

# Top Army leader says coronavirus could alter model for recruiting after the pandemic

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The Army's recent transition to virtual recruiting may permanently shift the way the service attracts new recruits, a top Army official said Tuesday.

"We're finding different ways [to recruit], and they're also becoming very effective. It may change the business model over time, of how we recruit people. Less of the brick-and-mortar, more of the virtual, and ultimately when they go to sign a contract, they meet face-to-face," Army Secretary Ryan McCarthy said at a virtual town hall panel with top service leaders.

The Army announced in late March that it would transition to recruiting online to help curb the spread of the coronavirus. McCarthy added that a shift to virtual recruiting has helped attract recruits from a "younger generation" who are often more tech-savvy and communicate frequently on the web.

Army Chief of Staff Gen. James McConville said the Army has been stuck doing business in an "industrial age," and needs to "move into the information age."

The Army leaders, including Sergeant Major of the Army Michael Grinston, said the service is "still hiring" and that they're "open for business." The Army Recruiting Command at Fort Knox, Ky., is performing well in recruiting, McCarthy said, and now has "a margin in their objective for the year ... even with this down month."

"We believe we are still in very good shape," he added.

McConville also explained how the Army aims to protect soldiers as they come into initial military training. First, they will be separated, screened and will "go into this protective bubble," he said.

"We'll have the testing in place to make sure there's no issues with any exposure to Covid-19, then they will go through the normal training that they've done. And then, even when they move from these bases, we're again putting them into a protective bubble allowing them to move onto their follow-on assignments and training," the chief of staff said.