

MONTHLY PROGRAM UPDATE

FEBRUARY 2010

FEBRUARY 2010 EVENTS ATTENDED

Feb 3
Chamber Rising Professional
Networking Event
Colorado Springs, CO

Feb 11
MSCCN Board Meeting

Feb 11
Recruit Military Job Fair
Jacksonville, FL

Feb 18
Recruit Military Job Fair
Tampa, FL

UPCOMING EVENTS

March 4
Recruit Military Job Fair
St. Louis, MO

March 7 & 8
Information Fair for Air
Reserve
MacDill AFB

March 13
Welcome Home America's
Heroes
USF Sundome

March 16
BRAIVE Grant Event
Jacksonville, FL

March 31
Tri-Base Job Fair
Jacksonville, FL

Good News

Three additional MSCCN Team members were contracted in connection with the Florida BRAIVE grant awarded to MSCCN to offer intensive and concentrated employment services to military spouses and veterans in the North Florida area. They represent different branches of the military and will add new breadth to the MSCCN team. Dorothy Durham, Navy spouse, and Christina Cummings, Coast Guard veteran, both located near MacDill Air Force Base in Tampa, FL, will be providing outreach to the Florida Gulf Coast Region. Lisa Blevins, Navy Spouse, based at Naval Station Mayport, in Jacksonville, FL, will be conducting outreach in the North Florida and Panhandle region.

Gateway Report

MSCCN's Gateway team exceeded expectations in February. With new team members working one-on-one with military-affiliated applicants, placement and candidate goals are going to continue to increase.

318 Resumes Uploaded
924 Jobs Posted
1693 Candidate Communications

Hires: 5
Coast Guard Vet – FL
Marine Spouse – VA
Army Spouse – NC
Army Spouse – TX
Navy Spouse – FL

MSCCN Publications

The latest issue of MSCCN's Military Spouse Employment Journal (MSEJ) is now posted online at:

<http://www.msccn.org/PDFs/MSEJ2010-v6-i1.pdf>.

"Stand Out in the Crowd," written by Kristen Maszarose, MSCCN's Corporate Development volunteer, was published on Army Wife Talk Radio at: <http://www.armywifetwork.com/?p=2205>

MSCCN Activities:

New Online Resume Guidance for MSCCN Applicants

A new webpage was created this month to provide applicants with resume guidance. This information can be viewed at http://msccn.org/resume_guidance.html.

Independent Contractor Trainings

MSCCN conducted several trainings in February for new Independent Contractor team members. These included a detailed orientation of MSCCN, Professional Etiquette, Salesforce Contact Management, and Gateway Talent Management trainings.

MSCCN First Step Caregiver Employment Program

Maria Cottrell continues to exceed expectations and has truly added a new dimension to the Gateway Team. Our job posting numbers have never been higher! In February she visited staff at the Veteran's Administration in Fayetteville, passing out MSCCN brochures and encouraging wounded veterans and their caregivers to visit MSCCN for employment assistance. She will be going to Camp LeJeune in March for the same purpose. Her husband Warren is also a big MSCCN promoter. He believes it is very important that wounded warriors and caregivers know about the difference that MSCCN has made in his family's life and he's been passing out brochures and talking about MSCCN when he goes to treatment facilities.

Volunteer Program:

9 current volunteers

44 volunteer hours for February

Value of total volunteer time for February is \$891.00

The dollar value of volunteer time for 2008 is estimated to be \$20.25 based on research by Independent Sector
http://www.independentsector.org/programs/research/volunteer_time.html

MSCCN distributed its quarterly volunteer newsletter this month. If you would like a copy send an email to askus@msccn.org. MSCCN is looking for volunteers to fill the following roles: resume building team, job posters, article writers, research assistants, marketing and outreach to spouse clubs. If you know someone who is interested in volunteering with MSCCN, please have them visit <http://www.msccn.org/VolunteerCorp.html> for more information.

Speed Networking in Colorado Springs, CO

On February 3, 2010, Christine Brugman had the pleasure of attending her second official networking event to represent MSCCN. The event was a Speed Networking function sponsored by the Colorado Springs Chamber Rising Professionals. The program was full of energy and excitement giving local rising professionals the "brief" but highly effective opportunity to make a lot of initial connections. Out of the sixteen people Christine had the pleasure of speaking with during the one hour networking exercise, she received immediate follow-up from six strong companies to include a local TV station interested in working to promote resident nonprofits, BBVA Compass who was interested in providing grant money to nonprofit organizations, and the corporate giant, Sprint, who appealed to partnering with MSCCN to bring them a more qualified applicant pool. Christine found that the MSCCN and its mission spiked more interest than anticipated, forgetting that most organizations in the Colorado Springs area are very military friendly and frequently practice utilizing military-affiliated resources to help fill their corporate job positions.

Christine ultimately felt that the Speed Networking event increased the potential referral sources by meeting many people in one scheduled and organized setting, in the shortest amount of time. The event's purpose was not only to "interview" corporate representatives, but also to share how each organization could specifically help the other, hence the reason for so many follow-up responses and the foundation for the program's long-standing success. Christine experienced the event to be a fun, energetic, and a dynamic way to further goals towards continuing to develop a thriving, successful word-of-mouth-based business.

BRAIVE Grant Update

The Florida BRAIVE grant team is hitting the ground running. Here are some highlights from each region:

Panhandle and North Florida

February was a big month for NAS Pensacola. Meetings with Fleet and Family Support and other key people on base have opened doors to work between MSCCN and Fleet and Family Support that has led to attendance to classes and the creation of cooperative events between MSCCN and Fleet and Family at NAS to include workshops and mini career fair events. Meetings with the Chamber of Commerce, Workforce, and local employers such as Cox Communications have opened doors to additional jobs for MSCCN to post. Additional advertising links have been established through the base, Chamber of Commerce, local papers, Mother's organizations, and some local social media spots, such as Nesting.com. MSCCN attended a public speaking engagement to a local mother's group, in which more than half of the members were military spouses and/or veterans.

The Jacksonville team attended a Recruit Military Job Fair on February 11. Two MSCCN representatives attended and spoke with 45 veterans, 7 spouses, and 5 veteran/spouses. MSCCN is currently conducting follow-up with everyone they met at this event. In addition to the Recruit Military job fair, outreach was conducted to the Family Service Centers and base newspapers at NAS Jacksonville, Mayport and Kings Bay.

Gulf Coast

The Gulf Coast team attended a Recruit Military job fair on February 18. Outreach was conducted to 39 candidates. In addition, several corporate contacts were made, including Troops to Teachers, Department of Veterans Affairs, MacDill Airman and Family Readiness Center, DeVry University, HR Association of Tampa, and Tampa Bay Performing Arts Center. Each of these contacts will lead to more outreach efforts, as MSCCN has been invited to attend several events sponsored by these contacts.

Program changes/challenges

Last month (February, 2010) we had 8493 unique web site visits, up from 7,965 in January. Daily visits averaged 303 and peaked at 410 on February 17. Total web hits were 119,618, down from 147,587 in January, but higher than 105,972 in December, 2009.

In checking the web statistics, it was interesting to note how viewers got to the MSCCN.org website (called referrers). February's data showed another reduction in websites that were either in error or were listed due to one viewer visiting non-related pages while also viewing the

MSCCN website. We are continuing to monitor the referrers closely to ensure accurate data is obtained. Below are the top 20 of 715 unique referrers:

- #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 Military Homefront
- #4 was from google/url (up 10)
- #5 was from Yahoo search (up 3)
- #6 was from google/images (down 2)
- #7 was from Military OneSource (down 2)
- #8 was from Ashworth College (up one)
- #9 was from militaryfamily.org (up 8)
- #10 was from Bing search (up 1)
- #11 was from Career One Stop/MILITARY TRANSITION (down 1)
- #12 was not valid
- #13 was (Chinese search engine)
- #14 was AF community (up 4)
- #15 was weblink validator
- #16 and 17 were financial sites
- #18 was Yahoo mail
- #19 was from Concentra (up 1)
- #20 was from Facebook

The website was accessed from 69, up from 63 countries – here are the top 30:

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|----------------------------------|--------------------------|-----------------------|
| 1 Network | 11 United States | 21 New Zealand |
| 2 US Commercial | 12 Italy | 22 Switzerland |
| 3 Unresolved/Unknown | 13 Canada | 23 Poland |
| 4 US Military | 14 Taiwan | 24 Turkey |
| 5 Russian Federation | 15 Colombia | 25 Ireland |
| 6 Non-Profit Organization | 16 Romania | 26 Finland |
| 7 US Government | 17 India | 27 S. Korea |
| 8 Germany | 18 Austria | 28 Australia |
| 9 US Educational | 19 United Kingdom | 29 Ukraine |
| 10 Japan | 20 France | 30 Tuvalu |