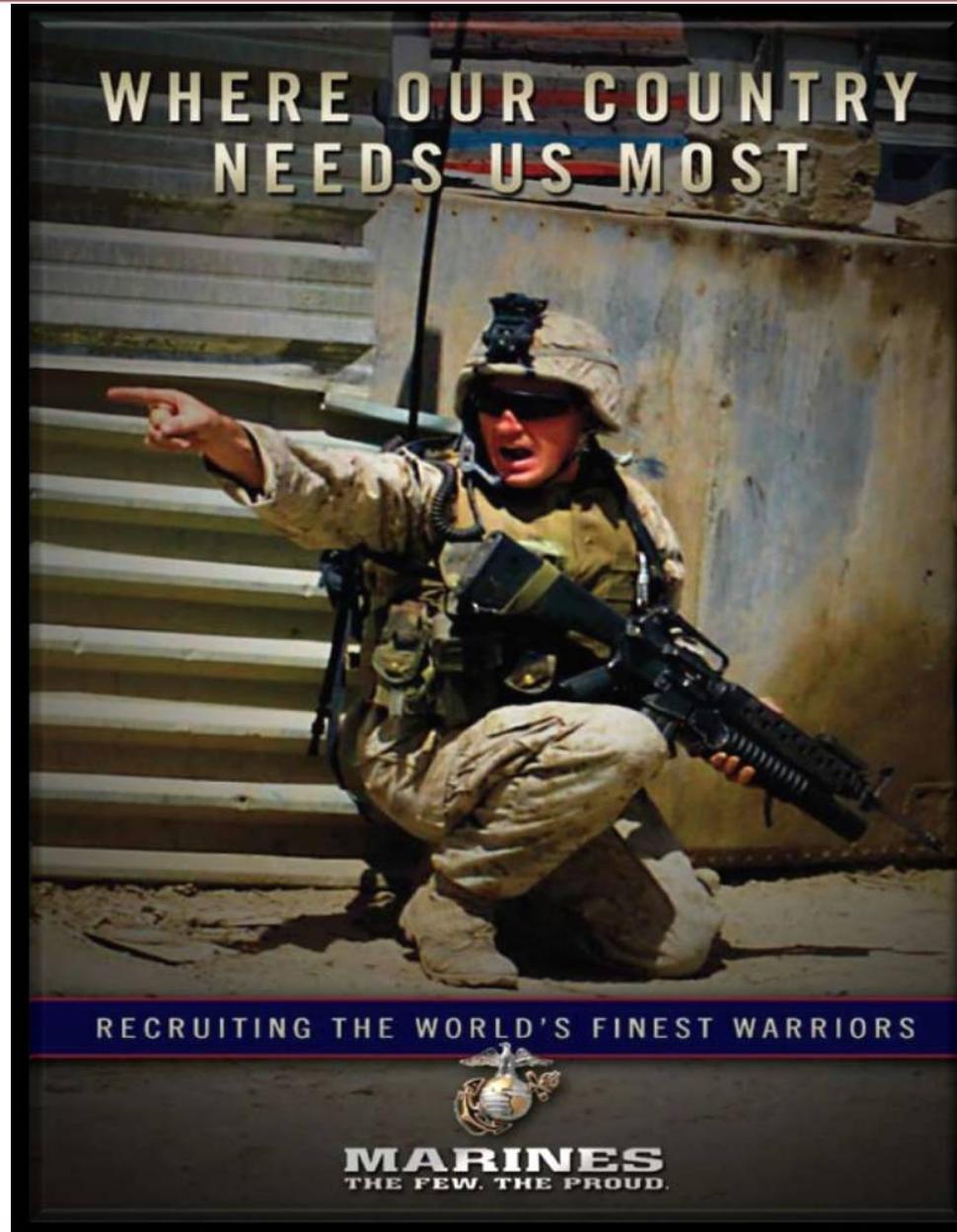


Marine Corps Recruiting Command

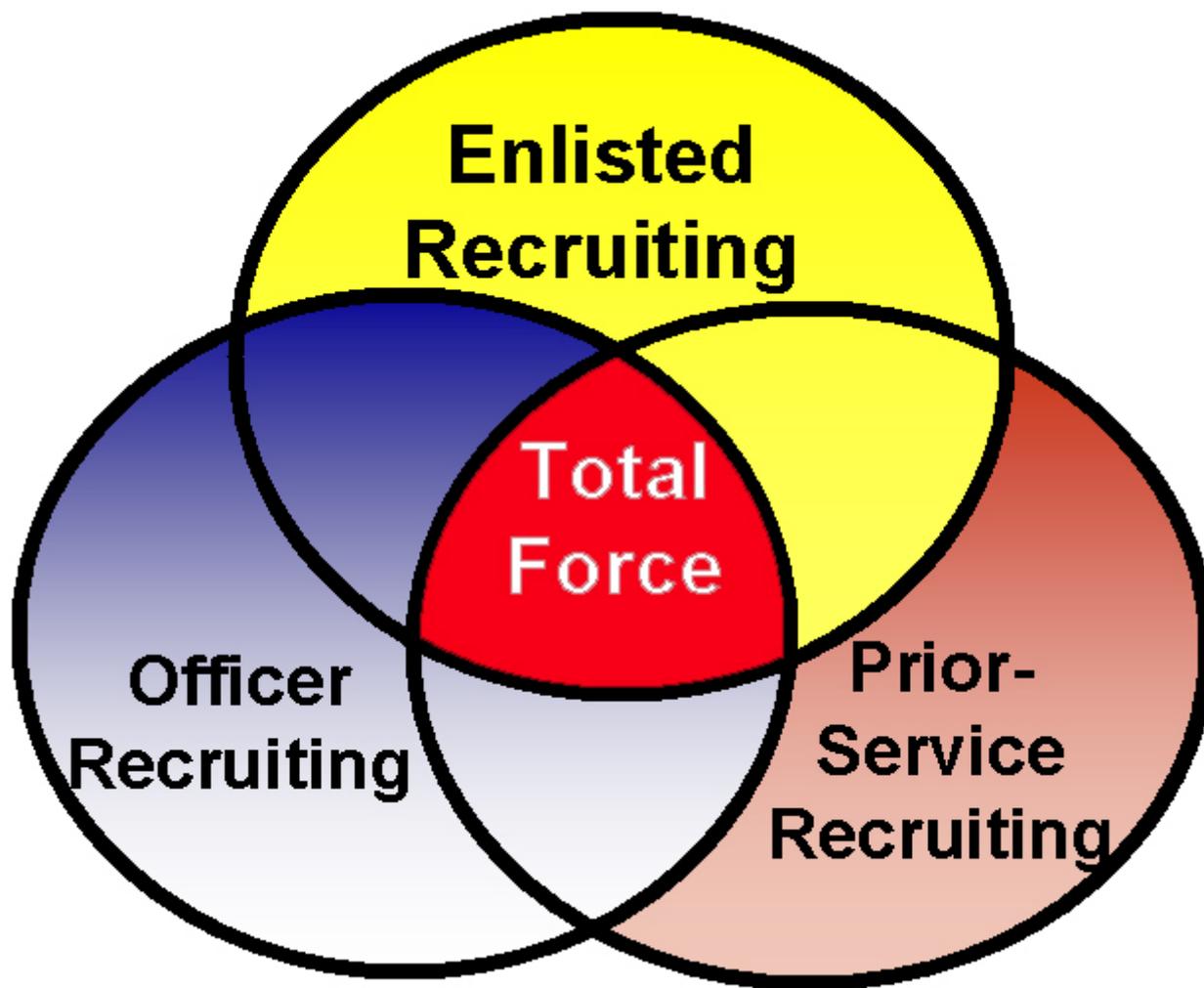
Col Dan Choike
LtCol Mike Zeliff

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.



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)

Medical
Drug Use
Failure to Grad
Lack of Commitment
Higher Ed

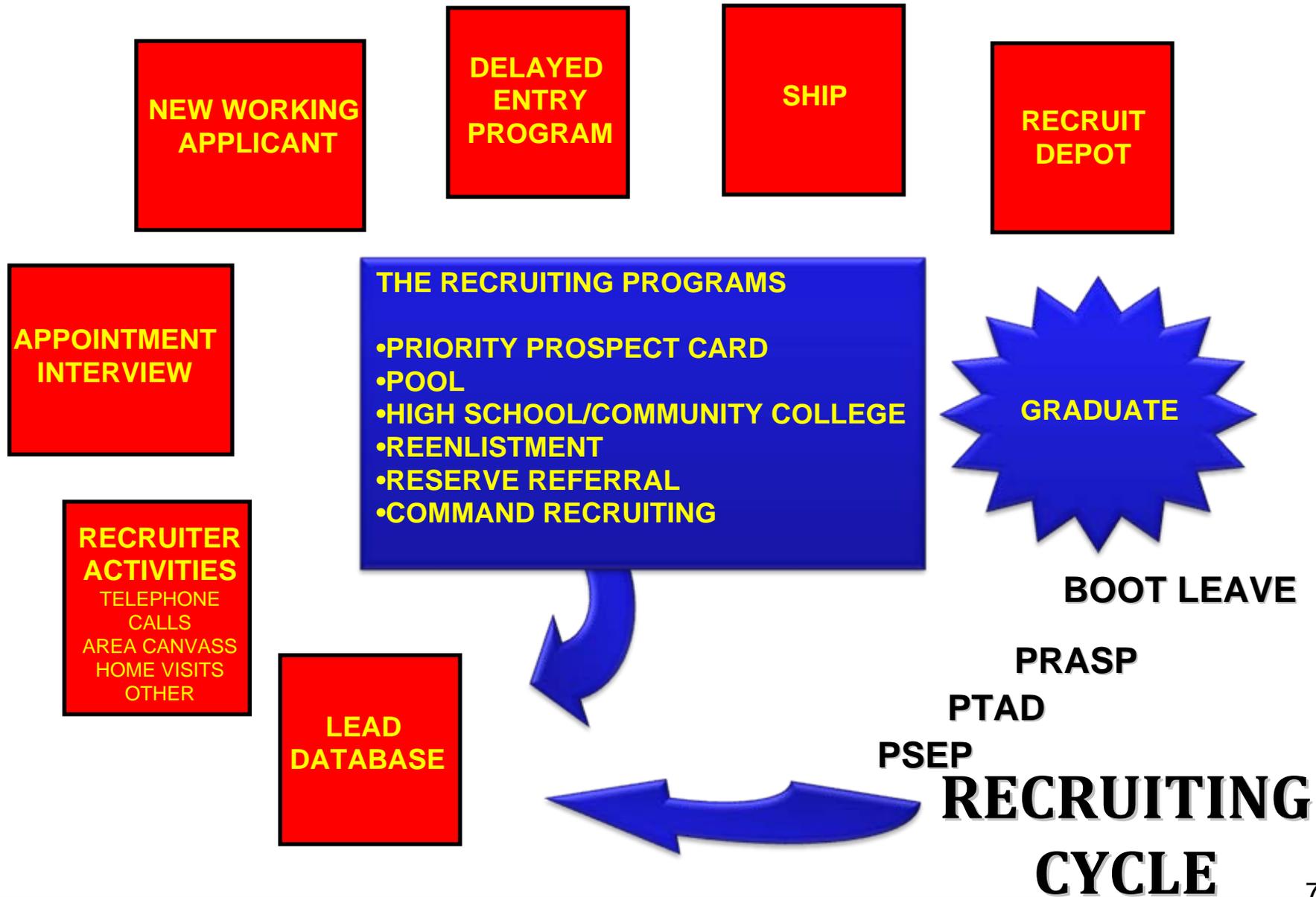
57 Graduate from recruit
training (10% Attrition)

Medical Fraud
Injury
Drug Fraud
Failure To Adapt
Suicide Gesture/Ideation

55 Graduate from
the School of Infantry
(less than 4% Attrition)



UNITED STATES MARINE CORPS



Supporting the Mission

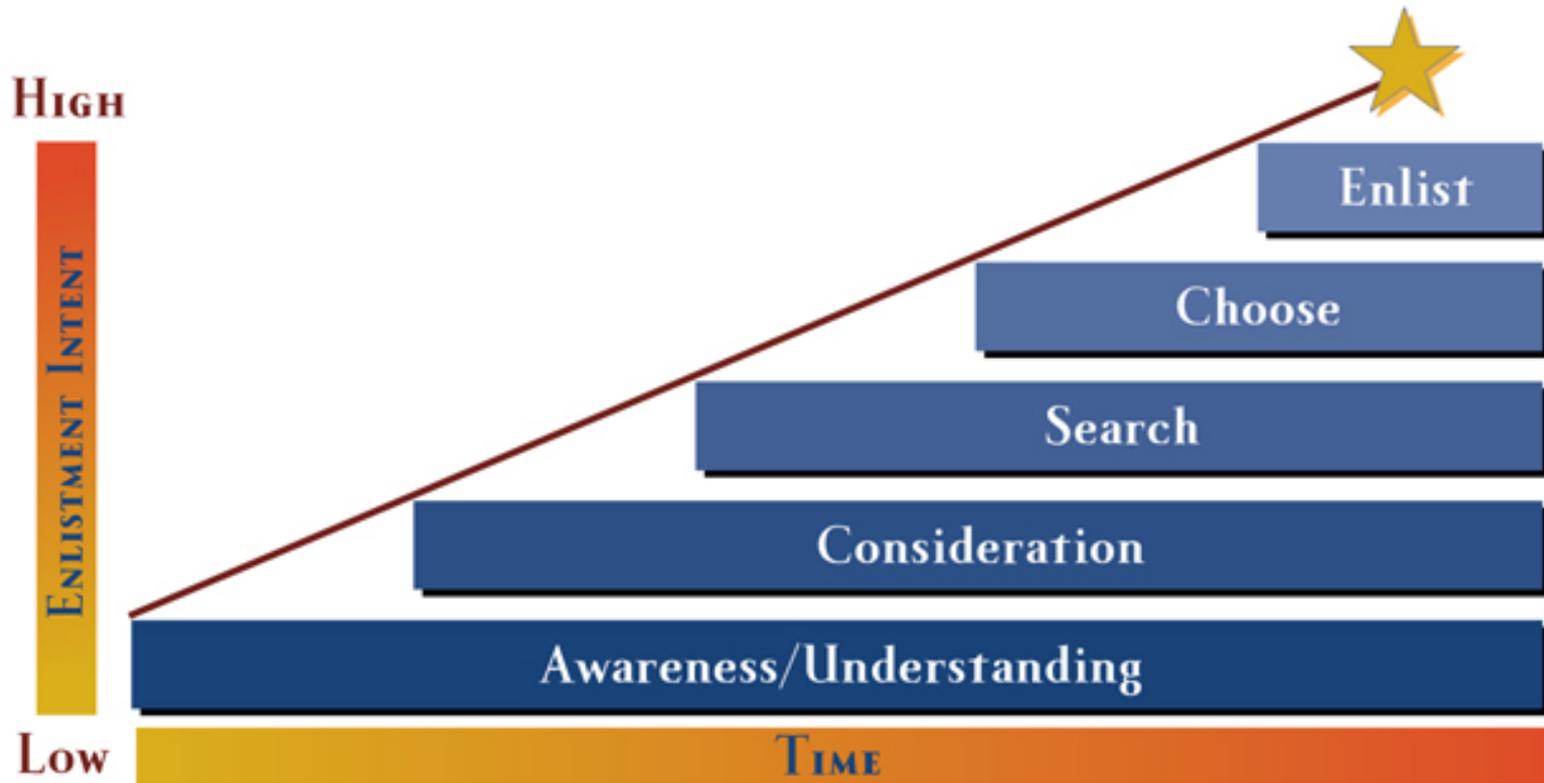
- Increased Recruiter Population
 - 3050 June 08
 - 3250 in FY09
- Resource the Recruiters
 - Tablet Personal Computers
 - Telephones
 - Government Vehicles
 - Automated IT systems (MCRISS)
 - Enlisted bonus plus-up
 - Assignment Incentive Pay (AIP)
 - Non-Instrumented Drug Test (NIDT)
- Expand the Market
 - 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”



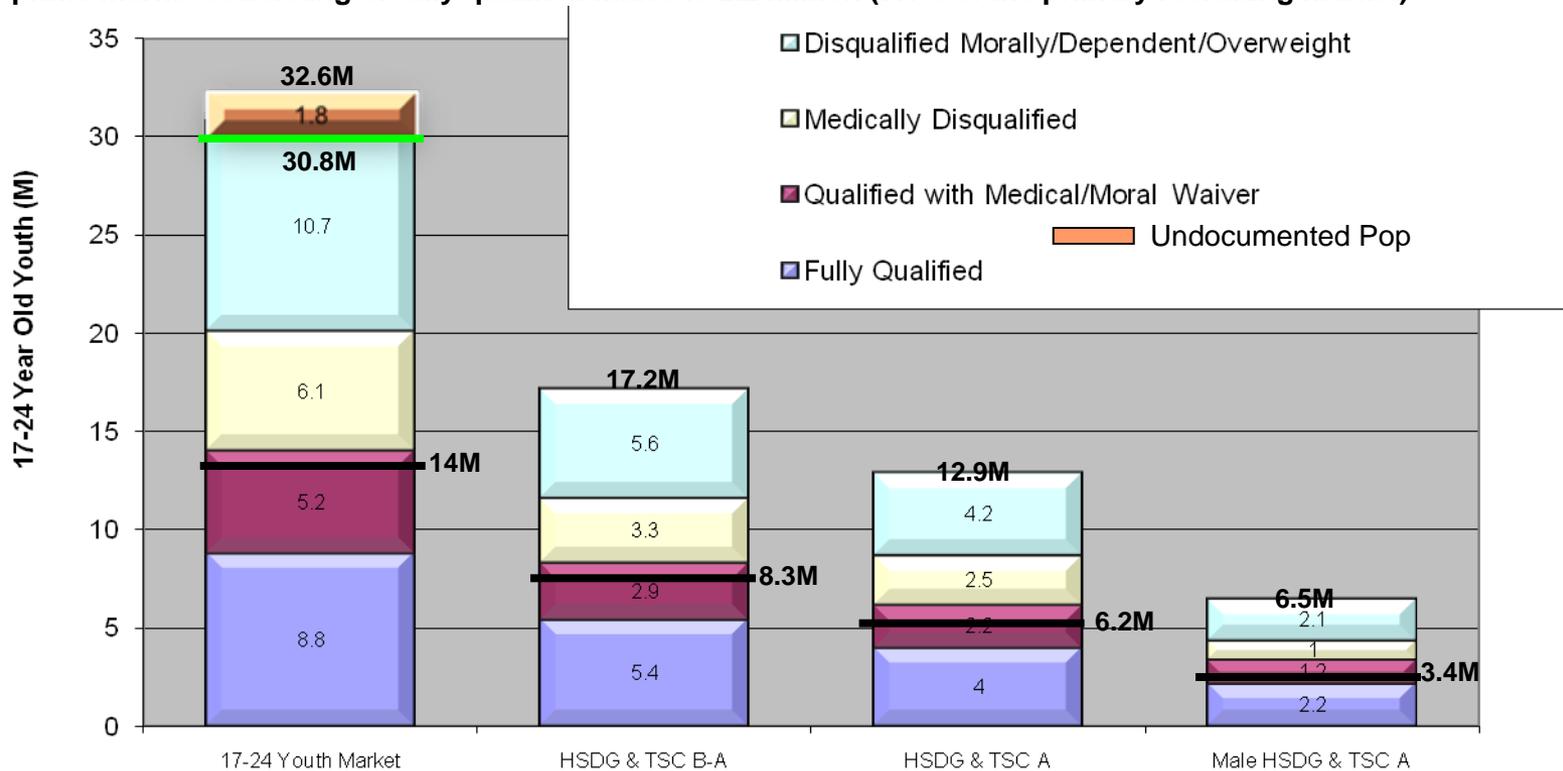
Recruiting is the lifeblood of our Corps.

Enlistment Behavior Model



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)

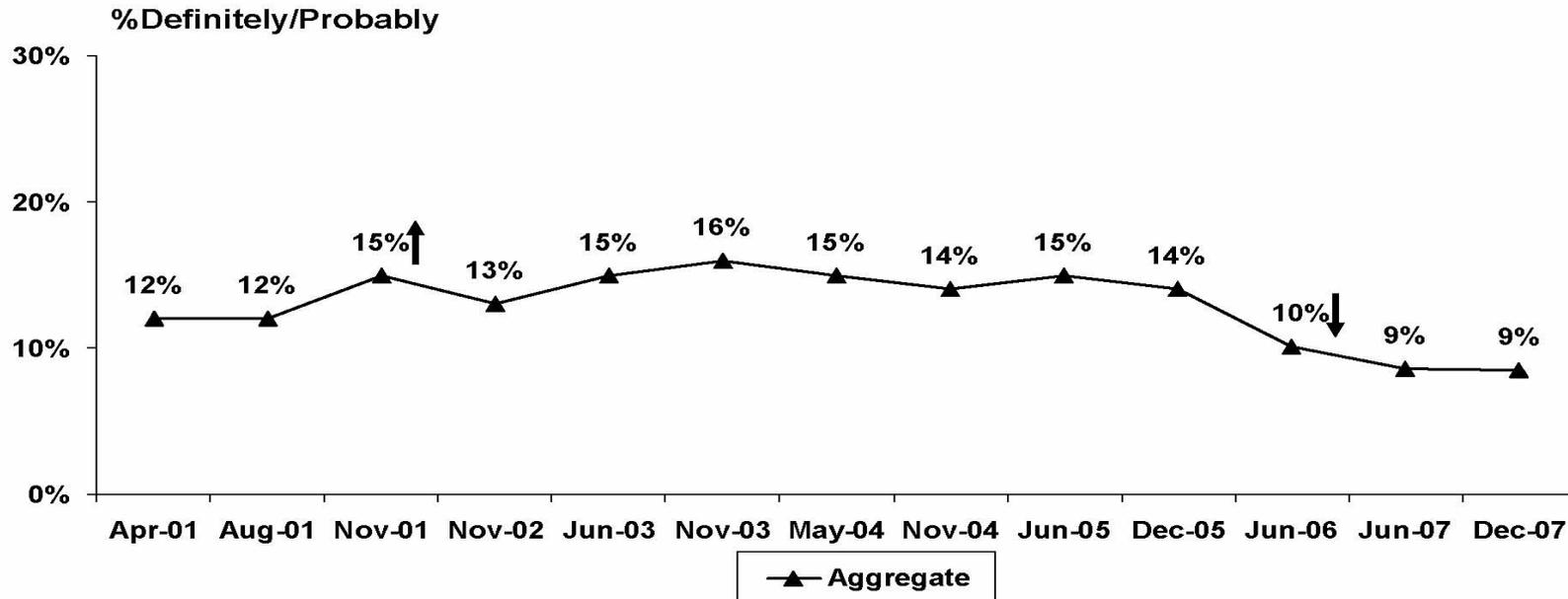


Data Sources: 2005 Camber Prime Mkt Study, 2005 DoD QMA Study, Woods & Poole 2005 data (2006 projections)

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



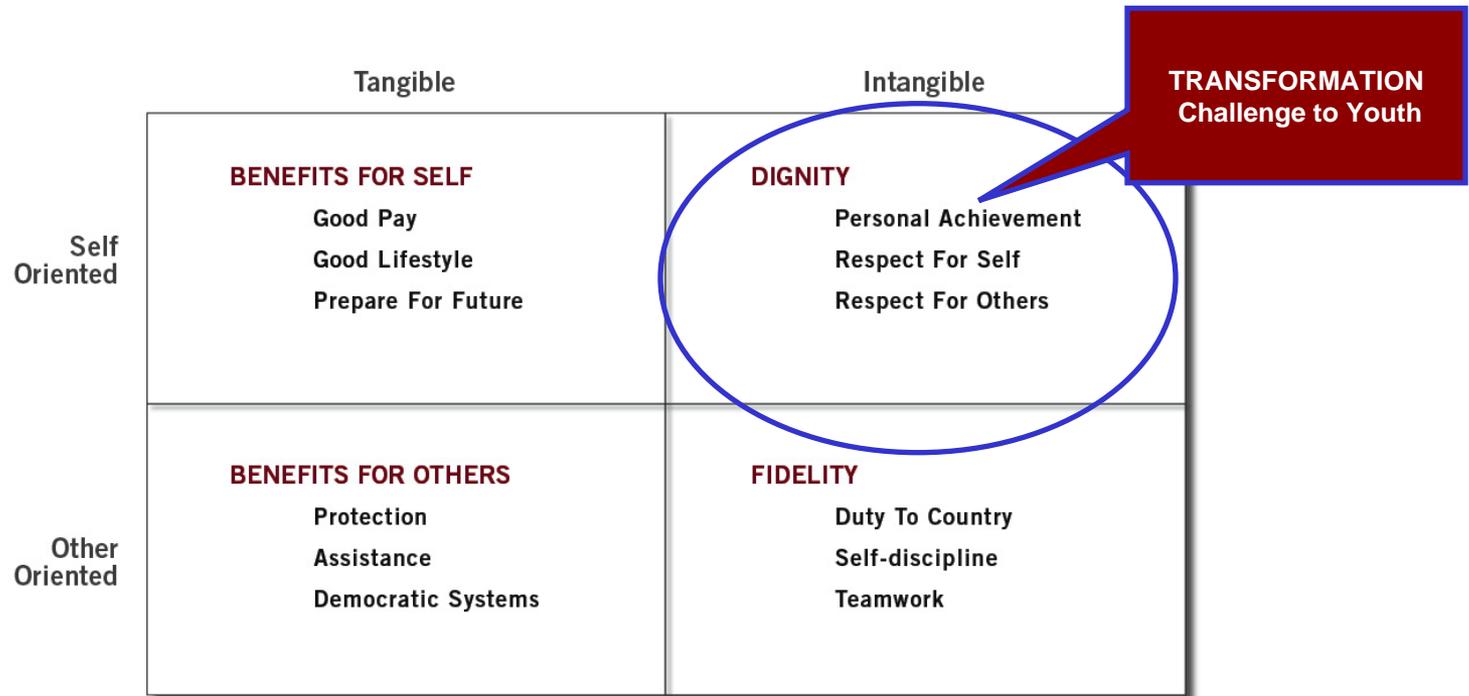
JAMRS

↑↓ = significant change from previous poll

Source: Department of Defense Youth Polls



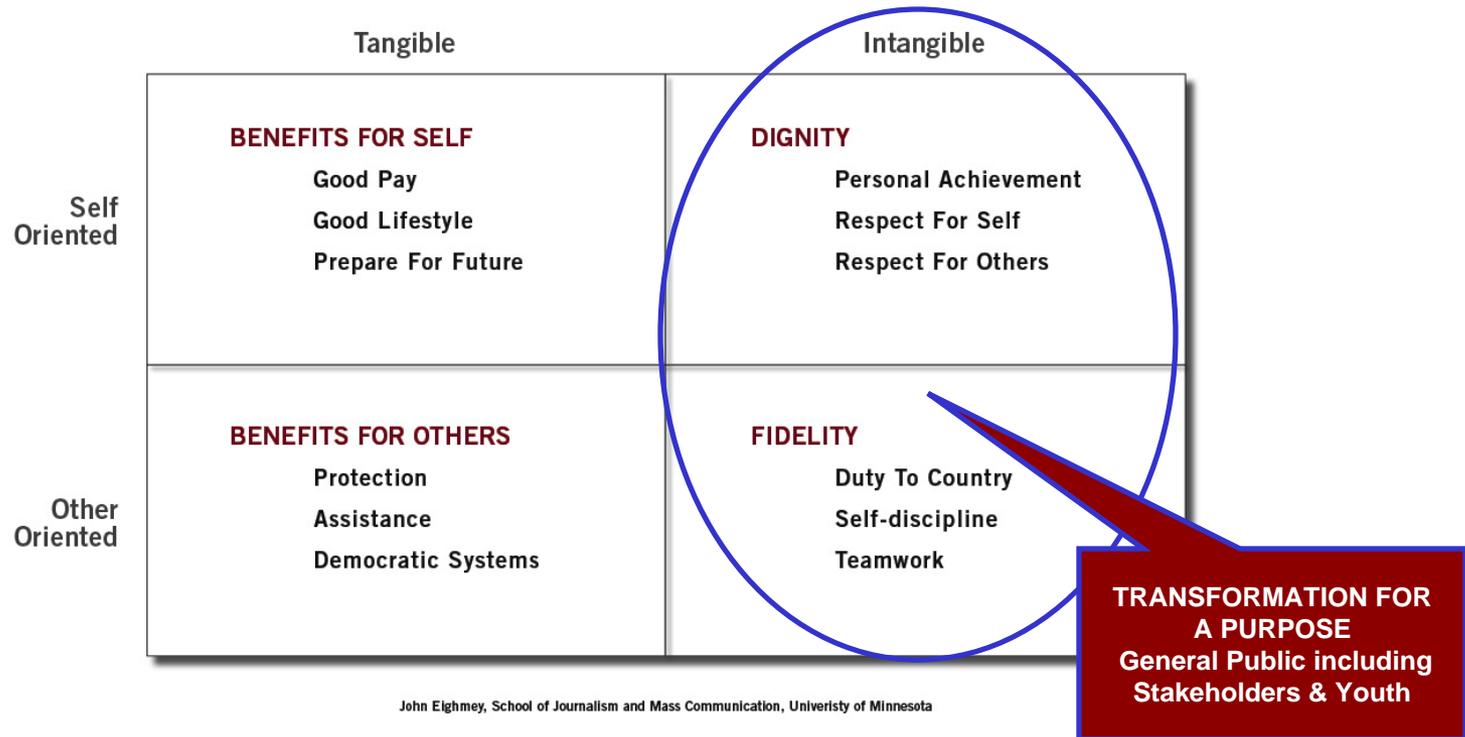
Transformation



John Eighmey, School of Journalism and Mass Communication, University of Minnesota

Make Marines

Transformation for a Purpose



Make Marines – Win Battles – Develop Quality Citizens

Citizens who - once transformed - will be Marines for life

UNITED STATES MARINE CORPS

USMC Total Branding



brand vision	brand values	visual devices	logos	type fonts	colors	imagery
<p>Elite Warrior 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.</p>	<p>Honor Courage Commitment</p>			<p>TRADE GOTHIC TRADE GOTHIC</p> <p>INDISPOSE Indispose</p>		

	awareness					lead generation				sales support			
	recruitment tv advertising	recruitment print advertising	event partnership	public service announcements	outdoor & specialty	digital	direct	fulfillment	prior service & retention	enlisted collateral	officer collateral	influencer collateral	recruitment films
target	Prospect Parent influencer Other influencers General Public Internal Audience												

No Compromises



Leap



Applications



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



For Honor
For Courage
For Country



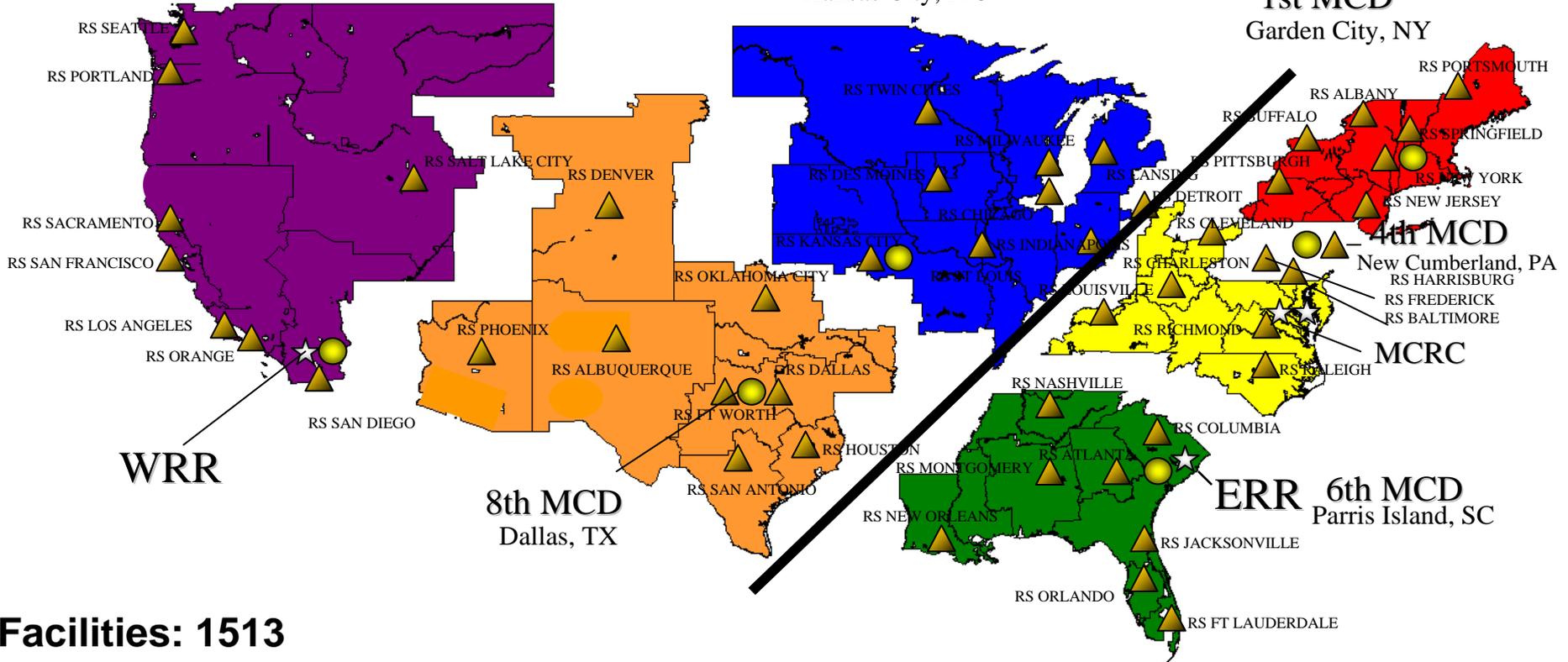
Backup Slides

MARINE CORPS RECRUITING COMMAND

12th MCD
San Diego, CA

9th MCD
Kansas City, MO

1st MCD
Garden City, NY



Facilities: 1513
Vehicles: 3871
Personnel: 5831 (3050 Production Recruiters)
Budget: \$249M (+44M Supplemental)

Recruiting Force (APR 2008)

Officers	Active 450	Gender	
	Reserve 16	Male	95%
		Female	5%
Enlisted "A"-billets	Active 706	Marital Status	
	Reserve 24	75% Married	
Career Recruiters	Active 548	Over 12,000 dependents	
	Reserve 38		
Canvassing Recruiters	Active 3,611	Race	
	Reserve 44	Hispanic	23%
		Black	20%
Navy	Officers 2	Am Indian	3%
	Enlisted 8	Pac Is	2%
		Asian	1%
Civilian Marines	285	Other	1%
Total	5,831		

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

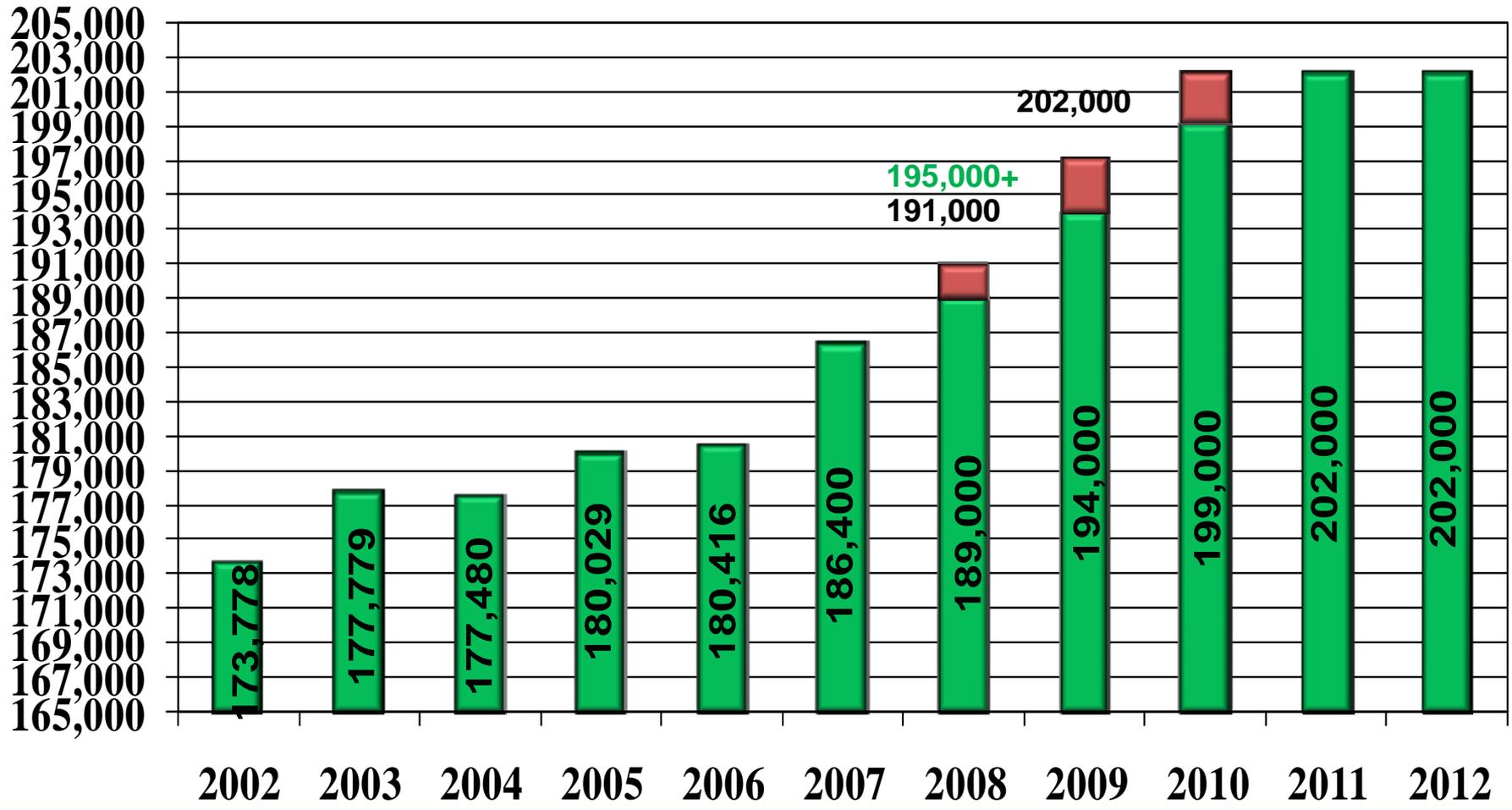
- College Loan Repayment Plan (CLRP)
 - Repays any loan incurred for educational purposes from qualified lender
 - Repays maximum of 33.3% of loan per year
 - No limit on maximum loan (National average - \$19,000)
 - First payment after completion of first full year of active duty
 - Active Duty - Agree 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

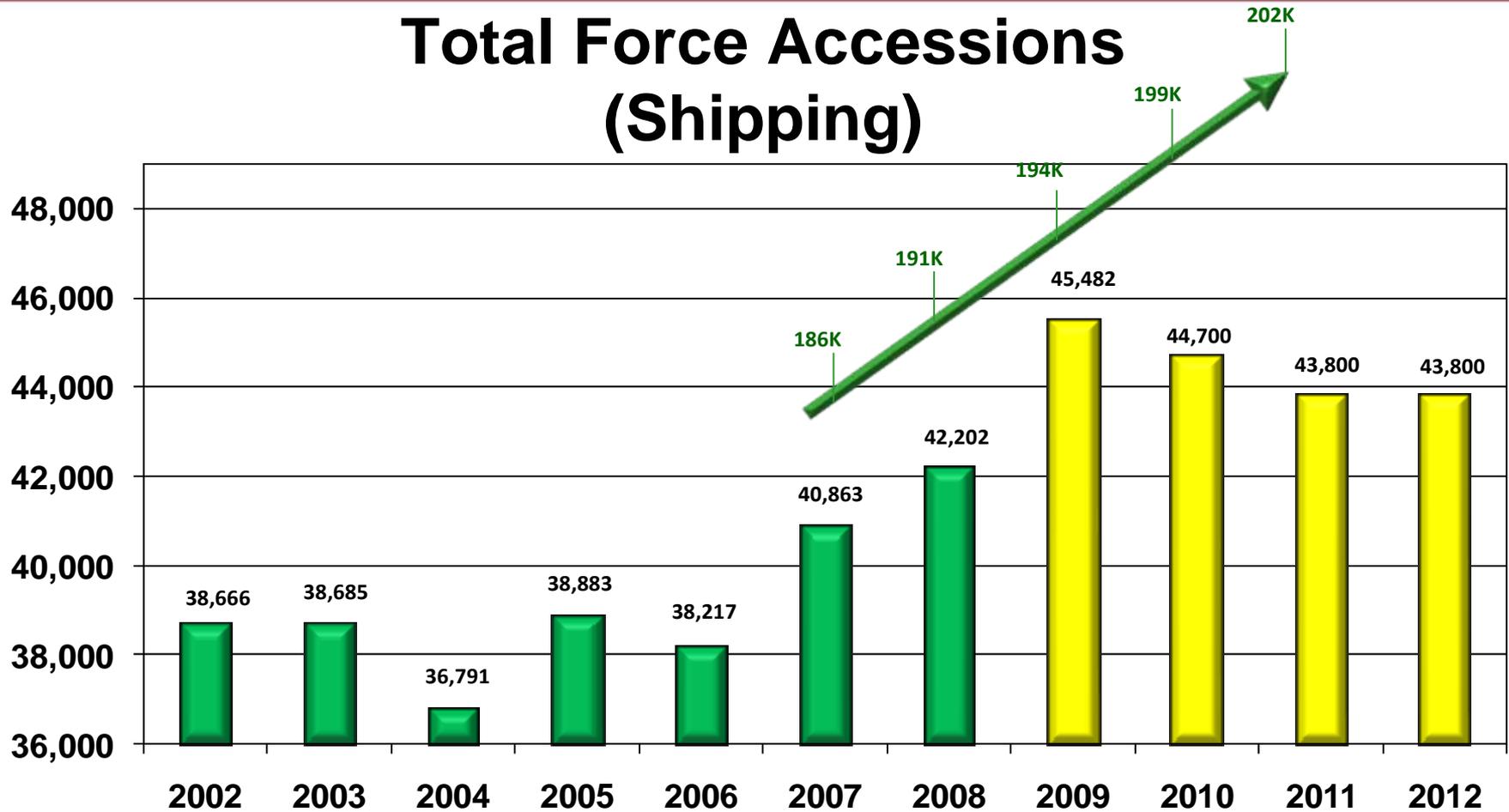
Enlisted Criteria

- 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 IIIB & 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)

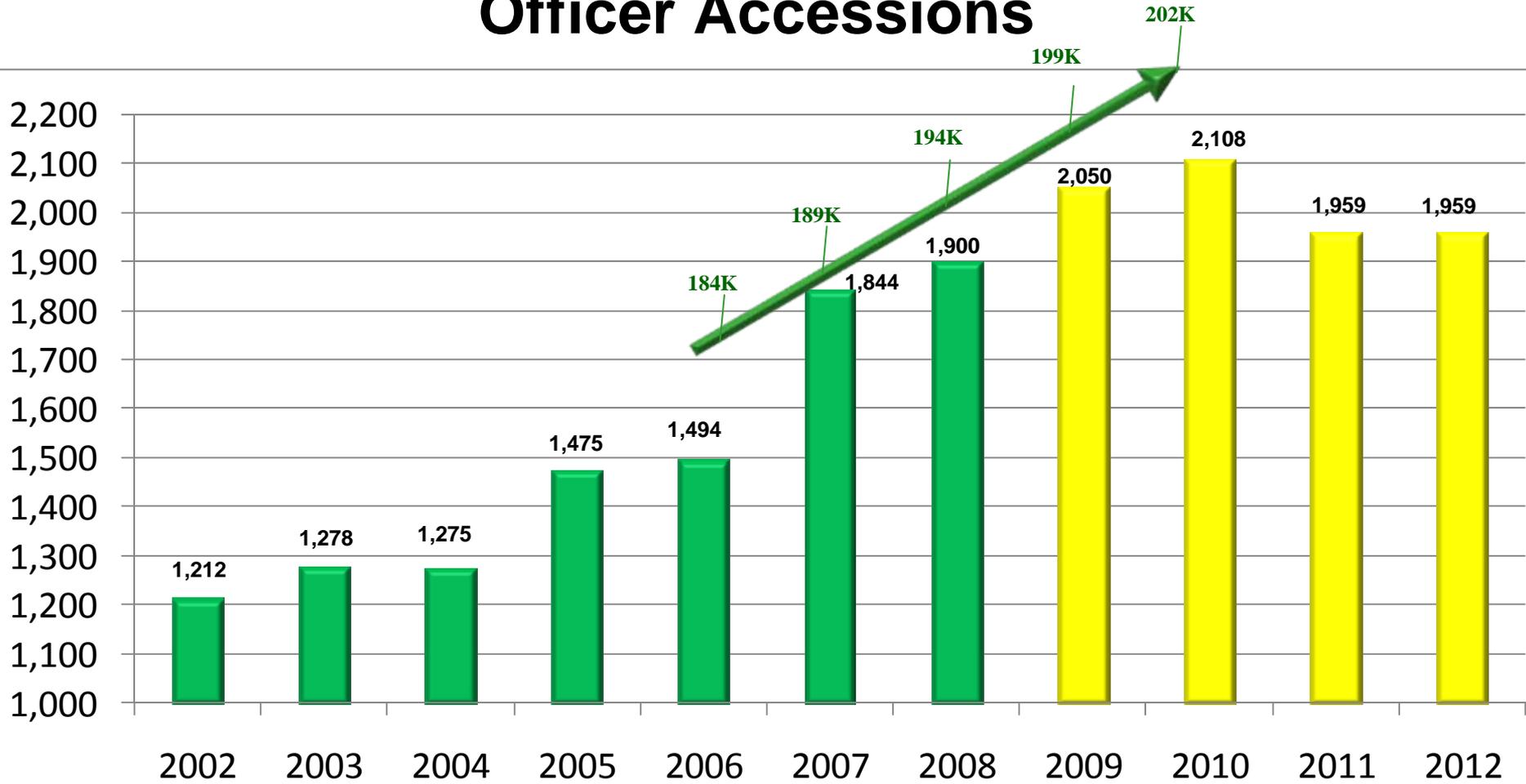


Total Force Accessions (Shipping)



FISCAL YEAR

Officer Accessions



Fiscal Year