

# U.S. ARMY RECRUITING COMMAND

## All recruits are 100% qualified for service.

**MISPERCEPTION:** Many Americans mistakenly believe the Army is a last-resort career choice for individuals who could not get into college or have had trouble with the law.

**FACT:** All U.S. Army recruits must meet ALL of DoD's cognitive, physical and moral qualifications. In fact, 10% of recruits enlist with post-secondary education which goes beyond the high school diploma requirement.

## CREATING AWARENESS

### ★ March2Success

Free, online standardized test prep for ACT, SAT, MCAT, DAT and high school STEM education hub.

### ★ ASVAB CEP

Free aptitude test with career exploration tools that empower students to discover strengths and interest and map out their post-secondary plans.

### ★ Partnership for Youth Success (PaYS)

700+ organizations and corporations guarantee Army recruits a job interview when they finish their term of service.

## U.S. ARMY

### ➤ CAREER READINESS

- 99% of jobs have related civilian credentials
- Comprehensive job/leadership training

### ➤ EDUCATION

- Earn a degree while serving with \$4K in tuition assistance/year
- GI Bill offers education for veterans/family members
- Scholarship programs

### ➤ BENEFITS

- Up to \$40k in bonuses
- Comprehensive healthcare
- Retire in 20 years

# 70,000

young people made a **COMMITMENT** to serve full-time in the U.S. Army last year

# 150

Ways to serve

It's not just the infantry and tanks! The Army has 50+ healthcare specialties and careers in logistics, engineering, mechanics, aviation, information technology, human resources and more.

## RECRUITING CHALLENGES <sup>TOP</sup> 5

### 1

Toughest **LABOR MARKET** since beginning of the all-volunteer force.

### 2

71% of youth do not meet the **QUALIFICATIONS** for military service.

### 3

50% of youth admit they have no **AWARENESS** of Army opportunities/benefits.

### 4

Only 1% of Americans currently serve, causing a **DISCONNECT** with society.

### 5

79% of new recruits have a **FAMILY** member who served before them.

## — BUILDING BETTER CITIZENS. —

**FACT:** Veterans are more likely to vote, volunteer, and be involved in their communities.

**FACT:** On average, student veterans graduate college at higher rates, earn higher GPAs, and earn more money.

# The U.S. Army Requires A Quality All-Volunteer Force

About 70,000 Americans enlisted in the Army in FY18 -- the most to do so in a single year since 2010. The Army will recruit even more Soldiers this year to meet our active strength requirements; however, the Army's focus is on quality over quantity.

Our Army leadership has tightened standards beyond what is required by the Department of Defense to ensure we have the best possible force protecting and defending our nation.

Growing the quality force we need takes time, especially when it is happening in the most challenging labor market the Army has ever faced.

Every single recruit must meet all cognitive, physical and moral requirements to enlist.

## Benefits The Individual And The Nation

Soldiers become better citizens and impact the world around them.

Soldiers gain the maturity and self-discipline private industries seek.

Soldiers are highly-trained professionals and hold certifications that qualify them for private sector jobs when they transition out of the military.

Veterans are more likely to vote, volunteer, and be involved in their communities.

Student veterans graduate college at higher rates, earn higher GPAs, and earn more money than their non-veteran counterparts.

## What Senior Leaders Can Do

Tailor the message to GENERATION Z Audiences (17-25 year olds)

Highlight the educational and diverse career opportunities:

- 99% of Army careers have related civilian credentials - and the Army will pay for them!
- Zero debt accrued while Soldiers attend school.
- Educational benefits can be transferred to spouse and children.
- More than 150 different Army careers (Military Occupational Skills).
- More than 50 Science, Technology, Engineering, or Mathematics (STEM) based career fields.