

## A Spouse's Point of View

by Deb Kloepfel – President and CEO,



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2008

### The MSCCN and Pinnacle Foundation Process

Several people have asked me to explain how MSCCN and Pinnacle join technology and outstanding customer service to advance career opportunities for those military spouses, caregivers, and war wounded whom we are devoted to helping. The two-sided process we use to do this is shown below:

### Job Search, Placement, and Applicant Tracking

— Available opportunities with MSCCN partnering employers are posted as open requisitions to the MSCCN Gateway

— Interested applicants register, post resumes, and apply to requisitions of interest to them.

— A personal response is sent to confirm the resume posting while also verifying the email address

— MSCCN's Gateway Team begins the skills' prescreen process through email and telephone communication with the applicant.

— After application, the Gateway Team e-links the recruiter to notify them of the applicant's interest, while requesting the applicant to go to the MSCCN partnering employer's web site to register and also post the resume there.

— The applicant then applies to specific positions on the MSCCN partnering employer's site and emails our Team to notify them which positions need follow-up attention for the applicant.

### MSCCN and Pinnacle Recruiter Communication Process

— Our Gateway Team trains the recruiter in the optimum method of gateway access, including how to check the status of their requisitions and folders.

— Our Gateway Team informs the recruiter via e-link when applicants are interested in their requisitions

— Recruiters can view resumes on the gateway, make notes to applicant profiles, and contact applicants.

— The Gateway Team makes weekly attempts, through e-link communication and telephone calls, to track applicants in their interview and hiring process.

— At the completion of cycle, the Gateway Team asks the recruiter for feedback and then assesses the process and makes any necessary adjustments to the process on a monthly basis.

Please don't hesitate to contact the Gateway Team, at [askus@msccn.org](mailto:askus@msccn.org), if you have any questions.

### Inside this issue:

A SPOUSE'S POINT OF VIEW	1
YOUR MSCCN EVENTS	2
HIGHLIGHTED SPOUSE	2
MSCCN TALENT MANAGEMENT GATEWAY	3
MSCCN EMPLOYERS – NEWS AND JOBS	4
HIGHLIGHTED COMPANY – MSCCN CHARTER MEMBERS	4
MSCCN'S BUSINESS MODEL	5
WORKING SMARTER	6
EMPLOYMENT – EDUCATION VS. EXPERIENCE	7
ABOUT MSCCN	8

*An investment in knowledge always pays the best interest.*

Benjamin Franklin

## Your MSCCN Events

by Deborah Kloepfel, President and CEO,  
MSCCN and Pinnacle Foundation



## Fort Riley

On left, MSCCN's Celeste Synder

The MSCCN is entering into an exciting phase to increase employability of applicants and job placement numbers. The first phase will take place within CONUS military installations during the remainder of 2008. Six military installations will be selected to hold a no cost one-day career event titled: "Volunteer-to-Career: Stepping Stones to Your Future™".



Thanks to the funding support of Lockheed Martin and Gant Travel, there will be no charge for the event!



Four installations signed up within one week of our announcement. We're in the process of selecting the final two military installations for the remainder of 2008. Please go to the Newsflash section of the MSCCN website - <http://www.msccn.org/news/news.php> - to read more.

Here are a few of the upcoming events that MSCCN will attend or sponsor:

August 13 Attend Hood Howdy, Ft. Hood, Killeen, Texas

August 14 Attend Ft McPherson Job Fair, Forest Park, GA

August 14 Attend RecruitMilitary Career Fair, Anaheim, CA

August 21 Attend RecruitMilitary Career Fair, Baltimore, MD

September 5 MSCCN's "Volunteering: Stepping Stones to Your Future" event at Ft. Campbell, KY. Deb Kloepfel, Keynote address.

September 18, 19, 20 MSCCN and CAI - "Community Association Management Course and Certification". Ft. Detrick, Frederick, MD.

September 23 Attend DoD Hiring Heroes Job Fair, Ft. Sam Houston, San Antonio. TX

October 2, 3, 4, 5 Diversity Military World Expo 2008, Washington, DC. MSCCN is a nonprofit guest of honor. Deb Kloepfel will speak.

October 29 MSCCN's "Volunteer to Career" event at Ft. Bliss, El Paso, TX.

## Highlighted Spouse —

### Sue Hoppin

Sue Hoppin was awarded as the Volunteer of the Year at McConnell AFB (1999) and as the 76th Airlift Squadron Spouse of the Year (2002). Last year, Military Spouse magazine named Sue on their 2007 Who's Who of Military Spouses list recognizing 12 spouses who have made significant contributions in the military community for all military spouses.

Sue joined the Benefits Information Department staff of the Military Officers' Association of America (MOAA) in 2005 and quickly established herself as an expert in military spouse issues. In 2006, Sue was selected to be MOAA's Deputy Director for Spouse Outreach.

In addition to holding a variety of paid positions, Sue has over 13 years experience serving in the military community as a volunteer. Her responsibilities ranged from squadron fundraiser and spouse club membership chair to the presidency of both the Kadena Officers' Spouses' Club and of

the Ramstein Elementary School PTA. She currently serves as the 2008-2009 President of the Air Force Officers Wives Club at Bolling AFB.

In addition to her work at MOAA, she writes a monthly column for Military Spouse Magazine and serves as a member of the Board of Advisors for the Military Spouse and Family Legacy Association.

MSCCN thanks Sue for her dedicated support of military spouses!

MSCCN also thanks MOAA for recognizing talented military spouses and placing them on their staff as well as providing much of the information about Sue.



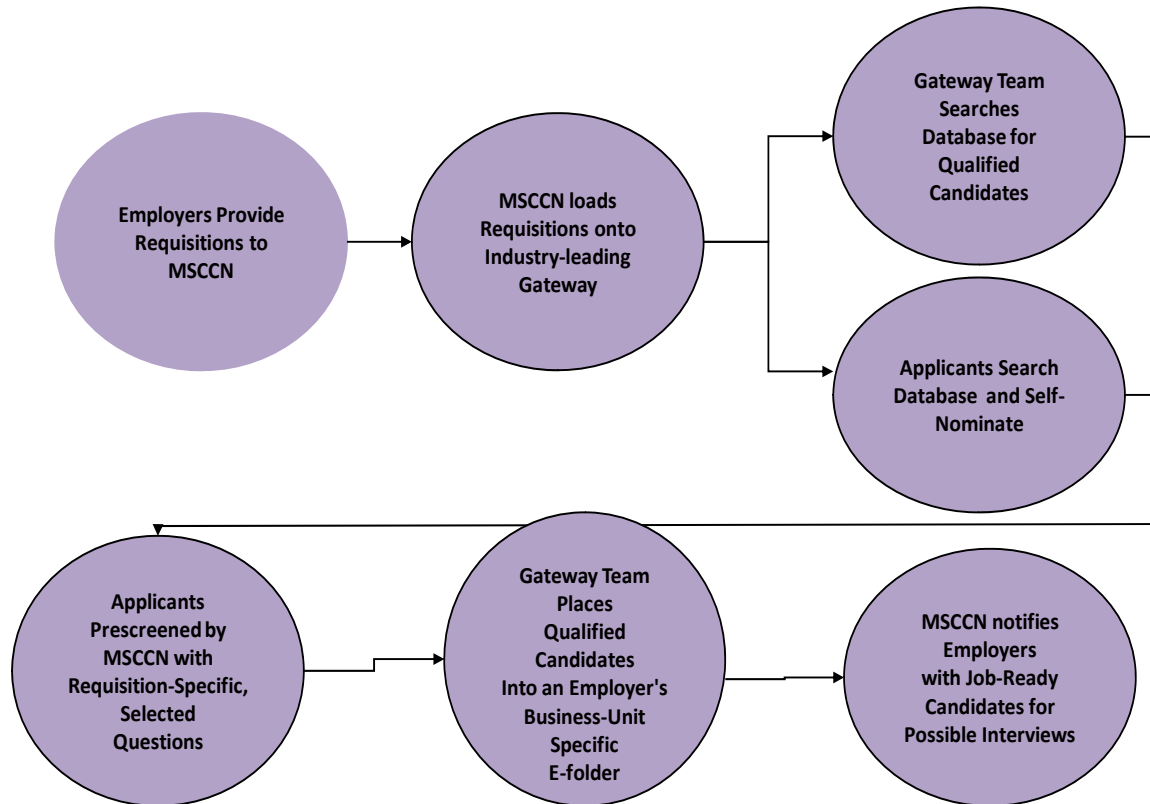
# MSCCN Talent Management Gateway

by MSCCN Team

The Team felt that it was important to show MSEJ readers how the MSCCN process works. Most “job boards” rely solely on technology to match applicants to job openings. MSCCN believes that a vibrant network requires ongoing human participation. Applicants and recruiters are contacted on an ongoing basis to ensure everyone’s needs are fully understood.

Below is a slide that illustrates the overall process:

## MSCCN Process High Tech AND Personal Touch



We invite readers to explore the entire MSCCN website at <http://www.msccn.org> and to contact us with any questions or suggestions! Email [askus@msccn.org](mailto:askus@msccn.org) or call 1-877-MyMSCCN (1-877-696-7226)

*Hide not your talents, they for use were made. What's a sun-dial in the shade?*

Benjamin Franklin

# MSCCN Employers — News and Jobs

by Kate Midden



At MSCCN, we try to maintain a low profile while devoting our efforts to expanding our outreach and meeting our goals. I've noticed non-profits lately whose websites offer landing pages that peddle everything from "devotion" pendants to celebrity auction items, all in the name of charity. I truly have to wonder how many "cents on the dollar" are (truly) spent on exorbitant nonprofit payroll and perks to the staff as they peddle their wares on their tax exempt website. **MSCCN spends 100% of ALL funding on its mission... 100%.**



The month of July was a remarkable time for MSCCN. New partners joining MSCCN in support of our mission included Lockheed Martin, Military Avenue, EChapter One, and Planate Management. In August, the MSCCN will make an important announcement about a new Charter Member and a new MSCCN Board Member. But that's not all. MSCCN was a military nonprofit selected to attend the Diversity Military World Heritage Expo, 2008 in October in Washington, D.C. as a guest of honor. Our MSCCN CEO, Deb Kloeppel, will provide a speech at this historic event.

MSCCN is on the move with our nationwide one-day event titled: "Volunteer to Career" underwritten by Lockheed Martin. Thank you, Lockheed Martin!

Check out all of the events the MSCCN is sponsoring during the next the three months on [www.msccn.org](http://www.msccn.org), under the News and Events section.

## Highlighted Companies — MSCCN Charter Members



Although we have highlighted Charter Members individually in previous issues of the MSEJ, we want MSEJ readers to understand how vital the Charter Members are to the MSCCN mission. Charter members have an appointed member sit on MSCCN's Board. Board members oversee MSCCN operations and vote on key issues.

Without **Concentra**, MSCCN might not exist; Concentra was MSCCN's founding company. **Boeing** led the way for other employers when they joined as a Charter Member early in MSCCN's history. **Kenexa**, another early Charter member, sponsors the Gateway section of MSCCN that is key to MSCCN's operations by tracking applicants and posted job openings. **Magellan**, the last company to join as a Charter Member, has provided key continuing support. All four Charter Members have remained strong supporters for years.

Please take a few minutes to look at the logos shown above. These companies actively recruit military spouses and veterans as employees and are the cornerstone of MSCCN. **MSCCN extends sincere gratitude to the MSCCN Charter Members!**

# MSCCN's Business Model

by Deb Kloeppe, MSCCN President and CEO



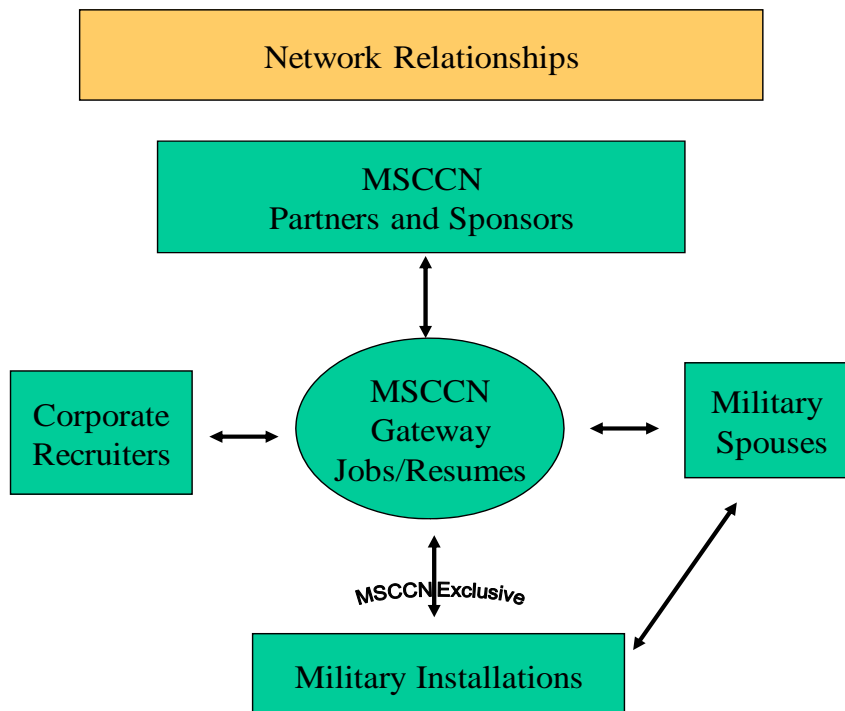
So often, military organizations and military spouse nonprofits who pitch their missions to corporate funders confuse their charity IRS status with corporate business infrastructures. This type of confusion leaves a very bad taste in the mouths of corporate funders, which in turn makes it more difficult for organizations such as the MSCCN to separate our pristine business infrastructure from military spouse charity organizations.

Allow me to take this opportunity to illustrate the MSCCN's sophisticated state-of-the-art Talent Management System along with our superior high touch personal service to our military spouse applicants.

Communication is everything! Because the MSCCN is the only nonprofit military spouse employment organization in the country, we believe it's our duty to reach out to thousands of military spouses in very personal ways and at the same time, maintain the most professional attitude possible to provide the type of corporate example our military spouse applicants have come to expect from MSCCN.

To create a true network of employers, military spouse job seekers, and military family centers, we rely on ongoing communication through a strong web presence, a secure Gateway, information and articles presented in a variety of publications, personal phone calls and emails, occasional meetings, and coordination of activities and programs with all involved. As MSCCN grows in number of applicants registered and sponsoring employers, focus will remain on strengthening communication to keep our network strong. We are working fulltime to increase placement opportunities for all military spouses.

MSCCN operates as a 501(c)(3) nonprofit BUSINESS. Sponsorships and donations fund operations and allow services to be provided free to military spouses. MSCCN is a very unique business because of our emphasis on building and maintaining a network that eases the job search for military spouses and the recruiting of good applicants for corporations through the use of technology AND ongoing personal communication. All we need are well-prepared, job-ready military spouse applicants. Are you one?



# Working Smarter

by Amy Rossi, MSA, CJST, MBTI, SII



## Common Mistakes Made by Military Affiliated Applicants on Resumes Part Three - No Direction

Five frequent mistakes military members and their spouses make when writing their resumes are their resumes contain 1) jargon, 2) too much information, 3) no direction, 4) too many special characters, and 5) efforts to cover up or explain gaps in employment. In this issue, we discuss 3) no direction.

### NO DIRECTION or WRONG DIRECTION

The category containing no direction and wrong direction is where most resumes end up because it catches all individuals with information not useful to the employer or wrong information. Over 20% of resumes that I review and contact contain wrong information. Most common errors are wrong telephone numbers, email addresses, and address. Prior to sending any resume out make sure the contact information is correct and telephones are in good working order with the ability to capture a message. The quickest way to be disqualified for a position is to be unreachable.

Almost 50% of resumes I review contain information of no relevance to the applied for position. For example, I once had a candidate turn in a resume with five years of nursing experience and a nursing degree. I was excited and immediately referred her to three positions only to find out she turned down job offers because she no longer desired a position in nursing; she wanted to be a teacher. WHAT??? I was confused and so were employers because none of the teaching positions she applied for called because the resume clearly indicated that she was skilled for a nursing profession but not teaching. With a few simple changes on her resume, like highlighting the candidate's teaching courses and including her teaching experience on her nursing job, she was able to secure a position as a substitute teacher and then as a teacher the following year.

Another resume I reviewed that had no direction was a resume that contained every position and skill that the candidate had on two sheets of paper. Her skills ranged from administrative, to accounting, to dental hygienist, to manual labor. She could not understand with all the skills she had why nobody was calling. I asked her what job she was looking for and she "ANY!" except she no longer wanted to do "manual labor or accounting or be a dental hygienist". We eliminated the job skills from her resume that she no longer wanted and focused on filling her resume with the administrative skills she possessed and the position that she desired became clear. She found a job in two weeks versus six months of trying with the old resume.

Yes, I can hear your groans and whines! How am I supposed to keep everything current when I move so often and change careers every three years? The answer is to use your career counseling professionals at the military family centers and Department of Labor. You do not have to do it alone; use all the free resources that are available to you.

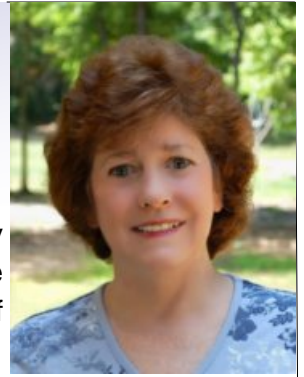
I will cover other common mistakes in the coming months. Until then, take time today to review your resume and see if you can find any examples of NO DIRECTION or WRONG DIRECTION.

***Remember not only to say the right thing in the right place, but far more difficult still, to leave unsaid the wrong thing at the tempting moment.***

Benjamin Franklin

# Employment - Education Vs. Experience

by Anne Wight, GCDF, CFLE, and CCRR



An MSCCN applicant recently asked if she should spend the time her husband is deployed by invigorating her job search or if she should go back to school. The answer is not easy because each situation is quite different. We can look at the overall picture to study the pros and cons of education versus experience for military spouse employment.

Over the years, I have heard many discussions on the importance and value of education versus experience. Many jobs require a certain academic level but some employers also prefer education for those positions that have no such requirement. Other employers search for broad experience and only look for academic achievement where absolutely required. Are there benefits to education when compared to experience?

Michael Lovelace wrote, "I'm not here to knock higher education. It's been my experience that college grads know what they're talking about and how things are *supposed to work*. The problem is that not everything works out in real life like it does on paper. This is where the experienced worker is irreplaceable." <http://ezinearticles.com/?Education-Vs-Experience-Who-Should-Get-Paid-More?id=1067991> While no one can disagree with that, there is also a valid point made online at <http://www.worldwidelearn.com/online-education-guide/education-vs-experience.htm>, "Recent changes in the global job market have put an end to those traditions. Very few people experience the stability of working for only one or two employers throughout their careers. In fact, most workers entering their first job today will **change career paths at least seven times** before they reach retirement age. With workers jumping ship more frequently, few companies can afford to invest heavily in employee development. Therefore, more employers rely on job seekers to develop their own skills in advance of joining a company. As a result, the demand for workers with college degrees has skyrocketed over the past few decades."

Employers know that education is expensive and that jobs requiring education normally pay more (not always, but overall). If a worker has experience and can do a job that does not require education, that worker normally will earn less than someone who has completed an advanced degree. Employers want to keep costs down, so hiring someone with experience may be the best choice. But what if a worker has a wealth of experience and also a college degree? In my book, that is best for military spouses.

I have my own bias when I consider education and experience in employment. I believe that education is worth the investment AND that experience is extremely valuable. I see no education versus experience, but rather a balance of both. Military spouses seldom have the opportunity to study one field and then devote their entire career to that field. What can a military spouse do to build a career and find jobs? You guessed it — get as much education as you can afford in fields of interest AND get as much experience in paid and volunteer work as you can.

Military spouses face employment challenges that are best met by becoming adaptable and well-rounded. The very best employment approach is not found simply in a piece of paper or in tenure, but through active learning. Learn from books, people, places, and a variety of experiences. Focus on strengthening your strengths and decreasing your weaknesses. Solid communication skills are needed, not only in the interview, but on the job so work on your writing and speaking. Become the well-rounded person that you would hire if you were the employer and then be confident in the interview while explaining what you can bring to the job. You'll have the education and experience to back up your claims!

If you are planning for a year, sow rice;  
if you are planning for a decade, plant trees;  
if you are planning for a lifetime, educate people.

-- Chinese proverb

## ABOUT MSCCN

### Military Spouse Corporate Career Network (MSCCN)

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For general or applicant questions, call 1-877-MyMSCCN (1-877-696-7226) or email [askus@msccn.org](mailto:askus@msccn.org)

### MSCCN

The Military Spouse Corporate Career Network (MSCCN) was developed by a Navy spouse, Deb Kloeppe, and founded by Concentra in 2004. It became a separate non-profit organization in 2005. MSCCN works directly with large corporations and small businesses to place the best applicants in the best organizations. MSCCN is proud to work with military family centers and many military-affiliated nonprofits to find job placements for military spouses, military widows/widowers, war wounded veterans, and caregivers of war wounded. The MSCCN Team is comprised of military spouses and veterans.

### About The MSEJ

The Military Spouse Employment Journal™ (MSEJ) is published on a quarterly basis in print and is available on the Web at <http://www.msccn.org/jobs/journal.php>.

MSCCN encourages career professionals and applicants to submit articles for consideration of inclusion in the MSEJ. Although no monetary reimbursement is paid for articles, sharing knowledge of successful job search techniques helps all military spouses and their families. MSEJ editor is Anne Wight.



We're on the Web!  
 See us at:  
<http://www.msccn.org/>

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