



## MILITARY SPOUSE EMPLOYMENT JOURNAL

### A Spouse's Point of View

By Deb Kloepfel – President, MSCCN

#### *Military Members and Spouses — We Salute You!*



*Volume 2, Issue 2  
Special Edition  
2006*

MSCCN is pleased to present a Special Edition of the Military Spouse Employment Journal. We join others in celebrating National Military Appreciation Month this May. As military spouses, we appreciate the military every day, but it is wonderful that Congress has officially recognized military members and their spouses by designating each May as a month to express appreciation. According to the official website at <http://www.nmam.org/about.htm>:

"National Military Appreciation Month (may) includes Loyalty Day (1st), VE Day (8th), Military Spouse Day (12th), Armed Forces Day (20th), and Memorial Day (29th). This very important month honors, remembers, recognizes and appreciates all military personnel, those men and women who have served throughout our history and all who now serve in uniform and their families as well as those Americans who have given their lives in defense of our freedoms we all enjoy today."

We truly appreciate military members and their families. That appreciation also extends to military spouses, both male and female, who amaze us daily with their capabilities, resilience, and willingness to help others.

Military Spouse Day was first celebrated in 1984 by then-President Ronald Reagan to honor the contributions of military spouses. The military now sets aside the Friday before Mother's Day each year to observe Military Spouse Day to pay tribute to all military spouses. Although only one day is officially set aside to recognize military spouses, we want you to know that MSCCN was established by and for all military spouses and appreciates military spouses each and every day of the year!

In this special issue, please note that Wachovia is a newly partnered company and is eagerly waiting to review resumes from military spouses. We welcome Wachovia to MSCCN and hope that you will join us too!

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***This nation will remain the land of the free only so long as it is the home of the brave.***

~Elmer Davis

## Highlighted Company-



Headquartered in Charlotte, NC, Wachovia is currently beta testing a new kind of MSCCN/employer network process. MSCCN welcomes Wachovia! Here are some excerpts from Wachovia's website:

"Wachovia Corporation (NYSE:WB) is one of the nation's largest diversified financial services companies, providing 13.4 million household and business relationships with a broad range of banking, asset management, wealth management and corporate and investment banking products and services. Wachovia operates as Wachovia Bank through 3,159 offices in 16 states from Connecticut to Florida and west to Texas, and, until merger integration activity is completed, will continue to be known as Western Financial Bank in California. Two core businesses operate under the Wachovia Securities brand name: retail brokerage in 49 states and in Latin America, and corporate and investment banking in selected industries nationwide. Globally, Wachovia serves clients through more than 40 international offices. Online banking is available at [wachovia.com](http://wachovia.com); online brokerage products and services at [wachoviasec.com](http://wachoviasec.com), and investment products and services at [evergreeninvestments.com](http://evergreeninvestments.com)."

*Wachovia has consistently been recognized as a great place to work:*

"For the tenth time, **Working Mother** magazine has named Wachovia one of America's 100 Best Companies for working mothers.

For the third year in a row, Wachovia has been honored by **DiversityInc** magazine as one of the "Top 50 Companies for Diversity."

For the fifth year in a row, **LATINA Style** magazine has recognized Wachovia as one of its 50 Best Companies for Latinas to work for in the United States.

For the third year in a row, **Essence** magazine has added Wachovia to the list of "35 Great Places for Black Women to Work."

**The Black Collegian's Top 100 Employers Survey** included Wachovia among its major employers in industry, government, and business examined for hiring trends.

For the fifth straight year, **Training** magazine ranked Wachovia on its annual list of the 100 Best Corporations in North America for Developing Human Capital. "

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### Highlighted MSCCN Military Spouse

**YOU!** by MSCCN Team

nents — active and reserve. We also are spouses of retired military members and veterans. We represent a talented labor pool that is often overlooked by many employers.

What do we know about military spouses? The **2004 Demographics** and the **First Quadrennial Quality of Life Review** linked to <http://www.militaryhomefront.dod.mil/> under *reports* show that:

**Number of spouses: Active = 688,418 Reserve/Guard = 428,363**

There are 688,418 spouses of Active Duty members. Just over half (50.2%) of the spouses are 30 years of age or younger. Nearly 30 percent (29.9%) of the spouses are over the age of 35. Approximately 93 percent of the spouses of Active Duty members are female.

Of a total of 428,363 military spouses (of Reserve/Guard), more than half (53.8%) are more than 35 years of age, and about one quarter (26.2%) are 30 years of age or younger. Of a total of 428,346 military spouses for whom the gender is known, the majority (89.6%) are female.

Most spouses of active duty members (75%) have at least some college: 38 percent do not hold a degree, but have some college credit; 12 percent hold Associate degrees; 18 percent hold Bachelor degrees; 7 percent hold advanced degrees.

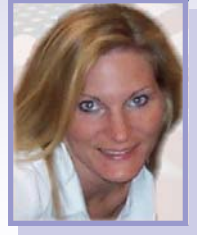
We salute **all** military spouses in this issue. We are young, old, male, female, and diverse in racial, ethnic, and cultural backgrounds. We are married to military members from all services and across both compo-

## What Corporations Really Look for in a Military Spouse Applicant (Part II)

By: Jay Brethen, Business Development

Answers by: Ken Huxley, Manager, Military Recruiting Programs, USAA Corporation

Spot light Company: USAA



**HQ City/Country:** San Antonio, TX

**Employee Base:** 21,000

**Revenues:** \$11 billion

**Customers:** 5 million

**(Continued from the previous issue)**

*What types of positions does your company recruit military spouses for?*

**USAA:** We select people who have a passion for serving our members, and who share our core values and sense of urgency. As a result, we recruit military spouses for many different kinds of positions — from our frontline customer service positions to executive management positions that lead major projects and companies.

*Describe one of these positions (responsibilities, daily duties, working hours etc.)*

**USAA:** The majority of our positions are Member Service Representatives (MSRs) which involve interaction with the member by telephone. In this position, MSRs might help a member prepare for deployment one day, and help refinance a mortgage the next. USAA gives its employees the ability to make values-based decisions, which means MSRs must be prepared to make decisions based on their values and the specific situation at hand. MSRs have flexibility and authority to do what's best for the member based on values.

*What is the average starting pay and benefits for this position?*

**USAA:** Entry-level positions typically start in the \$25-\$30K range. USAA also offers a full range of world-class benefits, including health care, tuition reimbursement, on-site child care, wellness/fitness programs, and personal financial planning services.

*Any other comments or advice?*

**USAA:** Be proud of your contributions and have confidence in your ability to successfully enter the workforce. Companies of virtually every size and industry appreciate the sacrifices you've made and value the skills and experiences you bring to the table.

**We're on the Web**  
**[www.MSCCN.org](http://www.MSCCN.org)**

# MSCCN Talent Management Gateway

By Kristina Saul



## Dear MSCCN Applicant — Remember to Post Your Resume!

This is a reminder to post your resume on MSCCN's gateway! There is a new corporate culture emerging in the recruiter world called "resume mining". It is a common practice among recruiters because it improves their ability to find the perfect candidate to fit their job opening.

What is resume mining?

Resume mining is a technique used by recruiters when searching resumes posted on gateways or portals for a particular skill set. Middle management and executive positions will often not be posted on public job boards or gateways because corporate recruiters do not want to sort through thousands of ill-crafted resumes and skill sets that do not match their job openings.

Corporate recruiters view resumes all day long from their "resume mining" perspective. If you do not find a job that interests you on our MSCCN Gateway, please post your resume anyway. Our corporate recruiters are mining

military spouse resumes daily for jobs in the middle management to executive levels.

Don't be timid about asking for help! Proper resume posting can make the difference between a job or unemployment. If you do not have a resume, please make an appointment with your local military installation family center.

Should you not reside near a military installation, please go to our resources and click this link to review the resume section. Once a resume is drafted, we can forward it to the MSCCN Resume Coalition for review.

Need to talk to someone?

Kristina Saul can be reached by calling 253.459.4550 from Mon - Fri 9 am - 5 pm Central Time or by email at ksaul@msccn.org.

## MSCCN Resume Coalition Volunteer Spotlight

*The MSCCN Resume Coalition is a group of job search and career development professionals who volunteer to help applicants review and re-work resumes.*



Lori Cleymons is a talented Marine Corps spouse who believes in volunteering:

"I started in 1997 with the Whistle Stop Thrift store on MCAS Cherry Point, NC and then moved into the Publicity Chairman and Co-Team Leader positions for LINKS and also the Key Volunteer Coordinator for MTACS-28. We then moved to Okinawa, Japan where I served as the Publicity Chairman for Navy/Marine Corps Relief Society for a little over a year. I then became a paid employee for the University of Maryland University College as their Outreach Coordinator.

In 2002 we moved to Camp Pendleton, CA where I worked at Marine & Family Services as the Employment Specialist for a little over 2 years. In 2005 we next moved to MCLB Albany, GA where I volunteer as a resume writer for the Family Employment Assistance Program at Marine & Family Services, Key Volunteer newsletter contributor, and resume writer for MSCCN."

*MSCCN is very fortunate to have Lori as a prolific MSCCN Resume Coalition volunteer. This month she also is assuming the duties of heading the administration of the MSCCN Resume Coalition.*

**MSCCN thanks Lori and the other MSCCN Resume Coalition professionals who have so generously devoted their time and talents to helping military members and their families!**

# Developing Résumés to Post to Job Boards

by John Lucas, Senior Recruiter with Chenega Technology Services Corporation, Springfield, VA.

*Mr. Lucas volunteers for the MSCCN Resume Coalition. MSCCN encourages applicants to post resumes wherever they find good job opportunities. Unlike other well-known resume-posting websites, the MSCCN Gateway is not a regular job board – it is a network with partnered companies' recruiters. With that in mind, Mr. Lucas offers his advice on what to consider when posting resumes to regular job boards.*

Anne asked me to write an article on additional resume tips to follow her article from the previous issue. After spending a couple of days reviewing resumes online I have a few suggestions on posting resumes on Job Boards.

How do recruiters find you if you do not directly submit your resume to a company or to a job ad? When you are applying directly for the job, your resume should be tailored to highlight your qualifications for the job, your skills statement/objective should speak directly to the job, and you should tweak your responsibilities to match the requirements for a specific job. When you post your resume online to a monster or hotjobs or any number of job boards it is more like placing a bill board on the internet saying here I am, hire me. Here are a few tips to help you write a more generic broad-based online resume.

Convert your resumes to text resumes. While many job sites allow you to attach your word.doc resume, others do not and request that you type in a resume or cut and paste your old resume. Unfortunately, if you cut and paste a word.doc into a text box you tend to lose the formatting and spacing. There have been many times I had to squint through the reading of a resume -- the formatting was off, the spacing was messed up, and random characters (!\$&) were inserted into the resume. If you save a copy of your resume in text format you should be able to cut and paste it without losing formatting. Be careful. You should print out your resume after you convert it to text format and make sure the spacing is correct and characters are suitable. You will have to go back and add some spaces and take out others. You may want to consider replacing bullet points with an “\*” (uppercase 8). This will make it easier for the recruiter to read and understand your resume.

Most job sites allow recruiters to search resumes by search terms or words using Boolean search. Once a resume comes up in a search the search terms are generally highlighted. The more the search words come up in a resume, the closer to the top of the list of resumes your resume will come. I kind of told you an untruth in the last paragraph; recruiters rarely read resumes. They scan through them, looking for highlighted search words and reading around them. Rarely will I read a resume on the first go around. I look for my search words and determine if they fit into my requirement profile, then I will read the resume. There are some ways to manage this to help you get to the top of the pile.

If you are soon relocating and are seeking a position in the new area, I recommend placing your new location's address on the resume. If you are in NY and know you will be in KY in the next three months you should float a resume with a KY address. It does not matter if you do not live there; borrow a friend's or relative's address and let them know you are doing it. Or you can even just list your name, the city, and zip code.

Email addresses are also important; I recommend that you obtain a yahoo, gmail, or hotmail account and devote a specific email address to your job search. Make sure your email address is professional; [hotsexy-daddy@whatever.com](mailto:hotsexy-daddy@whatever.com) may be suitable for a private address but it is not professional (don't ask I can write a book on all the unusual email address I've seen!). If you move or switch internet providers you will not have to rework your resume to add a new address. Some recruiters do not consider it in good taste to use your current company's email address on your resume. Also think about obtaining several email addresses devoted to your job search. Most job sites will give you an account based on your email address and you may want more than one resume on a site.

To Be Continued in the Next Issue....

# Newly Married and Future Military Spouses

by Courtney Bishop and Anne Wight, GCDF



The MSCCN Gateway and services are available to all current military spouses, but future spouses may also want some assistance. Some military family centers offer limited help for "significant others" while some may not do so. Newly married and future military spouses should contact their closest military family center to verify what services are currently available to them. Below is a question received through the askus@msccn.org email from Courtney Bishop and the response from Anne Wight. Courtney graciously agreed to share her concerns in print to assist future and newly married military spouses:

*To Whom This May Concern:*

*I am a College Junior at Norwich University studying Criminal Justice and minoring in Political Science. I have had an awful time finding SOMETHING (job wise) since my boyfriend is commissioning soon in the Army. Your website has given me hope and I am very thankful!! I am just coming up for a loss on the search for anything in my field as well as where he will (could be) stationed. If you could help me, maybe have info or point me to someone that might I would be much appreciative!!!*

*Thank you for your time,*

*Courtney Bishop*

First, congratulations on the completion of your degree! You also deserve congratulations on beginning your career exploration and job search well in advance.

Any dual career couple has to make ongoing decisions on which career is the primary one for that couple. In the event of a promotion opportunity to another location or if the local labor market changes, couples want to make thoughtful decisions that will support them as a couple. In the military family, officers usually consider the military as a career, not an enlistment like some of the enlisted do. (Many enlisted members are also in as a career and they have the chance to re-enlist.) What makes the military slightly more difficult for the military spouse is that the military member does not have the right to choose when and where he or she goes. Military members do have a chance to voice a preference, but not all can be given exactly what they want and when or where they have to go. That means that the military member's career will be directed by the needs of the military and our country. The military spouse can do a lot to lessen employment issues as the military moves the member from location to location. Here is what I recommend to all newly married and future military spouses:

1. Get as much education as you can. You are well on your way, but I hope that you will continue on to graduate studies, even part-time, since that will enhance employment opportunities for you.
2. Be flexible. I often think of the "square peg in the round hole" problem. If your career is one as a square peg and you love that and are extremely good at that, what do you do when you move to a location where there is no need for a square peg? You have to be flexible and learn new skills or use your existing skills in new ways. With your areas in Criminal Justice and Political Science, would public administration be an area of interest? If not what other areas could you target?
3. All employers need workers who are computer literate, can write well, and can manage basic math needs like simple accounting or statistics. Are you good in these areas? If not, try to get some training or some additional courses in these areas.
4. This is the hardest one of all -- live on only the military income. Use your earnings when you work to invest in your own education, in retirement and savings accounts, or in helping to purchase appreciating assets (like houses). No one can forecast what Social Security will look like or even if it will still be around in 20 years. You don't have to become a miser and never have any enjoyment, but do look at the military career as a part of your husband's career and your lives -- it covers 20-30 years as a career, not the entire rest of your lives. Do life-planning so that transitioning out of the military will be painless when that time comes.

(For those who are not near a military family center, review <http://www.militaryhomefront.dod.mil/> to learn more.)

# The Importance of Networking

by Anne Wight, GCDF



Many job-seekers spend most of their job search in a cycle of scanning job boards and reading want-ads, uploading and mailing resumes, and then starting over again. For years, career development and job search experts have advised that the most important key to a job search is through networking. What is networking? Why is it so important?

Networking is **not** asking everyone you know to hire you or to find you a job. It is not about favoritism. It is about building and maintaining relationships in the workforce and in our personal lives. Networking is not a one-time event – it must be ongoing. Who can be in your network? Friends, family, former co-workers, former classmates, close acquaintances through your church or from regular activities like favorite salespeople, dentists, doctors, etc. Networking is about letting others know you. When the time comes to search for a job, ask for their advice or job leads, not a job.

Many positions are never advertised outside of a company. This hidden job market accounts for about 80% of jobs. That means that only 20% are ever advertised! The best way to find out about the majority of job openings is through networking. That is what MSCCN does for applicants. The Gateway is not a simple job board, but is an entry way into a network of employers who are actively seeking military spouse applicants and are in constant communication with MSCCN team members who are part of your network!

Earlier in this issue, Kristina discussed resume mining. Another current tactic by employers is called *passive recruiting*. Excellent employees, many of whom who do not like to network, are finding that headhunters are reaching out to them by exploring the talents of the currently employed. Two websites are noted for passive recruiting – zoominfo.com and ziggs.com. It would not hurt to fill in your information on these websites (free). Remember however, that the best approach to a successful job search is through active networking.

Invest most of your time in seeking the advice and assistance of everyone you know to help you locate suitable job openings. Prepare a great resume that highlights your achievements in your past positions and focuses on keywords for the skills that you possess. Then provide a copy of that resume to those in your network as a reminder of your specific and special attributes. Advise them that you will develop a special resume to fit any good job leads they find so the resume they have is only for their reference.

Networking is the vital part of the job search. Register on MSCCN.org and start building your network today!

For more information about networking, contact your nearest military family center. If there is not one nearby, check out the information on networking at <http://www.careerjournal.com/> and also review <http://jobstar.org/hidden/hidden.php> to learn more about the hidden job market.

***Do or do not. There is no try.***

**Yoda**

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## MILITARY SPOUSE CORPORATE CAREER NETWORK

A Non-Profit Corporate Direct Hire Program



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