

Navy, Marine Corps Set to Reach 2022 Recruiting Goal, Raven Says



A U.S. Marine Corps drill instructor with Lima Company, 3rd Recruit Training Battalion, introduces himself to new recruits on Marine Corps Recruit Depot Parris Island, S.C., Sept. 2. *U.S. MARINE CORPS / Lance Cpl. Bradley Williams*

ARLINGTON, Va. – As fiscal 2022 approaches its close, the Navy and Marine Corps are set to reach their recruiting goals, the Navy Department's undersecretary said. But the department is not resting, looking ahead to future years to sustained campaigning in the face of demographic challenges.

"The latest information that I have is that both the Navy and Marine Corps are set to meet their targets for this year," said Erik Raven, undersecretary of the Navy, speaking Sept. 7 at the Defense News Conference in Arlington.

"We are looking very carefully at what the next fiscal year – 2023 – will mean," Raven said. "There are some challenges there. Secretary [of the Navy Carlos] Del Toro has directed that we have an organized campaign to make sure that we are

able to meet our recruiting goals, not just in '22 but in '23 and beyond. That means keeping very close track. I've made some really good friends at the recruiting commands because we're talking almost all the time about where we are on our numbers, what we're hearing from recruiting stations across the nation. I've talked with recruiters and understand the headwinds that they're facing."

Raven said the headwinds involve several issues.

"When unemployment is low, recruiting is more challenging," he said. "We're also seeing the propensity of Americans to serve – and the ability to serve – has been declining over time.

"We really to engage with the public in a new way to help explain what the value of military service is to our nation, not just as a Navy and Marine Corps equity, but in terms of the career opportunities young people can pursue, what the compensation benefits of military service are, and what we can provide for, not just a career in the military, but outside the military," he said.

"We're pulling out all the stops to be able to do that, and a lot of this will also be engaging with schools," he said. "We need to make sure that our recruiters have access to schools, to just have that conversation and offer up opportunities to young Americans who may be looking at their options as they graduate."

Also speaking at the conference was Gen. Eric Smith, assistant commandant of the Marine Corps, who was asked by an attendee what keeps him up at night.

"As a father of a Marine, what keeps me up at night is people and recruiting," Smith said. "We are at a point now where recruiting is a challenge and I think we are all collectively not doing a good enough job of explaining the virtue and value of military service. ... Military service is not just a good thing. It is an honorable thing.

“There’s this narrative out there that you come in, you’re going to leave broken, you’re going to leave damaged,” the general said. “A small percentage, yes. We put our lives on the line, as you know for certain, when we go to war. But in the main, you come in, and you leave four to 35 years later, with a skill that you didn’t have. What keeps me up at night is trying to remind people, is that we are warfighters, we bring lethality, that’s what we do: we defend the Constitution. ... the value of military service is that you defend your Constitution, defend your nation, gain a skill, and return to civil society as, hopefully, a better person than we found you.

“But that narrative seems to be getting lost, and that concerns me, because we do have to recruit and retain our people, because people are the most valuable thing,” he said. “That’s who fight and win wars. Machines don’t do that; it’s people.”