

AMERICA'S AIR FORCE AND SPACE FORCE BEGIN HERE





AFRS MISSION BRIEF

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Overview

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- Mission
- Organization
- Challenges
- Recruiting Process
- Recruiting Enhancements



America's Premier Recruiting Service

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Bringing in the right Airmen for the right job

- Applicants are matched to jobs based on Air Force need, medical & aptitude qualifications, "best fit", and job desires
- Bringing in the right Airmen to be successful
 - 80%+ score in the upper half of ASVAB
 - Nearly 60% get the one of their top 3 AFSCs
- Preparing applicants for BMT
 - BMT programmed attrition: 6%
 - Current BMT attrition: ~6.5%















TAKING CARE OF FORCE AND FAMILIES (PEOPLE)

- Building strong, connected networks for our recruiters and their families dispersed around the globe
- Increase diversity and foster inclusiveness within our AFRS ranks -- lead the way for our Air and Space Force
 - Posture manning appropriately to support all areas of our mission

DRIVING SMART OPERATIONS (READINESS)

- Automate testing capabilities to improve accessibility
- Adapt marketing strategies to improve effectiveness in virtual domains/mediums
- Increase the use of analytics to make better, data driven decisions
- Optimize accession processing procedures

FURTHERING TOTAL FORCE RECRUITING (CULTURE)

- Pilot project with ANG for Joint Recruiting Offices
- Combine all components under one integrated marketing strategy
- Complete all actions required for an AF waiver process for all accession sources
- Formalize Total Force recruiting lead sharing incentives



FY21 Mission

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Inspire, Engage, and Recruit the Next Generation of Airmen and Space Professionals

FY 21 Recruiting Goal RegAF • Enlisted Airmen 26,966+312SF • Line Officers 565 • Health Professionals 764 • Chaplains 50	Reserve 7,400 1,010 360 30	ANG 10,673 755 N/A N/A
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FY22 Mission

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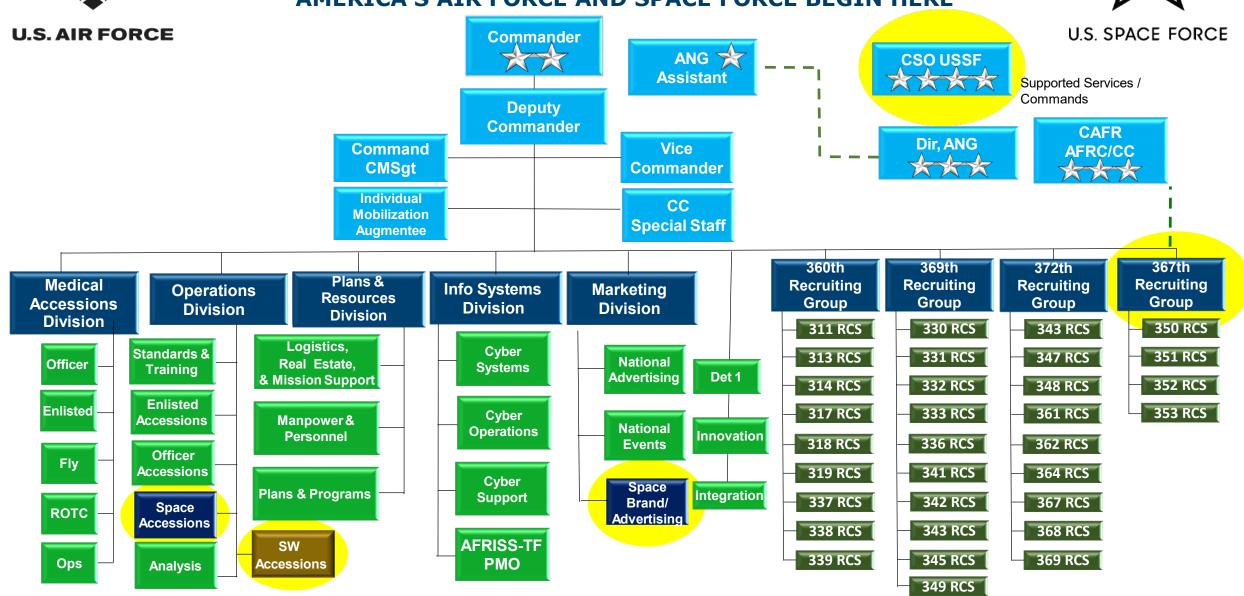
FY21 Recruiting Goal	RegAF	*Reserve	*ANG
Enlisted Airmen (PS)	26,151 (50)	3,600	5,500
Enlisted Guardians	453	N/A	N/A
Line Officer Airmen	253	546	784
Line Officer Guardians	32	N/A	N/A
Health Professionals	783	200	N/A
Chaplains	55	80	N/A



Air Force Recruiting Service



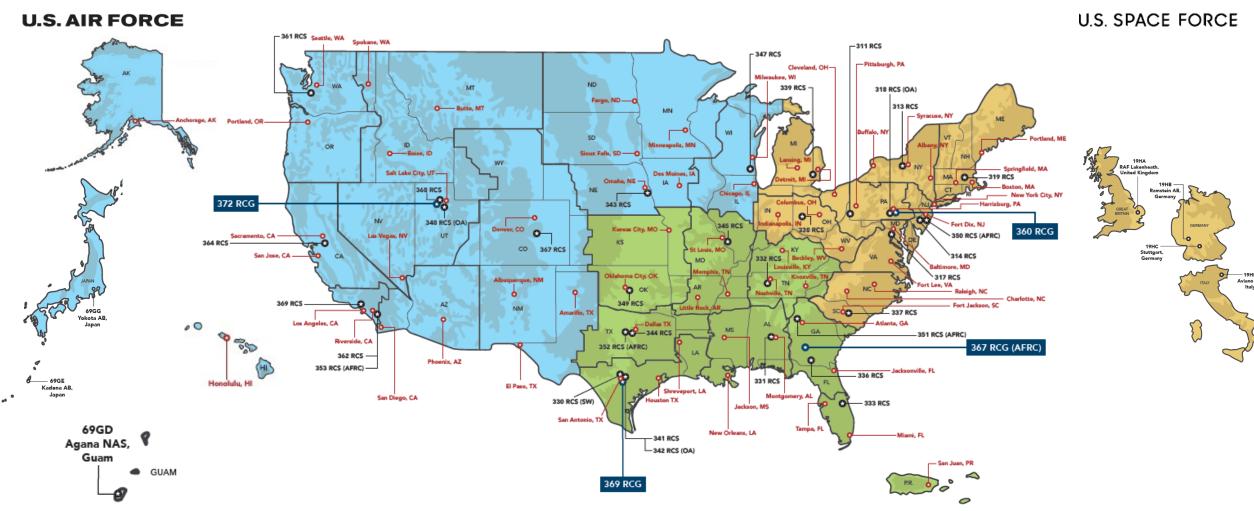
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AFRS Groups & Squadrons

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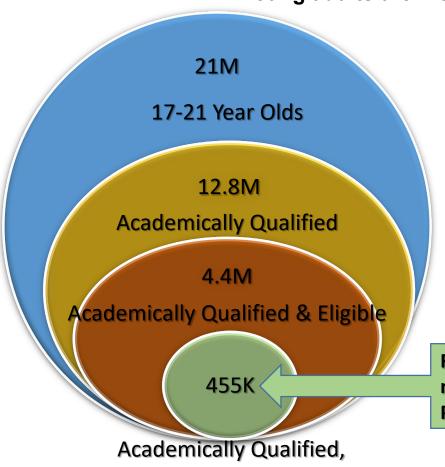
Environmental Scan - Market

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Young adults are more disconnected from the military than ever before:



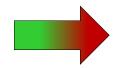
28% of young adults (ages 17-35) <u>can</u> name <u>All 4 DoD</u> **Active Duty Services**

34% of young adults (ages 17-35) **do not** comprehend the most basic military fundamentals (i.e. ranks, officer/enlisted, standards & requirements)

In 2019 survey 49% of influencers would recommend military

16-24 year olds with a parent who served:

40% In 1995



15%

FY20 Accession Goal: 250K =

must recruit: Not Yet

Propensed

Eligible & Propensed

INSPIRE





Recruiter's Challenges

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Fort Irwin, CA

Las

Hen



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Average Recruiter Area of Responsibility & Monthly Production Per Recruiter (PPR)

Jacksonville FL

PPR 1.09



San Antonio

PPR 0.67

PPR 1.27

Delaware



PPR 2.32





Recruiter Manning/Budgets Across the Four Services

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	TOTAL RECRUITING AUTHORIZATIONS, RECRUITERS + STAFF (ALL ENL/OFF/CIV)	ACTIVE-DUTY ENLISTED ACCESSIONS RECRUITERS ASSIGNED	ACTIVE-DUTY ENLISTED ACCESSIONS GOAL FOR FY19	MONTHLY PRODUCTION PER RECRUITER (PPR)	OPERATIONS BUDGET (FY19) Non-Civ Pay	MARKETING BUDGET (FY19)
ARMY RECRUITING	13,414	8,300	66,400	0.67	\$238.7M	\$264.2M*
NAVY RECRUITING	6,879	3,364	44,000	1.09	\$85.9M	\$73.2M
MARINE RECRUITING	6,506	2,130	32,500	1.27	\$61.6M	\$106.4M
AIR FORCE RECRUITING	2,860	1,160	32,300	2.32	\$60.8M**	\$92M
DoD TOTAL	29,569	14,954	175,200	0.98		

Manning/Resource Figures provided by OSD OUSD for Personnel & Resources

*Army's Marketing Budget for FY20-30 = \$400M/yr / **AFRS Ops FY19 Initial Distro = \$41.0M









7 Mission-critical tasks



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- 1. Planning
- 2. Marketing
- 3. Lead generation
- 4. Lead prospecting
- 5. Sales
- 6. Applicant processing
- 7. Delayed Entry Program (DEP) management

7 Mission **Critical Tasks**

a r k e t i n	e n L e e r a a d t i o n	o L p e e a c d t i n g	S e I I i n g	r o c e s s i n	a n a D g e P m e n t
M a		P r o	S		

INSPIRE









Accession Process

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- Interview/Answer Questions
- Connect Desire w/probability
- Test (ASVAB)
- Gather/Validate
 Identification docs
- 421 Qualification
 Questions
- 147 Question Medical Docs
- Credit Check
- Local Police Check
- Waiver Processing

- Mental Health Questionnaire
- Physical Exam
- Special Testing (DLAB, EDPT)
- Submission of Security Clearance
- Determination of Qualification
- Job Counselling
- Added to Q&W List
- Submit for SG or Consultation if DQ

- Face-to-Face Monthly meetings
- Reaffirm
 Qualifications,
 Motivate &
 Perpetuate
- Train: AF Core Values, Rank, Military Courtesies, etc...
- Job Match/Ship Date*
- 94% GTEP & 6% AI
- Informing Applicants on AFSC

- Confirms recruit is still qualified & motivated to EAD
- Recruit sworn onto AD
- Ship to BMT

- Week 6, trainee's AFSC qualification is confirmed
- Trainees with Al are matched with an AFSC
- Confirm all trainee training class seat
- 2AF closes loop on Amn performance/attriti on
- *BMT ship date is about 3-6 months after Job Match
- 9.3% attrition rate while in DEP

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ENGAGE



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What it Takes to Ship to BMT



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Traffic Tickets ~110 Contacts **Probation** Non-H.S. Grad **High School** Drug use **Direct Mail Advertising Program** Too Old/Young Other Service Walk-Ins Leads Responses Leads Referrals **Excess Application** Dependents **Excess Debt** Fear **Immaturity PRESCREEN Excess Tattoos Low AFQT Low APT** Non-Qual Skill Score **INTERVIEW Broken Bones ASVAB** Failure to Graduate Eyes/DP/Color Additional Law Blind **PHYSICAL** Offenses History of **Physical Problems** Counseling DEP "Better Offer" History of College Opportunity Asthma Love Sleepwalking Pregnancy Mental Health Job Lock **Tattoos**





ENGAGE

1 Recruit to BMT



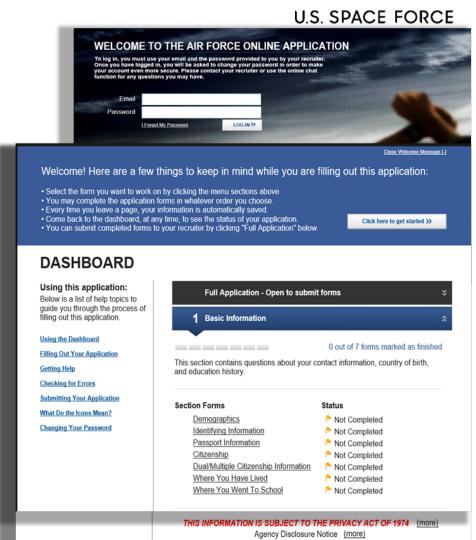
AF Commissioning/Enlistment Portal

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- Initiates the "paperless" recruiting process
 - Greatly reduces/eliminates entry errors
 - Allows recruiter to "recruit"
 - Allows Airman to pursue professional/personal development
- Secure environment for sensitive information
 - Utilizes a two factor authentication process
 - Allows for sensitive documents uploads
 - Info is directly linked to their AFRISS-TF record
 - "Click-to-sign" process eliminates delays and ensure accuracy













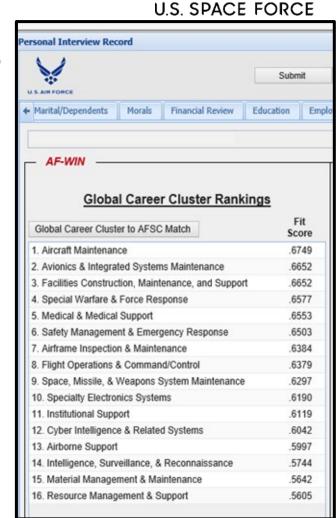
Identify Recruit Interest

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- Provide more resources to determine right career paths to potential recruits via Air Force Work Interest Navigator (AF-WIN) and new Enhanced Job Counseling (EJC) platform
- AFWIN vocational interest tool to identify "good fit" to an AFSC utilizing 52 questions
 - Functional Communities (occupational mission functions)
 - Job Context (environmental, job elements, setting, etc.)
 - Work Activities (observable tasks and behaviors)
- Results incorporated into EJC, combined with AF Needs,
 AFSC qualifications, and Tech Training success











Match Recruit Interest/Qual/Requirement/

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Need column

- Pulls from FY accession plan
- Tracks number of people shipped
- Provides total number of people waiting on job

Fit column

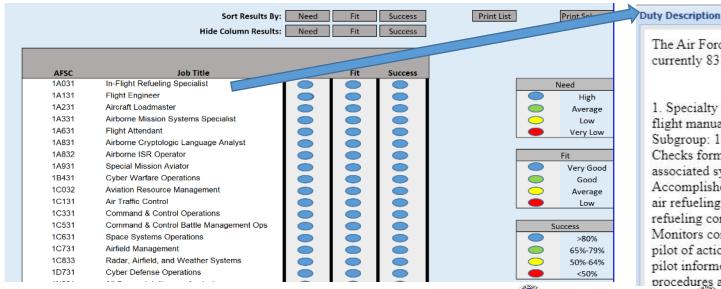
- Pulls personality scores from AFWIN
- Ranks "fit" for each job

Success column

3 year average Tech school graduation rate

Select an AFSC

- Provides AF Need Information
- Full job description



The Air Force is hiring 123 1A031s this year and 7 positions have already been filled. There are currently 837 applications received for 41 positions leaving in the next 4 months.

1. Specialty Summary. Performs in-flight refueling aircrew functions and activities according to flight manuals, checklists, and United States Air Force publications. Related DoD Occupational Subgroup: 105000. 2. Duties and Responsibilities: 2.1. Performs in-flight refueling aircrew duties. Checks forms for equipment status. Performs visual and operational check of air refueling and associated systems and equipment. Performs preflight, through-flight, and post-flight inspections. Accomplishes preflight and post flight records and reports. Performs in-flight operational check of air refueling systems. Directs receiver aircraft into air refueling position. Operates in-flight air refueling controls and switches to safely affect contact between tanker and receiver aircraft. Monitors control panel for proper operation of equipment during air refueling, and advises receiver pilot of actions required to safely maintain position within the air-refueling envelope. Keeps tanker pilot informed as to progress of air refueling operations. Performs emergency operations and procedures as required for emergency off-load and on-load of fuel. Computes and completes aircraft



Medical Review of Authoritative Data (MROAD)



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Background

- 2017 GAO Report and NDAA FY98
 - Recommended DoD to have/use tools to verify applicant disclosures
- DoDI 6130.03 Med Stds for Mil Svc, May 2018
 - Authorizes DoD access to appl civilian med records

Medical Modernization Systems

 Access to health info/e-health records to improve entry med decisions/reduce EPTS attrition

MIRS 1.1

JLV

HAIMS

MHS Genesis

PMRS

MROAD

- Incorporates two systems:
 - JLV ALTHA (dependents)/VA med records (PS)
 - PMRS civilian records
- Provides MEPS capability for integrating appl prescription histories
- Pilot test: ~30% undisclosed, ~17% DQ/need wvr, 6% < post entry sep **INSPIRE**

Process

- DD Form 2807-2 (HIPAA)/UMF 680-3A-1 (FCRA)
- Submit during Pre-Screen process All applicants
- CMO: targeted requests for med recs
- Increase in pre-entry med DQs/waiver request
- Success: full medical disclosure/complete med docs
- Implementation: 1 Oct 21







Questions?

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