

MONTHLY GRANT REPORT

GULF COAST FLORIDA

New Applicant Totals: 68

40 Veterans

23 Spouses

3 Dependents

1 Active/Transitioning

1 Hire- 1 Dependent Seminole County

Breakdown:

Brevard County (1)

Veterans 1

Broward County (1)

Spouses 1

Hillsborough County (44)

Veterans 26

Active Duty 1

Spouses 14

Dependents 3

Pasco County (7)

Veterans 4

Spouses 3

Pinellas County (12)

Veterans 7

Spouses 5

Seminole County (1)

Veterans 1

Sumter County (1)

Veterans 1

GULF COAST FLORIDA

July 2010

GULF COAST FLORIDA

Summary:

The MSCCN Gulf Coast Team excelled during the month of July by either leading or participating in four events, providing many opportunities for outreach along the way. The first of the events was an activity, which was chosen by the job club participants at the June MSCCN MilSpouse Job Club meeting, where we participated in the "Professional Networking Group" meeting held by the Tampa Bay Workforce Alliance. In preparation for the upcoming and very successful Tampa Bay Career and Job Fair presented by the St. Petersburg Times, we presented a virtual training on how to make the most of attending a job fair. Ending the month on a high note, we finished off with another MSCCN MilSpouse Job Club meeting for the Tampa Region. However, this time the meeting was hosted by the MacDill AFB Airman and Family Readiness Center and Angie Fields, Community Readiness Consultant, to learn about the employment services provided and how to trouble shoot resumes and cover letters. These events proved to have a direct result in the successful outreach efforts for the month of July.

Key Meetings and Events/Contacts:

This month we had meetings with the following individuals and/or organizations – all of them are in Salesforce:

- Tampa Bay Workforce Alliance – Dorothy Dunlap, Local Veteran Employment Representative II
- U.S. Department of Veterans Affairs – Mark Elliott, CSM, U.S. Army Retired and CWT PSR Benefits Advocate



- U. S. Department of Veterans Affairs – Carol Builes, CWT Benefits Advocate
- Grow Financial Federal Credit Union – Margaret Bottinger, HR Generalist
- Grow Financial Federal Credit Union – Suzanne Skiratko, AVP of Human Resources and Professional Development
- St. Petersburg Times – Dave LaBell, Event Marketing Manager
- Rasmussen College – Gary Loman, Professional Education Manager
- Panera Bread – Olivia Dominic-Len, Recruiter
- Aflac – Tom House, Regional Sales Coordinator
- International Academy of Design & Technology – Tina Gardner, Admissions Representative
- Goodwill Industries-Suncoast, Inc. – Janelle Strange, HR Manager
- Express Employment Professionals – Lee Domarasky, Senior Account Manager
- 2020 Companies – Mandy Keyes, B2B Recruiter
- MacDill AFB Airman and Family Readiness Center – Angie Fields, Community Readiness Consultant

Events for the month included:

- MSCCN MilSpouse Job Club – Tampa Region Activity (July 12)
- Virtual Training: Don't just hand out your resume! How to make the most of a job fair. (July 15)
- Tampa Bay Job and Career Fair presented by the St. Petersburg Times (July 19)
- MSCCN MilSpouse Job Club – Tampa Region Meeting (July 22)

August events set up from July meetings/contacts:

- Rasmussen College Career Fair (August 19)
- MacDill AFB Career Fair (August 27)

It was decided at the June meeting of the MSCCN MilSpouse Job Club – Tampa Region that we would attend the Tampa Bay Workforce Alliance (TBWA) “Professional Networking Group” meeting on Monday, July 12, 2010, as a group activity. When contacting TBWA about their upcoming networking event, the job club members were also invited to attend the “Veterans Employment Orientation” being held the same day that afternoon at the Brandon, FL office location. The Professional Networking Group meeting began informally with casual conversation with others that were attending the meeting. MSCCN MilSpouse Job Club participant, Pat Thorp was introduced to Mr. Bill Farnand, previously employed with TBWA, and saw networking in action as Bill shared the name of a company that was currently hiring with Pat after learning of her background in the Air Force. Once the meeting had officially started, everyone in the room introduced themselves, giving a short elevator speech. The president of IntellTrain, Mr. Freddy Barton, shared information on free training opportunities through Microsoft’s Elevate America program for Florida residents. Next to present was Ms. Suzanne Skiratko,

AVP of Human Resources and Professional Development for Grow Financial Federal Credit Union. She shared the current job openings available with her company, discussed the opportunities for advancement, and answered questions from the audience. After the meeting had closed, there was time to meet with Suzanne and her colleague Ms. Margaret Bottiger, HR Generalist, to network and further discuss the opportunities for employment. We took advantage of this opportunity to introduce MSCCN to Suzanne and Margaret, explaining the benefits of posting jobs on our website.

Accepting the invitation to attend the Veterans Employment Orientation that afternoon we later arrived at the TBWA Brandon location. Ms. Dorothy Dunlap, Local Veteran Employment Representative II, presented information relating to the services provided by TBWA to veterans and their family members; including veteran's priority of service and staff referrals. She also provided many handouts and information beneficial for all job seekers that included a list of resources, job board websites, resume formats, and informational interviews. During the presentation, she introduced Mr. Mark Elliott of the U.S. Department of Veterans Affairs. He presented a wealth of information, covering the services provided by the VA, as well as benefits and programs many veterans are unaware of as they transition. We made sure to share the wealth of information learned at the networking event and orientation presented by the Tampa Bay Workforce Alliance to the job club participants not in attendance.

Looking ahead, there are many job fairs that are coming up in the Gulf Coast Region, and to make sure that the military-affiliated in this area were making the most of such opportunities to meet with recruiters, we held a virtual training. "Don't hand out your resume! How to make the most of a job fair" was presented on July 15, 2010. The two hour session covered how to prepare, what to bring, what to do when you arrive, how to approach companies, how to make an impression, and how to follow up with contacts. This was a very interactive session with participants sharing ideas and tips for being prepared and organized. They asked many good questions covering topics from how to dress for an interview, which resume format to use when targeting their resume to a specific company/industry, and how to approach a company they've never heard of before or know very little about. In addition, we stressed the importance of following up with the contacts that were made at the job fair. Our participants enjoyed the convenience of the online format and have requested more sessions on specific topics relating specifically to resumes. Hearing verbal feedback about how they wish they had had this training prior to attending their last job fair means that we are creating a great platform for which to conduct meaningful trainings at a low cost.

More than fifty businesses and organizations were represented at the Tampa Bay Job and Career Fair presented by the St. Petersburg Times on July, 19, 2010. The MSCCN table was consistently busy with many veterans, spouses, and dependents that were interested to learn more about the services MSCCN provides, and many took away valuable information to assist them in their job search. Ms. Donna Buckley, a MSCCN Candidate and MilSpouse Job Club participant, took advantage of the virtual training on July 15, 2010, covering how to make the most of a job fair. She took the time to research the companies and had a networking plan of action in place when she arrived, not only networking with recruiters but those in line to meet with recruiters as well. Ms. Valerie Wilcox, a spouse who will soon be facing another relocation, was happy to learn that MSCCN could assist her with her job search beyond the Tampa Bay area. In addition, after learning about the job postings on the MSCCN website, she left her business card and added the contact information of her human resource manager, so that her company could begin posting jobs with MSCCN. Speaking to well over 100 candidates, more than 60 of them left their contact information at the MSCCN table to learn more and to get assistance with their



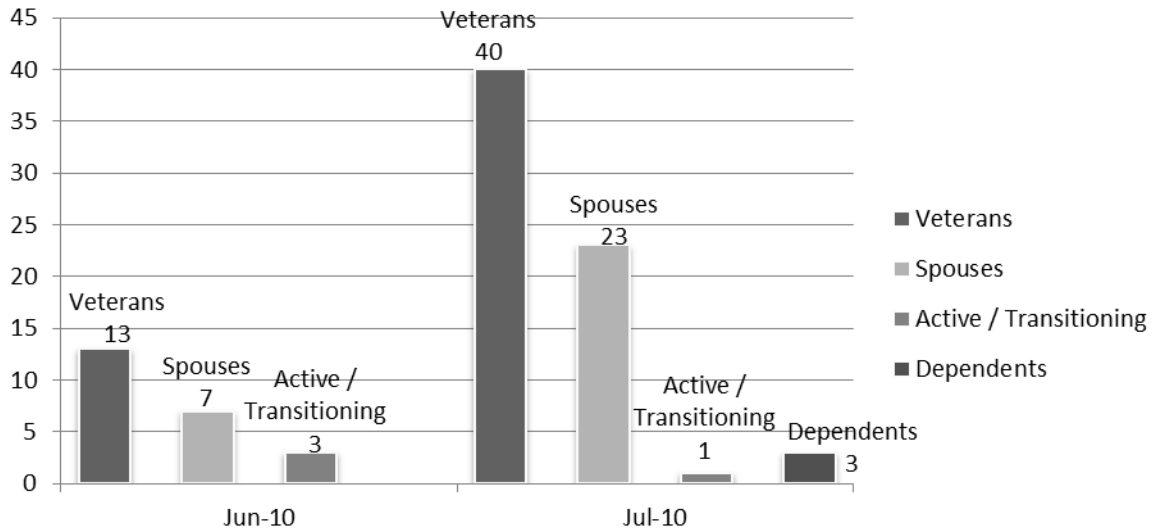
job search. Overall, it was great event not only to make connections with those affiliated with the military to assist them, but to make direct connections with recruiters, explaining to them the benefits of connecting with MSCCN and the MSCCN candidates.

The July meeting of the MSCCN MilSpouse Job Club – Tampa Region was held on July 22, 2010, and hosted by the MacDill AFB Airman and Family Readiness Center (AFRC). Ms. Angie Fields, Community Readiness Consultant, met with the group to discuss the services and classes provided that are geared to assist with the employment process. We reviewed the calendar and the upcoming classes that are being held on base and at the Brandon Family Resource Center located in Brandon, FL where many of the local military families reside. Angie also mentioned that they were working hard to speak with local recruiters, letting them know that the AFRC can be of assistance when there is a need to fill a job vacancy. The conversation then transitioned to the discussion of troubleshooting resumes and writing cover letters. Angie demonstrated a very visual point by folding a piece of paper in half, explaining that at the very least if you don't have the proper information in the first top-half of your resume, recruiters are very likely to move on to the next applicant even though further down the page you might list the experience that makes you the most qualified candidate. Closing the meeting, Angie shared her contact information and the new AFRC Facebook page. We also handed out the local events calendar, highlighting a variety of networking and training opportunities that are taking place in the area for the next month.

Conclusion:

Overall, this has been a successful month, focused on the outreach to the military affiliated community; following through to maximize the potential for the job club by holding job club activities that focused on breaking the ice of attending a networking event alone, providing a convenient virtual training platform in preparation for a local job fair, networking with military-affiliated and recruiters that attended the job fair, and continuing the relationship between the MacDill AFB Airman and Family Readiness Center and MSCCN by holding the job club meeting on-site to learn about the services provided. Throughout the month MSCCN has continued to provide veterans and military spouses with tools to develop and hone their job search strategies through the sharing of resources and a virtual training. In addition, this month has continued to open doors to developing new relationships for MSCCN as we continue to network within the community and explore different avenues to benefit those affiliated with military. Each month the activity levels keep increasing creating the forward movement that will ultimately benefit those in the military community.

Candidate Outreach Report – Gulf Coast, FL Grant



191% increase in Gulf Coast Candidates Served between June and July, 2010

July 2010

Location	Veterans		Spouses		Dependents		Active / Transitioning	
	Applicants	Hires	Applicants	Hires	Applicants	Hires	Applicants	Hires
Brevard	1							
Broward			1					
Hillsborough	26		14		3		1	
Pasco	4		3					
Pinellas	7		5					
Seminole	1					1		
Sumter	1							
Total	40		23		3	1	1	

June, 2010

Location	Veterans		Spouses		Dependents		Active / Transitioning	
	Applicants	Hires	Applicants	Hires	Applicants	Hires	Applicants	Hires
Brevard	1							
Hillsborough	10		6		1		2	
Pinellas	2		1	1				
Polk							1	
Total	13		7	1	1		3	