



CHAIRMAN OF THE JOINT CHIEFS OF STAFF

WASHINGTON, D.C. 20318-9999

INFO MEMO

CH-1948-04  
21 July 2004

FOR: SECDEF

FROM: Gen Richard B. Myers, CJCS *RBM 7/20*

SUBJECT: Monthly Recruiting and Retention Update

In response to the 12 July USD (P&R) memo you gave me at yesterday's round table, I have been assured by GEN Moseley that there are no issues with Army recruiters coming to Air Force bases. GEN Moseley said the same is true for the Navy. In fact, to date 11 Air Force personnel have signed up with the Army in this process.

Attachment:  
As stated



OSD 10860-04



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**UNDER SECRETARY OF DEFENSE;  
4000 DEFENSE PENTAGON  
WASHINGTON, D.C. 20301-4000**

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**INFO MEMO**

PERSONNEL AND  
READINESS

July 12, 2004, 2:20 PM

**Paul Butler**

FOR: SECRETARY OF DEFENSE

FROM: David S. C. Chu, Under Secretary of Defense (P&R)

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7/15

7/11  
SUBJECT: Monthly Recruiting and Retention Update

- **Summary.** Each of the Services is on track to meet or exceed active FY 2004 strength targets, but we must be watchful – at least for Army – about the outlook for FY 2005.
- **Active Recruiting.** Through May, all Services exceeded year-to-date goals in both the number and quality of accessions.
  - o But Army recruiting saw a one-third drop in future accession sign-ups, compared to last year, and expects to enter FY 2005 with significantly fewer “in the bank” – 20 percent of its FY 2005 goal, rather than a desired 35 percent.
  - o To achieve end-FY 2005 strength goals, Air Force plans to slash its recruiting mission by at least one-third, or 11,000. It may be difficult for Air Force to rebound from such a lethargic accession year. We are working to address this through “blue to green” inter-Service transfers (Tab A).
  - o The propensity of those who influence youth to join the military is generally down and recently volatile, with five percentage point swings in May and June.
- **Active Retention.** The Services are on track to achieve FY 2004 retention goals.
- **Reserve.** Army Guard and Air Guard/Reserve remain somewhat short of recruiting goals; however, strength remains satisfactory since attrition now is lower than expected. Quality remains high in all but Army Guard.
- Survey results on retention intentions for those on active duty remained steady in April 2004, at the November 2003 level, but are down a statistically significant four percentage points from March 2003 (although still above fall 1999).

Attachments:

As stated

TSA SD	7/14 PWS
SRMA SD	
MA SD	N 7/15
EXEC SEC	M 7/14



Prepared by: Mr. William Carr, OUSD(P&R)/MPP/ 697-4166/ July 7, 2004



OSD 10348-04

TAB

A



## INFORMATION PAPER

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**Subject:** Blue to Green (Voluntary Inter-Service Strength Balancing)

**Issue:** Army seeks to increase active duty strength even as Air Force and Navy seek to decrease.

**Background:** Air Force and Navy are adjusting strength downward. Navy is tightly controlling retention (including selective constraints on non-shortage skills). Air Force has less potent retention controls that operate only on surplus skills, and plans to slash its FY 2005 recruiting by at least one third. Meanwhile, Army is likely to grow (e.g., FY 2005 National Defense Authorization hikes between 20K (Senate) and 30K (House). To the extent Army can attract Air Force NCOs to its support skills, voluntary migrations could relieve upward (Army) and downward (Air Force) recruiting pressures.

### Discussion:

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- Army is eager to “recruit” available Air Force careerists, principally for placement in enlisted combat service support/ engineer positions (not combat arms). However, Army lacks definition of USAF assets that might be “recruit-able” or where they might be located. Air Force also appears reluctant to host its visits. Thus Army lacks information to target its message in generating controlled, “free market” migrations. Army believes it can offer the promise of faster promotions, appealing and often hi-tech skill matches, appropriate bonuses, and a sustained opportunity for challenging service.
  - Such voluntary cross-flows may be important, since Army recruiting faces tough times. Its monthly contract achievement recently fell to around 70 percent, and enlistment supply models suggest shortfalls in production recruiters (at least 400 against a base of 5,400), as well funding for advertising or enlistment bonuses (together ranging about \$150M in FY 05).
  - Army leadership is reviewing resource increases, but points out that recruiter gains cannot be accelerated ahead of a November target, since most of those gains are affected by OIF rotation schedules and training dates. As an interim measure, up to 400 military recruiters on staff may shift to production recruiting, with contractors backfilling voids.
  - The situation is compounded by the reduced propensity of adults to recommend military service. It is recently volatile (moving by Wirthlin® survey from 51 percent who would recommend in April to 45 percent in May and back to 50 percent in June). But, over a two-year horizon, the likelihood to recommend generally is decreasing.

**Conclusion:** Incomplete cooperation by Air Force in allowing Army to solicit career-force volunteers may generate Army recruiting missions that are too high to handle, and Air Force missions that are too low to sustain.

Prepared by: Mr. William Carr, OUSD(P&R)/MPP/697-4166/ July 7, 2004

