

**REDUCTION: RECRUITING AND RETENTION ADJUSTMENTS TO MAINTAIN  
END-STRENGTH**  
*Department of Defense*

The Administration proposes reducing spending on military recruiting and retention in the Department of Defense (DOD) by almost \$800 million in 2010, without sacrificing the high quality of today's force. As a result of the services' recent success in maintaining this quality force, such a high level of funding for recruiting and retention is no longer required.

**Funding Summary**  
(In millions of dollars)

	2009 Enacted	2010 Request	2010 Change from 2009
Budget Authority.....	7,039	6,246	-793

**Justification**

DOD more than doubled funding for recruiting and retention, from \$3.4 billion to \$7.7 billion, between 2004 and 2008. This increase enabled the military services to meet, and in some years exceed, end-strength targets. Given this success, and the fact that interest in joining the military generally rises in a challenging economic environment, the Secretary of Defense requested that the Services and the DOD Comptroller review the recruiting and retention budget for 2010. To implement this reduction, the services will take actions such as cap the recruiting and retention programs at 2009 levels, reduce enlistment and reenlistment bonuses, reduce the advertising budget, and reduce the number of recruiters.

The significant increase in the recruiting and retention budgets over the last four years enabled the services to achieve their end-strength requirements while fighting two wars. Furthermore, the Army, Army National Guard, and Marine Corps have been in the process of increasing the size of their forces while the Navy, Air Force and other Guard and Reserve components have been re-shaping their forces to meet new demands. In 2008, DOD exceeded its goal for active duty member retention, and to date, the Department has met almost 70 percent of the 2009 active duty member retention goal. The National Guard and Reserve measure retention through attrition rates, which vary by service. To date, the National Guard and Reserve are well below their 2009 ceiling target for attritions and thus ahead of where they wish to be in terms of retention. Now that the Army and Marine Corps have met their higher end-strength goals two to three years ahead of schedule, a reduction in recruiting and retention funding is prudent.