

Manpower Recruiting Success

DISCUSSION

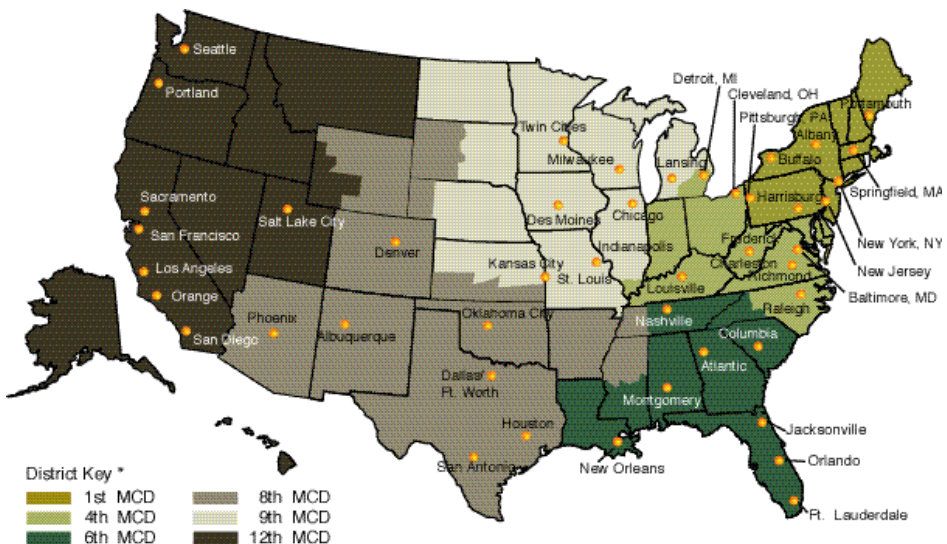
Sustaining an unprecedented record of success in filling our ranks with the highest quality young men and women available is the hallmark of the Marine Corps Recruiting Command (MCRC). MCRC has consistently accomplished this mission for the past seven years for enlisted recruiting and 12 years for officer recruiting. These achievements provide the momentum that fuels the continuous pursuit to improve the recruiting process and enhance the quality of life for our recruiters.

The key to success remains the individual Marine recruiter, whose tireless efforts and dedication to the task provides the Marine Corps with its next generation of warriors. Our recruiters are our Corps's ambassadors within the American public and represent all the virtues of the Marine Corps in a single individual. They symbolize what our young applicants want to become. Recruiting duty

is unique and highly selective. It is similar to no other assignment in the Marine Corps. Those chosen undergo extensive screening, and are considered representative of the best of what the Marine Corps has to offer.

In order to provide the best operating environment for our recruiters and to continually enhance the effectiveness and efficiency of our recruiting force, MCRC has reorganized its headquarters staff element to look more like an operational MEF headquarters staff. To accomplish this, MCRC decentralized or "regionalized" many staff functions including officer recruiting, recruiter training, budget execution and planning, and manpower functions. The results of this regionalization allow for increased accountability; enhanced, more streamlined command and control; greater resource flexibility; and increased viability of our recruiter training programs.

Marine Corps Recruiting Districts





In addition, MCRC, by assuming responsibility for prior-service reserve recruiting operations, has truly become a total-force recruiting service. By applying the same tenets and principles used in our operating forces, MCRC is able to “rapidly and by all means available” seek out and close with our target market that is impacted by an uncertain economy, dramatically increasing college enrollment rates, and a decreased overall propensity to enlist in to the armed forces.

To continue to attract America’s finest youth, MCRC has developed revolutionary marketing initiatives for use on the recruiting battlefield. These initiatives strategically place the Marine Corps’ brand image in the most visible and most cost-efficient marketing venues available. Successfully conveying the Marine Corps’ “Tough, Smart, Elite Warrior” brand image and its embodying benefits remains the key to positioning the Marine Corps with our target market and their principal influencers. Advances in information and communications technology have enabled swift dissemination of information that can quickly influence this audience. This ability has brought about a fundamental change in the way we market our Corps. MCRC uses an offensive strategy to penetrate the marketplace with unique and well-executed information-based attacks that

conserve resources and at the same time successfully communicate our message. This holistic approach to marketing is a strategic operation that will invariably shape the battle area for current and future operations.

MARINE CORPS POSITION

In FY 2002, the Marine Corps realized unprecedented recruiting success, achieving 102.6% of enlisted contracting and 100.3% of enlisted shipping objectives. Over 97% of those shipped to recruit training were Tier I high school graduates, well above the DoD and Marine Corps standards of 90% and 95%, respectively. In addition, 69% were in the I-III A upper mental group, again well above the DoD and Marine Corps Standard of 60% and 63%, respectively. For officers, over 100% of objectives in all categories were achieved.

The culmination of the FY 2002 recruiting efforts enabled the Marine Corps Recruiting Command to continue a successful recruiting legacy that has spanned the better part of the last decade. In FY 2003, MCRC foresees a relatively steady mission for officer procurement, however, we see a projected mission increase in enlisted accessions. Arming our recruiters with the resources they need to forge the battle ahead is more important than ever.