

Abstract

- This thesis explores strategies to improve retention within the United States Navy's Aviation Rescue Swimmer (AIRR) community by proposing a shift from the traditional reliance on Selective Reenlistment Bonuses (SRBs) to a more balanced approach that includes qualification-based incentive pays. The study argues that combining SRBs with monthly incentives, incentives tied to advanced qualifications, will create a more effective retention strategy, rewarding servicemembers for their skills and reducing costs for the Navy. A Cost-Estimate Analysis highlights the high financial investment required to develop an AIRR, with training costs that are lost when a sailor does not reenlist due to a failure in retainment strategy.

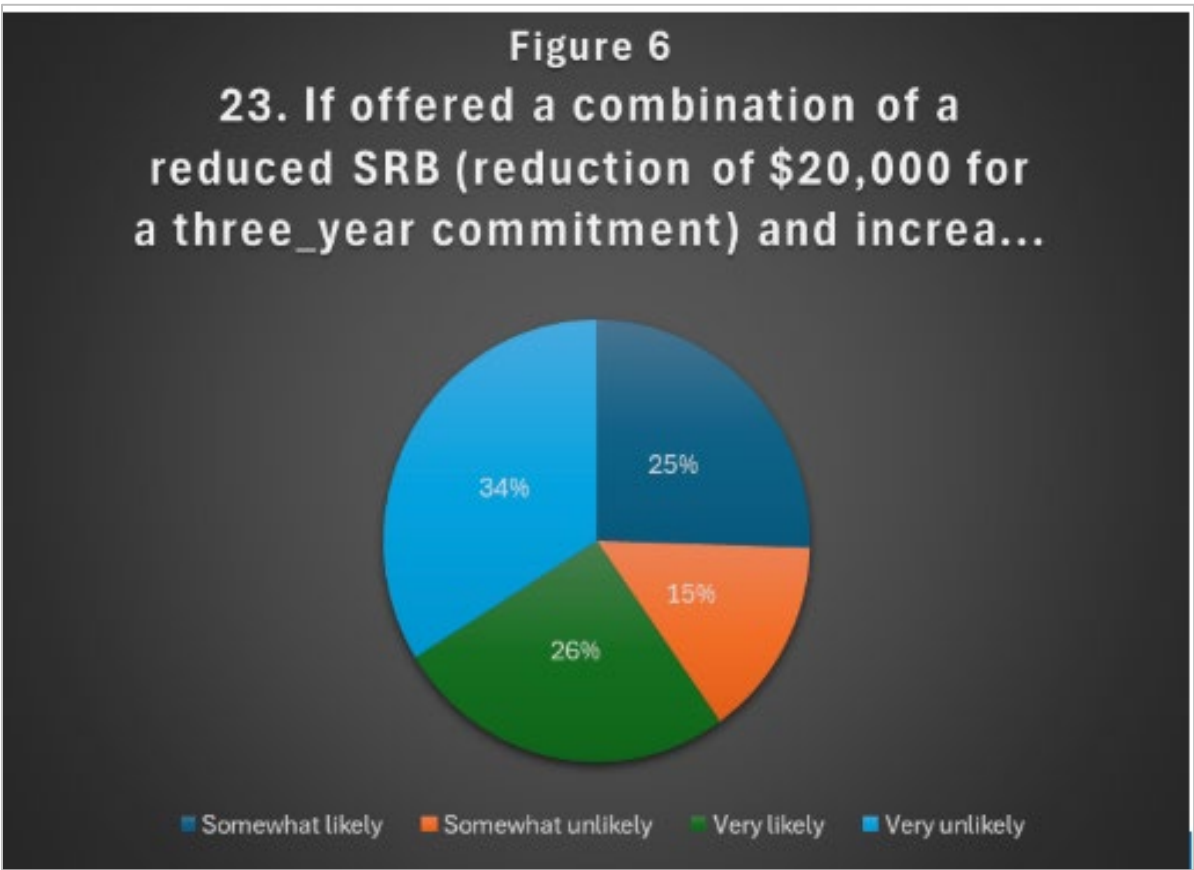


Methods

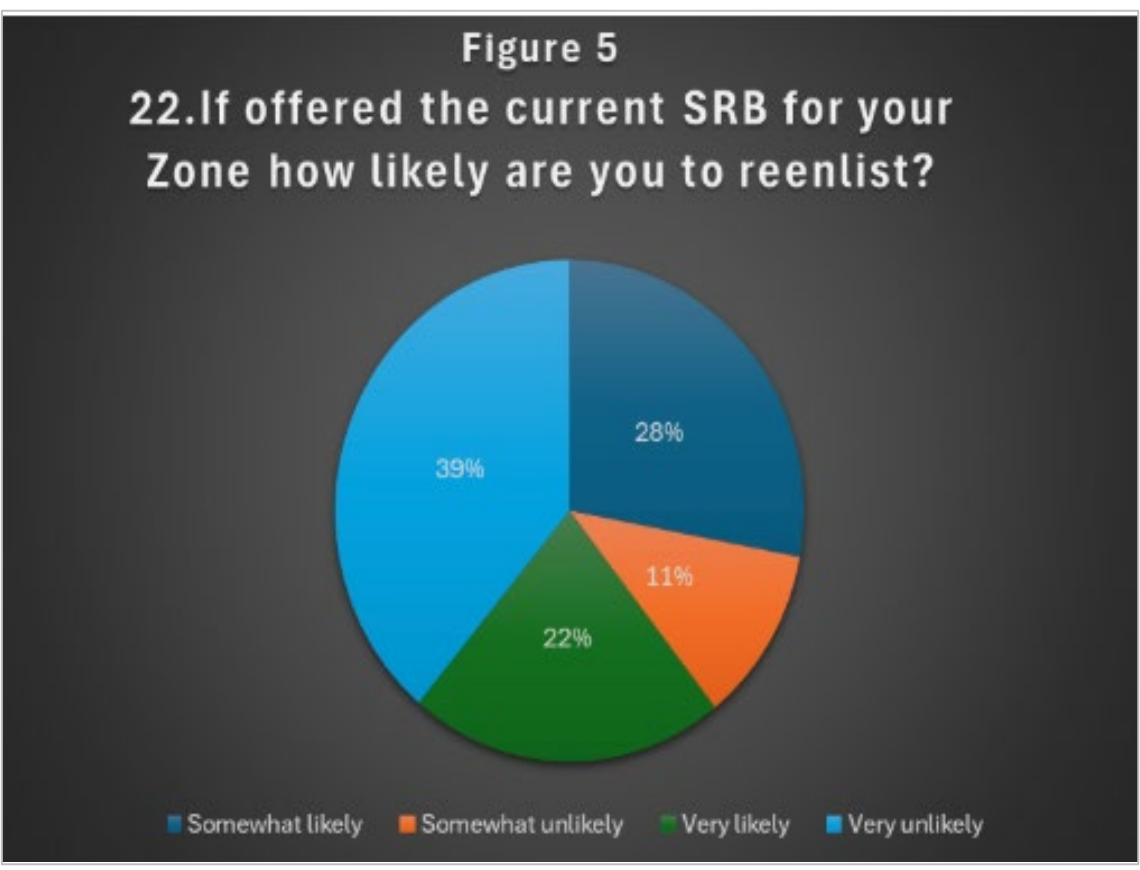
- To gather insights into the retention preferences of AIRR personnel, a survey was distributed to the AWS/AWR rescue swimmer community. All enlisted ranks were encouraged to respond. 328 active-duty service members responded, from a community of just over 1600 servicemembers.
- The survey consisted of three sections and a total of 25 questions.
- Designed to assess both quantitative and qualitative data related to their preferences
- Topics Covered were
 - Selective Reenlistment Bonus (SRB)
 - Qualification Based Incentives
 - Non-Monetary Benefits

Results & Their Impact

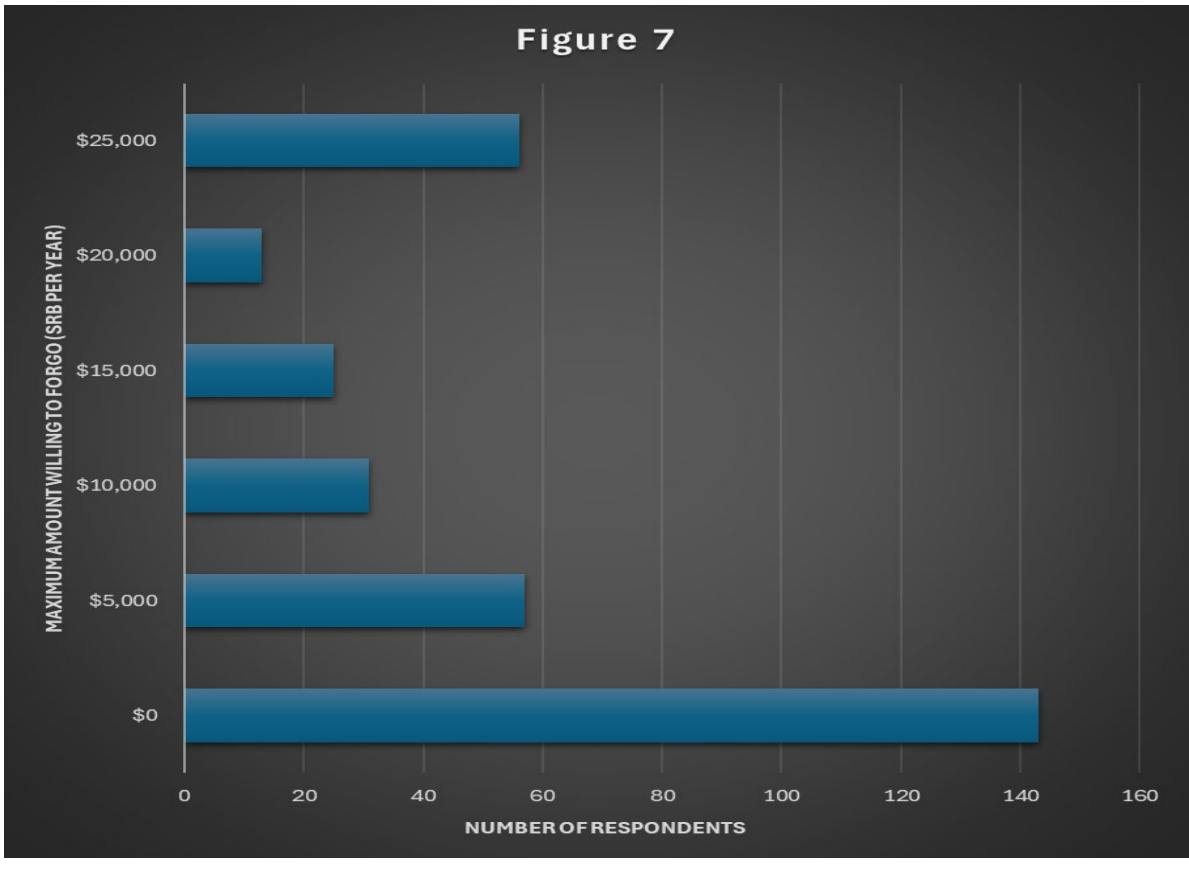
- The survey revealed that 207 respondents (64%) would not reenlist without an SRB, or some other form of incentive pay, emphasizing the strong influence of financial incentives on retention decisions.
- The survey results strongly support this hypothesis: 82% of respondents indicated that increased incentive pay would influence their decision to reenlist.



Respondents were asked if offered a combination of a reduced SRB (reduction of \$20,000 for a three-year commitment) and increased incentive pay (of \$500-\$600 per month depending on qualification), how likely are you to reenlist?



Respondents were asked if offered the current SRB for your Zone how likely are you to reenlist?



Respondents were asked how much of their SRB they would be willing to forgo in exchange for monthly qualification-based pay.