



U.S. AIR FORCE

Air Force Recruiting Service

2002 Communication Plan

Recruiting Update

HOW AIR FORCE RECRUITING IS DOING:

- Fiscal year 2001 was the Air Force's best recruiting year in 16 years. We recruited 35,381, surpassing our goal of 34,600
- The Air Force reached its first milestone in meeting this year's recruiting goals May 2 with the signing of its 37,283rd enlistment contract. With more than 34,000 airmen sent to basic training since the beginning of the fiscal year, the Air Force has more than enough contracts to enter basic training by Sept. 30 - meeting its annual goal of 37,283. This is the earliest the Air Force has reached this milestone since 1986
- We are still hiring and have a continuing need for health care professionals like doctors, dentists, nurses, and pharmacists. In addition, we are also seeking people with scientific and engineering backgrounds
- Meeting our annual recruiting goal replenishes the combat capability of America's Air Force with the right people and the right skills aptitude to meet any challenge

REASONS AIR FORCE RECRUITING IS DOING SO WELL:

- We've taken steps to increase our visibility in communities around the country by adding hundreds of recruiters in the field. We are moving toward 1,650 recruiters enlisting airmen around the world, an increase of more than 750 since 1999
- Additional recruiting initiatives include paid television and movie theater advertising, entry bonuses, expanding the prior-service enlistment program, and instituting a college loan repayment plan
- Air Force people understand their stake in our recruiting efforts—We are all recruiters!

IF THE AIR FORCE IS DOING SO WELL ARE THEY STILL HIRING:

- The Air Force is definitely hiring! We have job openings for people in more than 150 job areas ranging from air traffic controllers to computer operators, jet engine mechanics to medical technicians
- Flying is our mission, so we always need those specialties that put aircraft in the air—such as technicians who specialize in aircraft maintenance, fuels, and aircraft electronic systems
- College graduates can apply for Officer Training School. There are many jobs available for Air Force officers. They include not only pilots and navigators but also technical areas like engineering and scientific research, and non-technical job areas such as personnel, logistics and finance. We also have jobs for health professionals such as physicians, dentists, nurses, and pharmacists
- We are not shy to say we are looking for America's best and brightest. The people we are recruiting right now are the backbone of the 21st Century Air Force
- Our standards are very high because of the demands of Air Force operational training, which is acknowledged as the very best occupational training in the world
- We recognize many young men and women considering the military shop around—they will visit the Air Force recruiter to see what he or she has to offer. We benefit from this, perhaps because many young people associate the Air Force as the service of choice or the high-tech service

WHO WE WANT TO JOIN THE AIR FORCE:

- People of integrity who want the opportunity to serve their country, further their education and become part of a team—the world's greatest Air and Space Force
- USAF service is not just about planes and pilots. There is a place in today's Air Force for men and women who want to serve in a variety of specialties
- Our people are defined by our core values of ***Integrity First, Service Before Self, and Excellence in All We Do***

WHY PEOPLE JOIN THE AIR FORCE:

- According to surveys done at Basic Military Training, “to continue education on active duty” is the most common reason people join the Air Force. Over 35% of those surveyed in FY00 identified this as one of their top three reasons for enlisting, and it has consistently been the most commonly cited reason for the past several years
- “To gain job experience” and “be trained in a skill” rounded out the top three reasons for joining
- When asked why they chose the Air Force over another service, most new airmen said “better chance of using Air Force skills in a civilian job”

EDUCATION OPPORTUNITIES:

- Surveys show most airmen join to continue their education and learn a skill
- Air Force assists airmen in their pursuit of degrees while still in uniform
- Tuition assistance program pays up to 100 percent (effective 1 Oct 02) of tuition costs for off-duty education
- Enlisted Air Force members begin receiving college credit through Community College of the Air Force upon completion of basic training. AF training alone can account for nearly half of the required Associate Degree credit hours
- CCAF is the world’s largest accredited community college and the only junior college in the Armed Forces
- Members can contribute toward the Montgomery GI Bill, and receive more than \$34,200 for college
- This year we will send more than 1,000 of the nation’s best to our service academy and award more than \$60 million in ROTC scholarships

BONUSES:

- We offer enlistment bonuses in 84 career fields
- Bonuses range from \$1,000 for 4-year enlistments in qualifying specialties to \$18,000 for 6-year enlistments in critical specialties

MINIMUM REQUIREMENTS FOR SOMEONE CONSIDERING THE AIR FORCE:

- Be a high school graduate
- Qualify on the Armed Services Vocational Aptitude Battery
- Be of good moral character and physical condition
- The best way to prepare before entering the Air Force is to stay in school, study hard and graduate. Keep out of trouble, stay away from drugs and be physically fit

Where Can I Get More Information:

- See your local recruiter, give us a call 1-800-423-USAF or visit us on the web at www.airforce.com