

MSEJ

MILITARY SERVICE EMPLOYMENT JOURNAL



**Verified Job Placements
BREAKS all records!**



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NUMBERS DON'T LIE

WWW.VETJOBS.ORG
WWW.MILITARYSPOUSEJOBS.ORG

81,100

of Military Service
Members, Vets and Their
Families Placed
Since 2010

63,000+

of Training Classes
Completed Since 2010

21,000+

Training Courses
Completed in 2021

4.5 MILLION

Total Jobs Available from
DirectEmployers, and All
Employer Partners

300%

Average Increase in
Training Course
Participation Post-COVID

\$4.8 BILLION

ANNUALLY in Economic
Impact "We are Unmatched
in Our Space"

\$5 MILLION

Donation Dollars in 2021

250,000+

Active Registrants
Currently in the Database

\$0.96

Amount of Every Dollar
Donated Spent on the
Mission

500-700

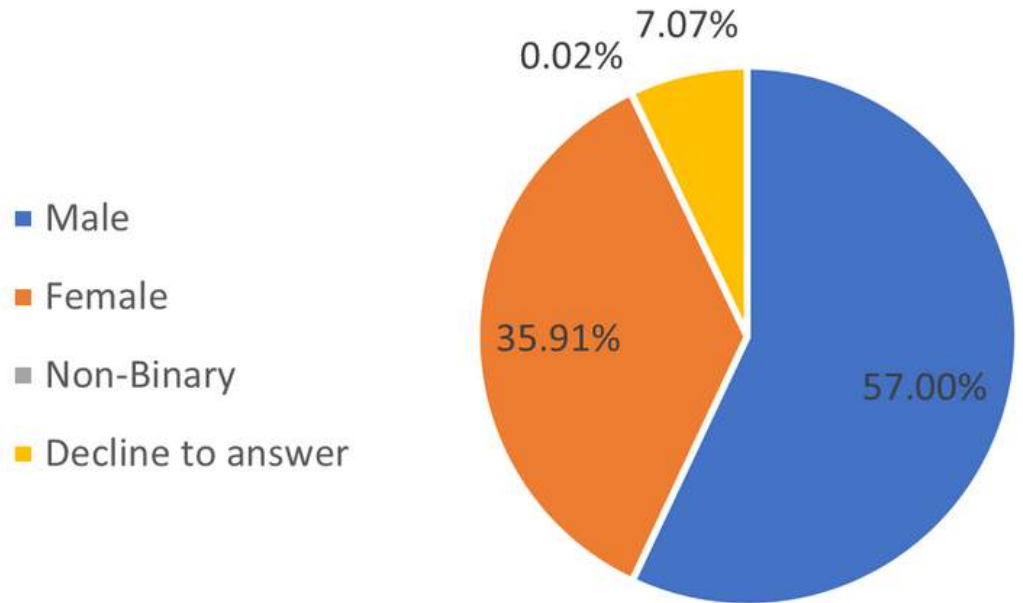
New Registrants a Week



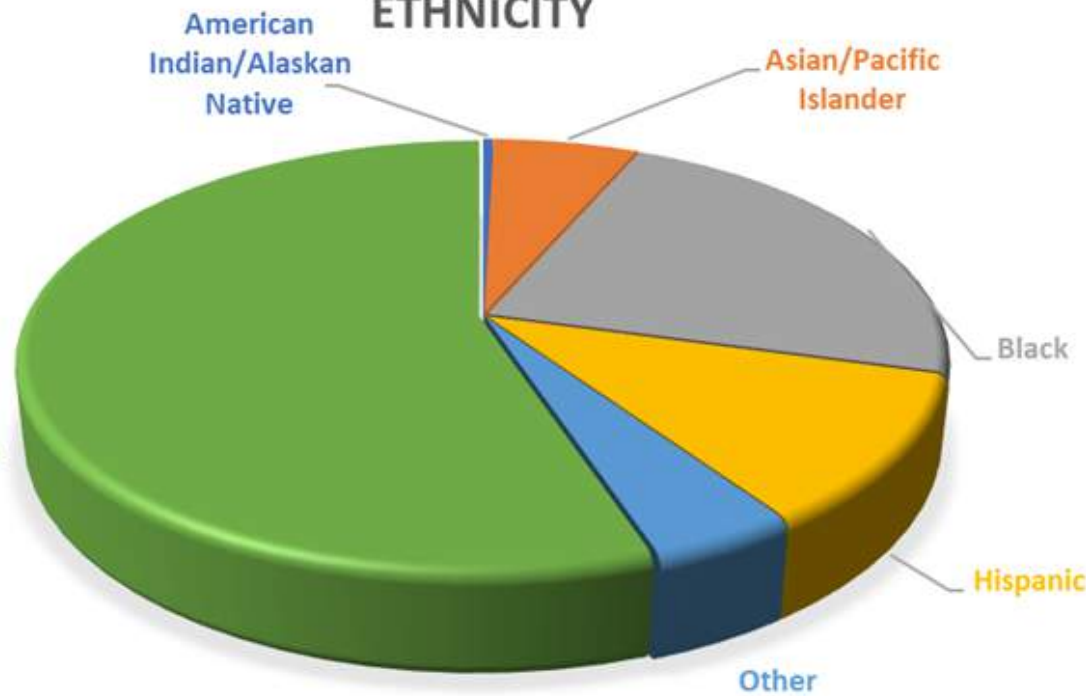
VetJobs & Military Spouse Jobs Diversity Metrics



Gender



ETHNICITY





To all of our Employer Partners

These are very unusual times in our economy and in the job market. As all of you know, everyone is short of talented workers. The demand to hire Veterans and Military Spouses is high. At the same time, the skills gap between what companies want and what applicants possess has widened. We are combating that gap by offering a larger array of training opportunities to fill that gap. With 500-700 new applicants per week, we are at capacity. We are seeking new funding sources to grow our workforce and therefore our capacity to train and do more job placements. We are now offering you a new menu of options to help you advertise and fill your job requirements. I know that you and your Foundations and Community Giving arms will want to help us grow. Right now we have surpassed 80,000 job placements. Our work is exceptional. We want to do more. Please help us do that. We will never turn down an employer who has good jobs to offer to our Veterans and Military Spouses.

**To review these new funding options please contact Lindsey Pfannerstill,
Employer Engagement Senior Lead, VetJobs and Military Spouse Jobs
lpfannerstill@vetjobs.org
727-228-2276**

Rear Admiral (ret) Dan Kloeppel
CEO, VetJobs and Military Spouse Jobs

Deb Kloeppel
President, VetJobs and Military Spouse Jobs

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VETJOBS
& MILITARY
SPOUSE JOBS

The Largest
Reader Audience
in our Military
Community

Contact Deb Kloepfel
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president@casy-msccn.org

MSEJ
Military Service
Employment Journal
Veterans Transition Edition

**Be A Part of the
Employment
Solution!**



Military Spouse Jobs Donation



VetJobs Donation

81,000 Verified Hires / \$500 Cost Per Hire

**\$0.96 of Every Dollar Is Spent On Mission,
as Verified by Deloitte, Via The Call of Duty Endowment**

21K Training Courses Taken By Our Candidates In 2021!

VetJobs and Military Spouse Jobs Surpass Eighty-Thousand Confirmed Job Hires for America's Military-Affiliated Job Seekers!

Ft Myers, FL, August 2022 – VetJobs (AKA Corporate America Supports You – CASY) and its sister organization, Military Spouse Jobs (AKA Military Spouse Corporate Career Network – MSCCN), are proud to announce the verified placement of over eighty-thousand transitioning service members, military veterans, retirees, National Guardsmen, Reservists, and military spouses.

Per Deb Kloeppe, Founder and President, VetJobs and Military Spouse Jobs, "Dan Goldenberg, Executive Director for the Call of Duty Endowment, framed for me the best way to describe our historic successful job placements. He said, 'Eighty-thousand verified hires could fill Yankee Stadium – TWICE!', and that's when it hit me. Looking around Yankee Stadium in my mind and filling it twice with our job placement candidates is truly historic. Eighty-thousand military families now have a fighting chance to earn a lifetime of income from our job placement services, which are also, lifetime services to them."

The nonprofit 501(C)(3) organizations, chartered in 2010, were first awarded the Call of Duty Endowment Seal of Distinction in 2013. Since then, The Call of Duty Endowment has been a consistent and staunch supporter, recognizing VetJobs and Military Spouse Jobs for their outstanding work, and quantifiable results, each year since.

VetJobs and Military Spouse Jobs operate solely through corporate grants and charitable donations with absolutely no cost to the military community they support. Furthermore, they spend ninety-six cents of every dollar in direct support of their military employment mission, making them some of the most, if not THE MOST, efficient and highest performing nonprofits in their segment.

The VetJobs and Military Spouse Jobs team consists of a highly skilled group of training personnel, career advisors, and employer liaisons, most of whom are former military members or military spouses. Every day, these hard charging folks engage their employer contacts and job candidates to find the most beneficial connections for everyone involved. Their high-touch personalized style is a hallmark of the organization's success. They don't just plug open positions; they're committed to making career dreams happen.

To learn more about these wonderful organizations and their military employment mission, visit them at www.vetjobs.org and www.militaryspousejobs.org.

WHAT 80K HIRES MEANS TO US

➔ **Stacy Bayton**
Sr. Executive Vice President,
Vet Jobs/Military Spouse Jobs



80,000 placements are a major milestone for our organizations, but especially for those we serve. "To us, 80,000 hires represents 18 years of hard work and

dedication to ensuring that the people within our military and veteran communities are afforded better career opportunities and the ability to advance those careers, and thrive. Simply put, the work this team does matters, it changes lives, and we are honored to continue to serve those who serve and support this nation. "

➔ **Amy Rossi**
Director of Training, CoFounder,
VetJobs/Military Spouse Jobs



"If you put all the Veterans and Military-affiliated candidates in one place we could fill the Dallas Cowboys Stadium... and still have people waiting outside.

I think this is a result of being flexible to move where the employment market went. We meet candidates where they are at and help them connect to the right opportunity."

➔ **Deb Kloeppe**
President and Founder,
VetJobs/Military Spouse Jobs



"Dan Goldenberg, Executive Director for the Call of Duty Endowment, framed for me the best way to describe our historic successful job placements.

He said 80,000 verified hires could fill Yankee Stadium - TWICE. That's when it hit me. Looking around Yankee Stadium in my mind and filling it twice with our job placement candidates, is truly historic. 80,000 military families now have a fighting chance to earn a lifetime of income from our job placement services, which are also, lifetime services to them."



Danielle Trosclair
Director of Community Engagement Division, VetJobs/Military Spouse Jobs

WHY WE ARE SO SUCCESSFUL AT PLACING OUR MILITARY INTO SUCCESSFUL CAREERS

By: *Alexandra O'Neil*
Communications Coordinator, VetJobs/Military Spouse Jobs



What makes VetJobs and Military Spouse Jobs so unique to the military community is our ability to cater to individual needs. We don't just provide a one-size-fits all service. Our company prides itself on providing timely responses & deliverables from people, who have "been there, done that" - people who can provide first class job search, preparation, and placement services. VetJobs and Military Spouse Jobs has a proven track record of success having recently surpassed 80,000 job hires as verified by Deloitte.

Danielle Trosclair is the VetJobs/Military Spouse Jobs Director of Community Engagement and has extensive experience in the inner workings of our business.

"We support the total military community - not a select slice," Trosclair said. "Moreover, we do one thing and we do it remarkably well. In my experience over the past twenty years in the military support space, I have encountered a plethora of support entities who try to do it all, coupled with various qualifiers for support. This can be very frustrating for someone looking assistance. Are you or your spouse active duty, post 9/11, currently serving on orders for over 180 consecutive days? When people are in need, they want to be able to easily find the resource that can assist with their need. They do not want to decipher the fine print to see if they qualify. They also don't want to have to weed through various support options, to connect with what they are looking for. We very clearly provide wholistic career readiness and advancement resources, to all military connected, all components, all war eras - plain and simple."

It all goes back to catering to the individual's needs and listening to what they are looking to accomplish in their professional lives. With a recipe such as that it's no surprise VetJobs and Military Spouse Jobs are the leaders in its space.

"They will not a receive cookie-cutter product," Trosclair said. "Active, Guard, Reserve - Spouses, Dependents, Veterans - Moms, Survivors - Learners, Career Changers, those who are in critical need of a job now, or those who may not be ready for placement but are in exploration mode - they all are unique in their career needs."

Our numbers don't lie, and we have the track record to prove it. But what makes us so successful at placing our military into corporate jobs?

"Honestly, because we have amazing people who do awesome work," Trosclair said. "For instance, the CS team is exceptional in listening to the career needs of those we serve to connect with where they are on their unique career paths. The training team empowers learners to achieve the right skill for their career goals. The RCS team fills our job board with the right careers for our talent pool. It's a collective effort to provide exceptional career empowerment and placement."

What can someone looking for assistance expect with our company?

"A real live human is here to assist them with their individual career needs, meeting them where they are, and not where an automated algorithm is programmed to process where the 1s and 0s say they need to be," Trosclair said. "Of course, if they prefer a more automated, low touch approach, we can provide that too! It's all about meeting them where they are - Amy Rossi taught me that."

80,000 plus verified hires today and we will continue to deliver top notch service to the people who provided service to our country. We are just getting started.

For more information go to our website at www.vetjobs.org and www.militaryspousejobs.org.

VETJOBS
POWERED BY CS&I

81,100
Verified Hires

MILITARY SPOUSE JOBS

HOW THE CALL OF DUTY ENDOWMENT'S SEAL OF DISTINCTION BECAME A SOCIAL IMPACT BENCHMARK

From a stringent application process to a keen focus on diligence and impact, the Seal of Distinction program has established the Call of Duty Endowment as a true difference maker in the lives of our returning veterans

When the Call of Duty Endowment was founded in 2009, its motivations and intentions were clear. The Call of Duty game franchise had both embraced, and been embraced by the military community, and the imperative to give back was without question. Writing those first few checks to some veteran-focused non-profit organizations felt good, but they also felt like not nearly enough. There were other nagging questions, too - Where was the money actually going? Who was it helping? And how much impact was it driving?

Clearly, there was more work to be done, and the Endowment was ready and willing to roll up its collective sleeves and ensure that their support for veterans went deeper and was more tangible than just a signature on a check.

A few years in, the Endowment saw a need for a better system to evaluate organizations for effectiveness, with a focus on actual impact on veterans' lives, rather than simply a reliance on organization's scale and brand recognition.



Call of Duty Endowment Executive Director & Retired Navy Captain, Dan Goldenberg.

“They said, ‘We’ve got this idea, but you’ve got to figure out how to operationalize it,’” says Goldenberg. “And we created what we call today, The Seal of Distinction.”

-Dan Goldenberg

THE DRIVE TO DO MORE



www.VetJobs.org

www.MilitarySpouseJobs.org

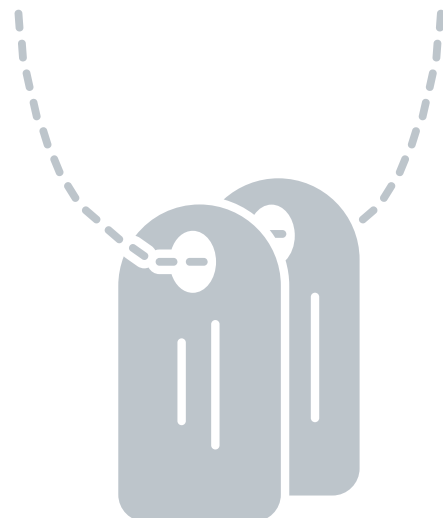
They turned to retired Navy Captain Dan Goldenberg, who brought with him not only a distinguished service record – 27 years of active and reserve military service during which time he served four tours as a commanding officer, operated as a carrier-based naval flight officer and intelligence officer, acted as special assistant to four Secretaries of the Navy, and was honored with the Defense Superior Service Medal – but also impressive experience in growth strategy and market research with Frost & Sullivan and CEB (a research firm now a part of Gartner).

After nine years of active duty, Goldenberg ended his service to attend Harvard Business School – only to have his first day fall on September 11, 2001. “I lost friends in the Pentagon that day, so I decided I wanted to get back and do what I could,” says Goldenberg. “I joined the Reserves and stayed in until I retired two years ago. At the same time, I was pursuing my civilian career in management consulting and information services. I used a lot of professional connections I made, to help other vets when they were struggling with their jobs. So, it became a personal passion for me.”

Goldenberg’s personal connection to the cause combined with his business experience made him the perfect person to synthesize the Endowment’s commitment to improving the way veteran non-profits functioned and performed. “What I loved about the opportunity was, the Endowment’s Board didn’t want a non-profit person, they wanted a businessperson, who was a vet,” says Goldenberg.

“They knew that a lot of what the non-profit and government sectors were doing wasn’t working, so they wanted someone who could apply a business sensibility to a social problem. They also wanted someone who was knowledgeable from a veteran’s perspective and passionate about it.”

Annual reports are intended to give shareholders and other interested people information about the company’s activities and financial performance. According to Wikipedia, an annual report is a comprehensive report on a company’s activities throughout the preceding year. Annual reports are intended to give shareholders and other interested people.



In Seal Due We Trust

Deb Kloepfel,
Founder &
President of
VetJobs &
Military
Spouse Jobs



With a plan of action in place, the Seal of Distinction itself took shape. “We were striving for something like the Good Housekeeping Seal of Approval, a promise that would be recognized as a symbol of excellence in the field. And I think it’s become one,” says Goldenberg.

To receive the Seal, nonprofits need to submit an application for review, one that must be renewed every two years. “The vetting program is really based on performance,” explains Goldenberg. “We look at the application, and consider four basic things: First, are the claims this nonprofit makes about its program true? Then we look at their financial past, present, and future projections. Are they in a tenuous or strong financial situation?”

Then we do background checks on key employees, and then finally a policies and procedures check, just to make sure they’re following all the laws and taking care of those things.”

If this sounds stringent and a little intimidating, well, it’s supposed to be. “We’ve been in this for 18 years, and I like to call us the house that Call of Duty Endowment built,” says Deb Kloepfel, Co-Founder and President of VetJobs, and wife of retired Navy Admiral (and VetJob Co-Founder/CEO) Dan Kloepfel. “The Seal of Distinction sets us apart. Unfortunately, only a few other nonprofits are willing to open their books and open their lives for this review that we are given every two years. If I had it my way, I’d want it every year because it just makes us stronger and stronger!”

BATTLING SKEPTICISM WITH RESULTS

Goldenberg admits that the first couple of years working with the Endowment, he was met with a little skepticism that a video game company was really going to change the way military-focused nonprofits conducted their business, and he understood why. “It took about two years - people were like, ‘Is this real? Or is this just a PR stunt?’,” he says. “And that was because, well, we hadn’t done much at that point. But we knew that and wanted it to be better.”

And, as Kloepfel says, any skepticism about the company’s commitment to helping veterans was not coming from the military community itself. “In the military world, when you say Call of Duty, eyes go wide,” she says. “The military loves Call of Duty. When you look at Activision, you think ‘military.’”

Further dousing any doubt was the announcement that the Endowment’s pledge to place 100,000 veterans in quality jobs by 2024 was met a full two years early. “I think the next phase is doubling down,” says Goldenberg. “On to the next 100,000. We have a very compelling road map to getting there. We have a model that works, and the need hasn’t abated one bit. As a country, sometimes, we forget our veterans once the conflict is over, but the need doesn’t go away as it’s still a struggle. So, we are staying true. Our franchise is inspired by the military ethos and that is how we give back - by staying true to those who inspired us.”

VetJobs has placed over 80,000 veterans in quality jobs since 2010, something Kloepfel credits directly to having the Seal featured prominently on their site and materials. “Think about this for a moment: What would happen if C.O.D.E. stopped funding non-profits? 80,000 people would not get jobs in the next two years. It brings tears to my eyes,” she says. “Here’s what I also love about the Call of Duty Endowment. It would be so easy for them to be a referral service. It would be so easy to stop job placement and just be a referral system, but they are committed.”

ELEVATING THE COLLECTIVE THROUGH CONTINUOUS IMPROVEMENT

The Seal of Distinction has clearly succeeded in establishing a standard that hadn’t existed before, but as Goldenberg says, there is always work still to be done – and some of that involves learning from the very organizations they are helping to support.

“We don’t just write checks. We don’t do that. We stick around and we measure results on a quarterly basis – and we also look for trends that can help us influence and improve,” says Goldenberg. “As an example, four years ago, two of our grantees were doing exceptionally well placing women veterans in jobs, much better than the rest of our grantees. So, we talked to them, and we distilled what they were doing differently. We were able to codify learnings for our other grantees. The next quarter and every subsequent quarter they all did better.”

The challenges that returning veterans face is always evolving. The Endowment understands this and is committed to being a steadfast steward that is continually learning, evolving, and improving. The Seal of Distinction underlines that commitment.

“We are life-long services,” says Kloepfel. “Most nonprofits can’t say that. But the Call of Duty Endowment has trained and taught us. They are protecting every veteran that seeks our services from anything unsavory. We honest-to-goodness would not be where we are today without them.”



VetJobs is THE Military-to-Civilian Job Placement Solution

[Click Here to view the VetJobs Impact Statement](#)

Since 2010, VetJobs has been the preeminent and most successful veteran training and job placement program in the nation. The organization just exceeded 80,000 job placements - the best among all veteran employment nonprofits. The VetJobs Train2Hire Learning Management Systems are industry-specific and align with each candidate's chosen fields of study. VetJobs' experts help employers understand the advantages of military experience by providing them with well-qualified candidates and narrowing the skills gap(s) in their workforce. Because VetJobs employs efficient and metrics-driven processes, no other civilian, nonprofit, or government military employment program can match its 80,000+ verified job placements at a cost of only \$500 per hire. Additionally, VetJobs spends a VERIFIED 96 cents of every dollar directly on its mission, as verified by Deloitte, via the Call of Duty Endowment and the BBB Wise Giving Alliance.

Who does VetJobs serve? Transitioning military, veterans, National Guard and Reserve members, military spouses/partners, and military children (of working age), all at no cost to them - for a lifetime! VetJobs has a robust collaborative spirit and firmly believes that, together, we are better - better for the military family and their financial security. VetJobs is currently partnered with the Department of Labor, The Veterans Administration, and The USO, as well as Combined Arms, The Navy League, and The Reserve Officers Association. These partnerships, along with the winning reputation of VetJobs, have resulted in 500-700 new applicants per week, growing an already robust 250,000 applicant database.



"You don't need more candidates - You need the right candidates."

- Danielle Trosclair, VetJobs

MILITARY SPOUSE CORPORATE CAREER NETWORK



**MILITARY SPOUSES
IN THE WORKFORCE
- 2021 IMPACT STATEMENT -**

MILITARYSPOUSEJOBS.ORG

**[CLICK HERE TO VIEW THE
MSJ IMPACT STATEMENT](#)**

How We Work With Our Candidates



Transitioning service members, veterans, National Guardsmen, Reservists, and military spouses and TAPS candidates complete their initial registration form

Career Specialists review profiles and deliver personalized services to ensure:

Career Readiness

Job Placement

Career Progression

Life-Long Earnings

Recruiter Connect Specialists work one-on-one with partner recruiters to match competitive and diverse candidates with employers or job training opportunities

Our Career Specialists

The VetJobs and Military Spouse Jobs Career Specialists meet each job candidate "where they are" in their job search journey. They are experts, helping candidates secure employment through every step in the process. These highly skilled and experienced individuals provide comprehensive employment assistance, which includes:

Resume Assistance

Need to update your resume? Don't have a resume? Need help targeting your resume? Career Specialists can help.

Job Prep Interviews

Have an interview coming up? Career Specialists can help you prepare. They'll even conduct mock interviews to help you prepare.

LinkedIn Optimization

Is your LinkedIn profile outdated? Career Specialists can help you create a stand-out profile to maximize your exposure and interest.

Job Search Strategies

Not having any luck with the job boards or employment websites? Career Specialists can help you think outside of the box and identify productive resources for job opportunities.

Referral to Training Opportunities

Need to fill a gap in your skills or need some additional training? Career Specialists can refer you to the VetJobs Training Team, which can help you acquire the right skills and certifications.

Our Recruiter Connect Specialists

The VetJobs & Military Spouse Jobs Recruiter Connect Specialists work with hundreds of employers to ensure all candidate applications and resumes receive prompt and thorough attention. Whenever a candidate submits for a job opportunity through the RC Jobs Board, located at: <https://vetjobs.org/explore-jobs>, a Recruiter Connect Specialist is instantly notified.

To Our Valuable Employers

We receive between 500-700 new resumes weekly and we offer the most diverse and extensive pool of military-affiliated employees anywhere (250-300K active candidates). Like other nonprofits, we do not charge 18-20% or more of a year's salary for our services. Our costs are the lowest in the industry, so explore our package options and let us help you hire the very best talent for your organization.

Without Your Support None of this Would be Possible!

our key partners



MSCCN's accreditation



ACCREDITED CHARITY

CASY's accreditation

18 year 501C(3) Public Charity in Good Standing

www.vetjobs.org

www.militaryspousejobs.org

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