



December, 2009 Update

Good News

MSCCN was awarded a Florida BRAIVE grant to offer intensive and concentrated employment services to military spouses and veterans in the North Florida area. We are interviewing for two additional team members to assist with this effort

In connection with the BRAIVE grant, we have scheduled two training events in Florida for 2010 - NAS JAX in March and Naval Station Mayport in October

Maria Cottrell, wounded warrior spouse and new MSCCN team member has been set up with a computer and Internet connection. She will start her internship program and training with MSCCN on January 4.

MSCCN was approached by Ashworth College to expand our training on portable careers. The link to the training has been a popular spot online, so Amy Rossi, Director of Training and Development, was asked to develop a detailed Portable Career Training for students to enjoy in a video format. The video production will start in January with a launch deadline in February.

MSCCN's online training section and the Work From Home/Portable Career Center is growing. The 2010 goal is to expand the training available for people to view through 2010! The goal is to launch one new online training per month. We currently have one training video, Target Your Job Search, located in the online training opportunities and it has become a popular spot for people to visit during their job search!

MSCCN is proud to announce the launch of a newsletter for business-minded spouses and veterans, called Entrepreneur Focus. The newsletter is in an effort to keep up with the demands of our clients that we are helping. Many individuals are seeking alternative work solutions in the current economy and we are going to provide a resource to help individuals with information that is requested.

Many website visitors have noticed the new website design by now... go have a look! It is really coming together. The streamlined look has supporters and clients buzzing with all of the new features in an easy to find format! Watch for NEW MARKETING to complete the new look. Flyers, business cards, newsletters soon will have a similar look to make MSCCN more recognizable! Anne Wight, Director, Program Quality Control

and Webmaster, is updating content on the website and Amy Rossi is leading the change in marketing.

Kate Midden, Director, MSCCN Talent Management Gateway Development, trained four volunteers and two team members on the Salesforce system and the MSCCN Gateway.

The MSEJ issue for the 4th quarter of 2009 was posted on the website at <http://www.msccn.org/PDFs/MSEJ2009-v5-i4.pdf> .

Volunteer Program:

December showed us that our volunteer program is robust. Our Volunteer Corps was able to volunteer more time in December than in November, despite having our Volunteer Coordinator start a PCS move and three other top volunteers moving, including a long-time volunteer moving from OCONUS back to the States.

“Creating the Perfect Resume,” written by MSCCN’s Resume Assistance Volunteer, Renee Kale, was published in December on the Blue Star Families website at: <http://bluestarfam.org/drupal/?q=node/2229>

The Corporate Development Volunteer team is still hitting the ground running. Our new volunteer, Mark Kloeppe, has been added to the Corporate Development team and will assist with grant research and submission.

In addition to Corporate Development, we still have volunteers assisting with Job Search & Resume Assistance, Training & Development, Technology Support, Research, and an Education Liaison.

December Volunteer Stats:

1 new volunteer

13 current volunteers

73.5 volunteer hours for December

Program changes/challenges

Last month (December 2009), we had 6,251 unique web site visits, up from 5,726 in November. Daily visits averaged 201 and peaked at 313 on December 30. Total web hits were 105972, down from 125,150 in November.

Gateway Report December 2009

123 Resumes Uploaded 568 Jobs Posted 4352 Applicant Contacts

6 Placements:

Army Spouse (CA), Army Spouse (NJ), Navy Spouse (TN), Navy Spouse (SC), Navy Spouse (NJ), AF Spouse (SC)

In checking the web statistics, it was interesting to note how viewers got to the MSCCN.org website (called referrers). December's data showed 10 websites in the top 25 that were either in error or were listed due to one viewer visiting non-related pages while also viewing the MSCCN website. We are now monitoring the referrers closely to ensure accurate data is obtained:

#1 was directly to the website (it's great we are known by so many) - same as last month and every month since reporting

#2 was from a Google search (not surprising) - same as last month

#3 was from aimtrust.com (?)

#4 was from Military Homefront (same)

#5 was from Google images

#6 was from Yahoo search (down one)

#7 was from Military OneSource (same)

#8 was from Google Search English (?)

#9 was from bing search (down one)

#10 was from Ashworth College (down four)

#11 -13 were ones being checked (3?)

#14 was from militaryfamily.org

15 was from a Chinese search engine (?)

#17, 19, 21, and 22 being checked (4?)

#18 was from npc.Navy Family Resources (down three)

And <http://www.afcommunity.af.mil/employment> moved from #17 to #23, but if 7 above it were in error, or from one user, it would have been #16, or up one.

The website was accessed from 63, down from 65 countries – here are the top 30:

1 Network	11 United States	21 Latvia
2 US Commercial	12 Canada	22 Ukraine
3 Unresolved/Unknown	13 Japan	23 India
4 US Military	14 Mexico	24 Luxembourg
5 Russian Federation	15 Italy	25 Turkey
6 US Government	16 Peru	26 United Kingdom
7 Non-Profit Organization	17 Old style Arpanet (arpa)	27 Australia
8 US Educational	18 Ireland	28 China
9 Germany	19 Singapore	29 Netherlands
10 Taiwan	20 Brazil	30 Iceland

Lessons learned

The biggest lesson learned for MSCCN in December was to remain fully focused on our core mission, as the holidays tend to be very stressful for most families. MSCCN needed to remain balanced, healthy, and fully coordinated during our time of growth and expansion. We were victorious in December because we understood that we just can't do it "all". We learned to set our top five priorities in the program, while keeping our focus on spouse job placement. We adopted a new internal Team motto "garbage out ... joy in". MSCCN remains joyful in all that we do!"