



# Military Recruiting: Trends, Outlook, and Implications

*Beth J. Asch, Bruce R. Orvis*

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Based on indications of increased difficulty in meeting recruiting goals, in spring 1994 the Army Chief of Staff and the Deputy of Secretary of Defense asked RAND to examine recent trends in the recruiting market and to assess their implications for meeting accession requirements. An initial examination of the 1994 market concluded that the pool of interested high-quality young men was adequate to meet DoD needs. But the system appeared to be less effective in tapping into this supply of potential enlistees. The longer-term analysis, reported here, confirms the reduced effectiveness of recruiting, and also finds that the significant increase in FY97's accessions required to sustain the postdrawdown force, coupled with a smaller decline in youth's interest in military service, translates into a possible supply shortage.

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