graph showing the trend of general military propensities from April 2001 to December 2007. The graph indicates a range of percentages from 0% to 30% for the years surveyed.](image)

Source: Department of Defense Youth Polls

▲▼= significant change from previous poll
Transformation

- **BENEFITS FOR SELF**
  - Good Pay
  - Good Lifestyle
  - Prepare For Future

- **BENEFITS FOR OTHERS**
  - Protection
  - Assistance
  - Democratic Systems

- **DIGNITY**
  - Personal Achievement
  - Respect For Self
  - Respect For Others

- **FIDELITY**
  - Duty To Country
  - Self-discipline
  - Teamwork

**TRANSFORMATION Challenge to Youth**

**Make Marines**
Transformation for a Purpose

Make Marines – Win Battles – Develop Quality Citizens

Citizens who - once transformed - will be Marines for life
**USMC Total Branding**

<table>
<thead>
<tr>
<th>brand vision</th>
<th>brand values</th>
<th>visual devices</th>
<th>logos</th>
<th>type fonts</th>
<th>colors</th>
<th>imagery</th>
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<tbody>
<tr>
<td>Elite Warrior</td>
<td>Honor</td>
<td></td>
<td></td>
<td>TRADE GOTHIC</td>
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<td></td>
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<tr>
<td>The Marine Corps and the individual Marine should be viewed as the epitome of military virtue. A pride of warriors whose mental, physical and moral toughness earns them membership in the elite Corps the Country relies on — past, present and future.</td>
<td>Courage</td>
<td></td>
<td>MARINES</td>
<td>INDISPOSE</td>
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<tr>
<td>Commitment</td>
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<td>MARINES.COM</td>
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**USMC Total Branding**

<table>
<thead>
<tr>
<th>awareness</th>
<th>lead generation</th>
<th>sales support</th>
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<tbody>
<tr>
<td>tv advertising</td>
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<td>event partnerships</td>
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<td>prospect</td>
<td>parent influence</td>
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<td>general public</td>
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<td>officer collateral</td>
<td>influencer collateral</td>
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</tr>
<tr>
<td>recruitment films</td>
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</tbody>
</table>
No Compromises

Applications

Leap

America’s Marines

Pride of the Nation
Measures of Effectiveness

- **Awareness**
  - Ad Recall
  - What action does it induce?
    - Interesting / Appealing Option / New or Different / Find Out More

- **Lead Generation**
  - Qualified Leads
  - Conversion Rates
  - Contracts
  - Contribution Rate

- **Recruiter Support**
  - Ordering History
  - Recruiter Usage
Questions
Backup Slides
Facilities: 1513
Vehicles: 3871
Personnel: 5831 (3050 Production Recruiters)
Budget: $249M (+44M Supplemental)
### Recruiting Force (APR 2008)

<table>
<thead>
<tr>
<th>Category</th>
<th>Active</th>
<th>Reserve</th>
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<tr>
<td>Officers</td>
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<td>16</td>
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<td>Reserve</td>
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<td>Enlisted “A”-billets</td>
<td>706</td>
<td>24</td>
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<td>Career Recruiters</td>
<td>548</td>
<td>38</td>
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<tr>
<td>Canvassing Recruiters</td>
<td>3,611</td>
<td>44</td>
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<tr>
<td>Navy</td>
<td>Officers</td>
<td>2</td>
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<tr>
<td>Enlisted</td>
<td>8</td>
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<td>Civilian Marines</td>
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<tr>
<td>Total</td>
<td>5,831</td>
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**Gender**
- Male: 95%
- Female: 5%

**Marital Status**
- 75% Married
- Over 12,000 dependents

**Race**
- Hispanic: 23%
- Black: 20%
- Am Indian: 3%
- Pac Is: 2%
- Asian: 1%
- Other: 1%
Officer Selection Criteria

- U.S. citizen (U. S. Code, Title 10)
- Must be able to do 20 years of service by the 55th birthday
- Good moral character/physical condition
- Mental Aptitude score of:
  - 1000 Scholastic Aptitude Test (SAT)
  - 22 American College Test (ACT)
  - 74 Armed Services Vocational Aptitude Battery (ASVAB)
- Law Applicants
  - 150 Law-Scholastic Aptitude Test (LSAT)
- Aviation Applicants
  - 4/6 Air Test
Officer Recruiting

- **College Loan Repayment Plan (CLRP)**
  - Repays any loan incurred for educational purposes from qualified lender
  - Repays maximum of 33.3% of loan per year
  - No limit on maximum loan (National average - $19,000)
  - First payment after completion of first full year of active duty
  - Active Duty - Agree to remain on active duty for 48 months
  - Reserve Officers eligible - Must participate as active duty for a year

- **Officer Accession Incentive (OAI)**
  - $4,000 (LUMP SUM) payment when Lt reports to The Basic School
  - Receive a commission as a 2ndLt during 1 Jun 08 - 30 Sep 08
  - Agree to remain on active duty for 48 months
Enlisted Criteria

- **Age**
  - 17-35
  - Target Market 17-24

- **Citizenship**
  - US Citizen
  - Lawful Permanent Resident

- **Dependents**
  - Married & 2

- **Education**
  - 95% HS Graduates
  - 5% Alternative Credential Holders

- **Drug & Alcohol**
  - No history of dependency or abuse
  - Certain drugs permanently disqualifying

- **Mental Aptitude (ASVAB)**
  - 63% in upper mental cat I-III A
  - 37% in lower mental cat II B & IV
    - No more than 4% cat IV

- **Physical Aptitude**
  - Must pass a Military Entrance Processing Station (MEPS) physical
Marine Corps Endstrength to 202K (FY02 – FY12 and beyond)
Officer Accessions

Fiscal Year


1,212 1,278 1,275 1,475 1,494 1,844 1,900 2,050 2,108 1,959 1,959

184K 189K 194K 199K 202K 202K

184K 189K 194K 199K 202K 202K