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Reducing Attrition & Improving The Recruiting Process Through Family Involvement

MORSS 21 June 2005

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DEP FAMILY EXPO PURPOSE

- Designed to help enhance readiness by providing future shipmates & their loved ones with essential information about the Navy to ease their transition to the military.
- Provide Fleet with better informed Sailors.
- For Navy Recruiters – opportunity to show rather than just tell their recruits about Navy.



DEP FAMILY EXPOS

- MWR has hosted DEP Family Expos for 12 NRDs since October 2002.
- On average 15% of DEPpers, at each participating NRD, attended the events.
- Events held on Naval Installations, as well as one event being held aboard the Intrepid Museum in New York City.
- Took tours through Navy Exchanges, Commissaries, housing areas, galleys, recreation centers, Naval Hospitals.
- In some cases, provided view of Naval Warships and/or Aircraft, with personnel being present to talk about their mission.



DEP EXPOS – TRADE SHOW

- Each Expo had an Information Fair.
 - Morale Welfare and Recreation (MWR)
 - Navy Exchange
 - American Red Cross
 - Navy Legal Services
 - Exceptional Family Member Program
 - Misc Navy Command displays
 - Fleet Fitness & Recreation
 - Information, Tickets & Travel (ITT)
 - Fleet & Family Support Center
 - Explosive Ordnance Disposal
 - Barracks Life/ Bachelor Enlisted Quarters
 - Child care concerns
 - Security & Special Forces Challenge
 - Educational Services
 - Liberty Programs
 - And more



STUDY PURPOSE

ISSUES: Does parent involvement in the recruiting process affect attrition?
Do MWR DEP Family Expos affect attrition?

VISION: To reduce attrition and improve recruiting process through family involvement.



STUDY OBJECTIVES

- Develop Survey to measure opinions of DEP parents
 - DEPper's decision to join Navy.
 - Recruiter contact.
 - Information provided by recruiter.
 - Knowledge of Navy.
- Survey parents from first seven NRDs.
- Compare survey results of those that attend DEP events and those that do not attend.
- Follow DEPpers through First Term to determine if
 - DEP Family Expos have affect on attrition.
 - Family involvement in recruiting process affects attrition.



STUDY SCOPE AND ASSUMPTIONS

SCOPE:

- Seven survey periods from Oct 2002 thru Mar 2004.
- Survey was limited to DEP Parents at 7 NRDs participating in Family Expos, whose contact information was provided by their DEPper.
- Analysis is limited to issue areas contained on the survey.
- Future analysis will evaluate retention patterns of these DEPpers.

ASSUMPTIONS:

- DEP Family Expo attendance reduces attrition.
- Family involvement reduces attrition.



DEP PARENT SURVEY

Methodology

- Develop/Design survey.
- Paper survey sent to DEP parents.(Those that did and did not attend Expo).
- Sent survey to 4745 households, enclosed 2 in each envelope.
- Received 1714 surveys from 1270 households.
- 27% Response Rate.



DEP PARENT SURVEY Results

93% of those attending DEP event met recruiter

73% of those not attending DEP event met recruiter



72% were fully aware of DEPper's decision to join the Navy and discussed it with DEPper prior to enlistment

15% Attended event



DEP PARENT SURVEY Results

- Those who met or spoke with DEPper's recruiter were more informed, more comfortable with DEPper's decision to join the Navy, and more aware of the programs the Navy had to offer.
- The more often they spoke to the recruiter, the more informed they felt.
- The more informed they were kept, the more comfortable they were with DEPper's decision to join.



DEP PARENT SURVEY Results

- Those attending DEP Expo were more informed, more comfortable with DEPper's decision to join the Navy, and more aware of Navy Programs.
- The DEP Family Expo is one way to bring the parents and recruiters together.



DEP FAMILY EXPO ROI

- Cost approximately \$12K per event.
 - \$24 per attendee or
 - \$73 per DEPper
- ROI is measured in lower DEP attrition and reduced Recruiter effort.
 - RTC and First Term attrition for those attending was not significantly different from those who did not attend.(Pipeline not complete)
 - DEP attrition for those attending the events was 13 percentage points lower (14% vs. 27%).
 - Total savings (in recruiter time) minus cost of events @ \$500K for every 7 events.
- A positive cost/benefit relationship exists.



NEXT STEPS

- CNRC will continue to follow DEPpers who attend these Expos through their first term of enlistment to see if attending these Expos affects retention.
- CNRC will follow all DEPpers whose parents completed a DEP Parent Survey through their first term of enlistment to study the effect of parental involvement on retention.



QUESTIONS?



BACK-UP SLIDES



DEP PARENT SURVEY

Results

- Those who met/spoke to recruiter were more aware of Navy Programs.
 - 84% who met/spoke to recruiter knew a great deal or a little about educational benefits compared to 69% who did not meet/speak to recruiter.
 - 54% who met/spoke to recruiter said Health Benefits were explained completely compared to 27% who did not meet/speak to recruiter.
 - 60% who met/spoke to recruiter said Pay and Compensation were explained completely compared to 30% who did not meet/speak to recruiter.
- 80% were well informed or somewhat informed compared to 24% who did not meet/speak with recruiter.
- 86% were very comfortable or somewhat comfortable with decision to join compared to 72% who did not meet/speak with recruiter.



DEP PARENT SURVEY Results

- Those attending DEP Expo were even more aware of Navy Programs.
 - 89% of those attending DEP Expo knew a great deal or a little about educational benefits compared to 78% who did not attend.
 - 63% of those attending DEP Expo said Health Benefits were explained completely compared to 43% not attending.
 - 66% of those attending DEP Expo said Pay and Compensation were explained completely compared to 50% not attending the Expo.
 - 73% of those attending DEP Expo were aware of MWR Privileges as opposed to 41% not attending the Expo.
 - 64% of those attending Expo said their questions were answered to their satisfaction compared to 42% who did not attend.



DEP PARENT SURVEY Results

- Of those who met/spoke to the recruiter and attended the DEP Expo:
 - 68% said their questions and concerns were answered to their satisfaction compared to 56% who did not attend the DEP Expo.
 - 32% knew a great deal about educational benefits compared to 24% who did not attend the DEP Expo.
 - 29% were fully aware of the Navy College Program compared to 20% who did not attend the DEP Expo.
 - 64% reported that Health Benefits were explained completely compared to 49% who did not attend the DEP Expos.
 - 67% reported that their Recruiter explained Pay and Compensation completely compared to 57% who did not attend the DEP Family Expo.