

## RECRUITING, ADVERTISING, AND EXAMINING

Overall funding in recruiting, advertising, and examining provides support for recruiting commands and stations throughout the United States; for local, regional, and national advertising to support the procurement and retention of quality enlisted and officer personnel; and for the U.S. Military Entrance Processing Command (MEPCOM), which includes the Military Entrance Processing Stations (MEPS) that process all enlisted personnel entering on active duty.

	(\$ in Millions)									
	FY 2002	Price	Program	FY 2003	Price	Program	FY 2004	Price	Program	FY 2005
	<u>Actual</u>	<u>Growth</u>	<u>Growth</u>	<u>Estimate</u>	<u>Growth</u>	<u>Growth</u>	<u>Estimate</u>	<u>Growth</u>	<u>Growth</u>	<u>Estimate</u>
Army	525.6	+9.3	-3.4	531.5	+8.8	+11.0	551.3	+9.9	+5.2	566.4
Navy	228.2	+8.9	+8.8	245.9	+7.1	-1.6	251.4	+7.5	-4.0	254.9
Marine Corps	110.3	+2.1	+5.2	117.6	+1.8	-4.2	115.2	+2.0	-1.1	116.1
Air Force	151.6	+2.1	+0.4	154.1	+2.4	-2.7	153.8	+2.8	+3.7	160.3
Defense-Wide	7.6	+0.1	+18.0	25.7	+0.4	-18.4	7.7	+0.1	+0.3	8.1
Defense Health Program	31.2	+0.7	-	31.9	+0.8	-0.1	32.6	+0.9	-0.2	33.3
Army Reserve	88.9	+1.7	-0.5	90.0	+1.3	+11.4	102.7	+1.6	+3.3	107.6
Navy Reserve	24.6	+0.4	-2.4	22.6	+0.4	+1.7	24.7	+0.4	+0.3	25.4
Marine Corps Reserve	8.1	+0.1	-	8.2	+0.1	-0.1	8.2	+0.1	--	8.3
Air Force Reserve	18.4	+0.2	-0.1	18.5	+0.3	-4.6	14.2	+0.3	+0.1	14.6
Army National Guard	84.7	+1.2	+1.6	87.5	+1.4	+7.6	96.5	+1.6	-11.8	86.3
Air National Guard	<u>15.4</u>	<u>+0.2</u>	<u>-5.9</u>	<u>9.7</u>	<u>+0.2</u>	<u>-0.2</u>	<u>9.7</u>	<u>+0.2</u>	<u>-0.2</u>	<u>9.7</u>
<b>Total</b>	<b>1,294.6</b>	<b>+27.0</b>	<b>+21.7</b>	<b>1,343.2</b>	<b>+25.0</b>	<b>-0.2</b>	<b>1,368.0</b>	<b>+27.4</b>	<b>-4.5</b>	<b>1,391.0</b>

## RECRUITING, ADVERTISING, AND EXAMINING

### Explanation of Funding Changes

Funding in recruiting, advertising, and examining increases from \$1,343.2 million in FY 2003 to \$1,368.0 million in FY 2004, which is a net increase of \$24.8 million above the FY 2003 level. This increase reflects price growth of \$25.0 million, net functional transfers into the recruiting, advertising, and examining account of approximately \$2.7 million primarily from a transfer from the Army's Base Operations Support subactivity group representing a consolidation of advertising and marketing resources through the Army Marketing Program (+\$5.9 million); transfer out of Army to Office of Personnel Management for DoD Personnel Security Investigation activities (-\$3.2 million); and net program decrease of \$2.9 million (-0.2 percent). These adjustments are described further below:

	<u>(\$ in Millions)</u>
<b><u>Program Increases</u></b>	<b><u>+34.1</u></b>
• Funds increased to support the replacement of 2,686 Recruiter Work Station laptops for the Army National Guard and the Army Reserve recruiting force.	+6.2
• Funds a policy decision to increase Army Reserve (\$11.4 million) and Army National Guard (\$7.6 million) for additional media and internet advertising.	+19.0
• Funds 15 US Military Entrance Processing Command (MEPCOM) Integrated Resource System (MIRS) servers, a 20 percent life cycle replacement for Active Army. The servers provide automation infrastructure and support required for operations of the 65 Military Entrance Processing Stations and Headquarters MEPCOM (\$1.9 million). Additionally, the increase supports Air Force contract cost increases over and above the inflation accounted for in price growth for the Military Entrance Processing Stations (\$1.5 million).	+3.4
• Funds increased for a replacement system for an obsolete Active Air Force Recruiting Information Support System with a version that accommodates automated transaction growth associated with a 36% increase in enlisted recruiters and connects with Military Personnel Data System (MILPDS), Air National Guard, and Air Force Reserves.	+2.4
• Funds increased to maintain awareness to the Marine Corps' target market through Advertising printing and reproduction (\$1.1 million); and restores funding for leased vehicles required for Air Force recruiter/recruit interaction in recruiting regions across the country to meet accessions goals (\$1.7 million).	+2.8
• Funds reflect a one-time Congressional reduction in FY 2003 for Air National Guard business process reforms, management efficiencies, and procurement of administrative and management support (\$0.3 million).	+0.3

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<b><u>Program Decreases</u></b>	<b><u>-37.0</u></b>
• Reflects one-time requirements for a FY 2003 congressional increase in recruiting and advertising to support Naval Sea Cadet.	-1.0
• Reflects a reduction in variable costs for Navy recruiter support (-\$0.6 million); discontinued service costs for Navy Marine Corps Intranet (-\$3.6 million); reductions in Active Air Force advertising activities to realign funds for Security Forces training (\$-2.5 million); mobile marketing cost efficiencies related to replacing the contractor-operated tractor trailers with Air Force owned trailers (-\$0.9 million); and a reduction to the supply and equipment purchases in support of recruiting activities for Army and Air Force (-\$1.0 million).	-8.6
• Reflects the cancellation of Defense Human Resources Activity's Joint Recruiting Advertising Program to support higher departmental priorities.	-18.4
• Reflects a decrease representing manpower reductions to Active Air Force as an outcome of the on-going reengineering efforts.	-1.5
• Reflects an Air Force, Reserve decrease in purchasing promotional items.	-4.6
• Reflects a non-programmatic reduction in Active Air Force based upon revised economic assumptions for inflation exceeding the published rates for inflation.	-2.9
	<b>1,368.0</b>

**RECRUITING, ADVERTISING, AND EXAMINING**

**RECRUITING**

The recruiting funds provide support for recruiting commands and stations throughout the United States. Recruiting costs are for those items essential to the accomplishment of the recruiting mission, including meals, lodging, and travel of applicants; recruiter expenses, travel and per diem; civilian pay; vehicle operation and maintenance; lease of office space; and other incidental expenses necessary to support the recruiting mission. The FY 2004 Recruiting program reflects a net increase of \$19.7 million. Of this amount, \$14.4 million is for price growth and \$5.3 million (0.8 percent) is for net program growth.

The following tables provide the funding by Component for each category.

**RECRUITING**

(\$ in Millions)

	<b>FY 2002</b>	<b>Price</b>	<b>Program</b>	<b>FY 2003</b>	<b>Price</b>	<b>Program</b>	<b>FY 2004</b>	<b>Price</b>	<b>Program</b>	<b>FY 2005</b>
	<b><u>Actual</u></b>	<b><u>Growth</u></b>	<b><u>Growth</u></b>	<b><u>Estimate</u></b>	<b><u>Growth</u></b>	<b><u>Growth</u></b>	<b><u>Estimate</u></b>	<b><u>Growth</u></b>	<b><u>Growth</u></b>	<b><u>Estimate</u></b>
<b>Army</b>	233.1	+4.1	+17.7	254.9	+7.4	+2.9	265.2	+4.6	+4.5	274.3
<b>Navy</b>	125.5	+5.1	+8.3	138.9	+3.7	+0.8	143.4	+4.2	-4.1	143.5
<b>Marine Corps</b>	63.2	+1.3	+6.6	71.1	+1.1	-5.7	66.5	+1.1	-1.2	66.4
<b>Air Force</b>	61.4	+1.1	-1.9	60.6	+1.0	+3.3	64.9	+1.3	-0.1	66.1
<b>Army Reserve</b>	40.6	+0.8	-1.6	39.8	+0.6	-0.9	39.5	+0.7	+2.9	43.1
<b>Navy Reserve</b>	18.1	+0.3	-3.2	15.2	+0.3	+1.7	17.2	+0.3	+0.4	17.9
<b>Marine Corps Reserve</b>	5.3	+0.1	-0.1	5.3	+0.1	-0.1	5.3	+0.1	--	5.4
<b>Air Force Reserve</b>	6.5	--	-1.5	5.0	+0.1	--	5.1	+0.1	+0.2	5.4
<b>Army National Guard</b>	30.6	+0.5	+8.2	39.4	--	+3.6	43.0	+0.8	-0.1	43.7
<b>Air National Guard</b>	<u>4.5</u>	<u>+0.1</u>	<u>-0.7</u>	<u>3.9</u>	<u>+0.1</u>	<u>-0.3</u>	<u>3.7</u>	<u>+0.1</u>	<u>-0.1</u>	<u>3.7</u>
<b>Total</b>	588.8	+13.4	+31.8	634.1	+14.4	+5.3	653.8	+13.3	+2.4	669.5

**RECRUITING, ADVERTISING, AND EXAMINING**

**ADVERTISING**

The advertising funds provide for local, regional, and national advertising to support the procurement and retention of quality enlisted and officer personnel. All advertising is designed to increase public awareness, portray opportunities, and generate recruit leads. The Services fund a media mix of advertising that includes television and radio; magazines and newspapers; direct mail campaigns; and recruiting booklets, pamphlets, and posters. The Operation and Maintenance (O&M), Defense-Wide appropriation funds common services for the Active and Reserve Components to include providing consolidated lead lists and direct mail campaigns. The FY 2004 Advertising program reflects a net increase of \$0.7 million. This amount reflects the net sum of \$8.0 million for price growth, partially offset by a net program decrease of \$7.3 million (-1.2 percent).

**ADVERTISING**

(\$ in Millions)

	<b>FY 2002</b>	<b>Price</b>	<b>Program</b>	<b>FY 2003</b>	<b>Price</b>	<b>Program</b>	<b>FY 2004</b>	<b>Price</b>	<b>Program</b>	<b>FY 2005</b>
	<b><u>Actual</u></b>	<b><u>Growth</u></b>	<b><u>Growth</u></b>	<b><u>Estimate</u></b>	<b><u>Growth</u></b>	<b><u>Growth</u></b>	<b><u>Estimate</u></b>	<b><u>Growth</u></b>	<b><u>Growth</u></b>	<b><u>Estimate</u></b>
Army	216.2	+3.1	-22.4	196.9	-0.3	+6.2	202.8	+3.5	+3.0	209.3
Navy	102.7	+3.8	+0.5	107.0	+3.4	-2.4	108.0	+3.3	+0.1	111.4
Marine Corps	47.1	+0.8	-1.4	46.5	+0.7	+1.5	48.7	+0.9	+0.1	49.7
Air Force	87.8	+1.0	+1.7	90.5	+1.3	-6.0	85.8	+1.4	+4.1	91.3
Defense-Wide	7.6	+0.1	+18.0	25.7	+0.4	-18.4	7.7	+0.1	+0.2	8.1
Army Reserve	48.3	+0.9	+1.1	50.2	+0.7	+12.3	63.2	+0.9	+0.4	64.5
Navy Reserve	6.5	+0.1	+0.8	7.4	+0.1	--	7.5	+0.1	-0.1	7.5
Marine Corps Reserve	2.8	+0.1	--	2.9	--	--	2.9	--	--	2.9
Air Force Reserve	11.9	+0.2	+1.4	13.5	+0.2	-4.6	9.1	+0.1	--	9.2
Army National Guard	54.1	+0.7	-6.6	48.2	+1.4	+4.0	53.6	+0.8	-11.7	42.6
Air National Guard	10.9	+0.1	-5.2	5.8	+0.1	+0.1	6.0	+0.1	-0.1	6.0
<b>Total</b>	<b>595.9</b>	<b>+10.9</b>	<b>-12.1</b>	<b>594.6</b>	<b>+8.0</b>	<b>-7.3</b>	<b>595.3</b>	<b>+11.2</b>	<b>-4.0</b>	<b>602.5</b>

**RECRUITING, ADVERTISING, AND EXAMINING**

**EXAMINING**

The examining funds provide support for the U.S. Military Entrance Processing Command (MEPCOM), which includes the Military Entrance Processing Stations (MEPS) that process all enlisted personnel entering on active duty. The MEPCOM is a joint-Service organization. Each Service contributes military personnel based on its share of total budgeted accessions. The Army is the DoD Executive Agent for the command and provides the civilian staff. In addition, the Army provides funds for the MEPCOM to administer the Armed Service Vocational Aptitude Battery (ASVAB) test. This administration includes both the production and institutional (high school) testing programs and the Mobile Examining Teams (MET) operating under MEPS direction. Funds also provide for automated data processing (ADP) requirements of MEPCOM and the Selective Service System at their shared Joint Computer Center. The Air Force provides funding for an Air Force specific strength aptitude test program. This Air Force program provides a gender neutral test to ensure personnel are capable of performing their duties, therefore reducing accidents and injuries due to overexertion and alleviating attrition in strenuous jobs.

The Defense Health Program finances the medical activities in the MEPS, primarily the examination of applicants to determine their medical qualifications for enlistment in the Armed Forces. In addition, the Defense Health Program includes funds for the DoD Medical Evaluation Review Board, which schedules and reviews physical examinations for the Service Academies and for the Reserve Officers Training Corps (ROTC) scholarship program.

The FY 2004 Examining program reflects a net increase of \$4.4 million, of which \$2.6 million is for price growth, and a net program growth of \$1.8 million (1.6 percent).

**EXAMINING**

	(\$ in Millions)									
	<b><u>FY 2002</u></b>	<b><u>Price</u></b>	<b><u>Program</u></b>	<b><u>FY 2003</u></b>	<b><u>Price</u></b>	<b><u>Program</u></b>	<b><u>FY 2004</u></b>	<b><u>Price</u></b>	<b><u>Program</u></b>	<b><u>FY 2005</u></b>
	<b><u>Actual</u></b>	<b><u>Growth</u></b>	<b><u>Growth</u></b>	<b><u>Estimate</u></b>	<b><u>Growth</u></b>	<b><u>Growth</u></b>	<b><u>Estimate</u></b>	<b><u>Growth</u></b>	<b><u>Growth</u></b>	<b><u>Estimate</u></b>
<b>Army</b>	76.3	+2.1	+1.3	79.7	+1.7	+1.9	83.3	+1.8	-2.3	82.8
<b>Air Force</b>	2.4	-	+0.6	3.0	+0.1	-	3.1	+0.1	-0.3	2.9
<b>Defense Health Program</b>	<u>31.2</u>	<u>+0.7</u>	<u>-</u>	<u>31.9</u>	<u>+0.8</u>	<u>-0.1</u>	<u>32.6</u>	<u>+0.9</u>	<u>-0.2</u>	<u>33.3</u>
<b>Total</b>	109.9	+2.8	+1.9	114.6	+2.6	+1.8	119.0	+2.8	-2.8	119.0

**RECRUITING, ADVERTISING, AND EXAMINING**

The following table provides the enlisted accession requirements for each Component.

<b><u>ENLISTED ACCESSION REQUIREMENTS (in 000's of personnel)</u></b>							
	<b><u>FY 2002</u></b>		<b><u>FY 2003</u></b>		<b><u>FY 2004</u></b>		<b><u>FY 2005</u></b>
	<b><u>Actual</u></b>	<b><u>Change</u></b>	<b><u>Estimate</u></b>	<b><u>Change</u></b>	<b><u>Estimate</u></b>	<b><u>Change</u></b>	<b><u>Estimate</u></b>
<b><u>Total Active Forces</u></b>	<b><u>194.5</u></b>	<b><u>-3.5</u></b>	<b><u>191.0</u></b>	<b><u>-5.4</u></b>	<b><u>185.6</u></b>	<b><u>+6.1</u></b>	<b><u>191.7</u></b>
<b>Active Forces Nonprior Service</b>	<b>184.2</b>	<b>-0.6</b>	<b>183.6</b>	<b>-5.0</b>	<b>178.6</b>	<b>+6.1</b>	<b>184.7</b>
Army	73.3	-3.9	69.4	-2.1	67.3	+5.2	72.5
Navy	42.4	-1.0	41.4	+1.6	43.0	+2.3	45.3
Marine Corps	32.1	+4.7	36.8	-5.0	31.8	--	31.8
Air Force	36.4	-0.4	36.0	0.5	36.5	-1.4	35.1
<b>Prior Service</b>	<b>10.3</b>	<b>-2.9</b>	<b>7.4</b>	<b>-0.4</b>	<b>7.0</b>	<b>-</b>	<b>7.0</b>
Army	6.3	-1.9	4.4	+0.6	5.0	-	5.0
Navy	2.4	-0.4	2.0	-0.5	1.5	-	1.5
Marine Corps	-	-	-	-	-	-	-
Air Force	1.6	-0.6	1.0	-0.5	0.5	-	0.5
<b><u>Total Reserve Forces</u></b>	<b><u>149.4</u></b>	<b><u>-8.4</u></b>	<b><u>141.0</u></b>	<b><u>+2.6</u></b>	<b><u>143.6</u></b>	<b><u>-0.2</u></b>	<b><u>143.4</u></b>
<b>Reserve Forces Nonprior Service</b>	<b>71.3</b>	<b>-3.1</b>	<b>68.2</b>	<b>+4.3</b>	<b>72.5</b>	<b>-0.6</b>	<b>71.9</b>
Army Reserve	22.1	-0.9	21.2	-0.2	21.0	-0.5	20.5
Navy Reserve	2.6	-	2.6	+0.1	2.7	+0.1	2.8
Marine Corps Reserve	6.0	+0.1	6.1	-	6.1	-	6.1
Air Force Reserve	2.7	-0.1	2.6	+1.3	3.9	+0.1	4.0
Army National Guard	32.8	+0.1	32.9	+1.2	34.1	-0.3	33.8
Air National Guard	5.1	-2.3	2.8	+1.9	4.7	--	4.7
<b>Prior Service</b>	<b>78.1</b>	<b>-5.3</b>	<b>72.8</b>	<b>-1.7</b>	<b>71.1</b>	<b>+0.4</b>	<b>71.5</b>
Army Reserve	19.6	+1.6	21.2	-0.3	20.9	-0.5	20.4
Navy Reserve	14.4	-3.8	10.6	-1.0	9.6	+2.2	11.8
Marine Corps Reserve	3.2	-	3.2	-	3.2	-	3.2
Air Force Reserve	4.3	+1.6	5.9	-1.8	4.1	-0.1	4.0
Army National Guard	30.4	-2.7	27.7	-0.3	27.4	-0.3	27.1
Air National Guard	6.2	-2.0	4.2	+1.7	5.9	-0.9	5.0