



January, 2010 Update

Good News

Three new 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. Stacy Bayton is a Marine Corps veteran/Marine Corps spouse located in Pensacola, FL, Melissa Storms is an Air Force spouse based at Eglin AFB, and Ericka Stokes is a Navy spouse based at NAS Jacksonville.

We also contracted an Air Force (retired) spouse, Jennifer Quimby, to work on our second Braive grant team to provide intensive employment services to the Central and Gulf Coast areas of Florida. She is located near Patrick Air Force Base. We are actively seeking a spouse or veteran in the Tampa region to complete our team for this region.

Because of our targeted efforts in Florida, we had three new placements in Florida this month – 2 Air Force spouses and 1 Navy spouse.

We also have two new volunteers in Florida who will be assisting in the MSCCN Mission (Marine Corps and Navy spouses) starting in February.

Maria Cottrell, wounded warrior spouse and new MSCCN team member, started her internship program and training with MSCCN on January 4, supported by funding received from the ASBMA. Maria is assisting on our Talent Management Gateway and is making great strides, both personally and professionally.

MSCCN is getting ready for a busy year. With the launch of the redesigned website, new programs in Florida, and the MSCCN First Step Caregiver Employment Program meant big changes. The Training Department focused on getting ready for the new year and getting the materials needed to support the new programs. We have revamped the power point, brochures, and flyers to mirror the new website look. The updated materials are attracting attention in all the right places! With several job fairs and workshops coming up, it was critical to implement a new look with our marketing.

MSCCN is starting to book workshops for 2010. We have several tentative dates in the Florida area and will post places and locations on the website once they confirmed.

Volunteer Program:

This month proved that volunteering is in fact part of the employment cycle, as two of MSCCN's volunteers were selected to become part of MSCCN's paid Independent Contractor team. Christine Brugman, one of MSCCN's longest-serving volunteers, will be working with military-affiliated applicants applying to specific corporate partnerships. Ericka Stokes, hired under the Florida BRAIVE Fund grant, will be coordinating outreach efforts in the Jacksonville, FL area.

Two articles were published on military-affiliated websites this month:

"Networking is Better than Not Working," written by Cachet Prescott, MSCCN's Training and Development volunteer, was published on Army Wife Talk Radio at: <http://www.armywifetwork.com/?p=2059>

"Practical Job Application and Interview Tips," written by Alison H., was published on the Blue Star Families website at: <http://bluestarfam.org/drupal/?q=node/2660>

New volunteer:

Sharon Knebel, Army spouse from South Dakota, will be posting jobs to the Gateway.

January 2010 Volunteer Stats:

1 new volunteer

10 current volunteers

78.5 volunteer hours for January

Value of total volunteer time for January is \$1589.63

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

Program changes/challenges

Gateway Report, January, 2010

Resumes uploaded – 240 Jobs Posted – 720 Communications - 1008

Placements: 13

5 - Air Force (4 spouses/ 1 veteran)

3 - Marine Corps (1 veteran, 1 spouse, 1 caregiver spouse)

2 - Army spouses

3 - Navy spouses

Last month (January, 2010) we had 7,965 unique web site visits, up from 6,251 in December. Daily visits averaged 256 and peaked at 344 on January 27. Total web hits were 147,587 up from 105,972 in December.

In checking the web statistics, it was interesting to note how viewers got to the MSCCN.org website (called referrers). January's data showed a 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 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 Military Community and Family Policy

#4 was from Google images (up one)

#5 was from Military One Source (up two)

#6 was not valid

#7 was from webmaster's local host to load pages

#8 was from Yahoo search

#9 was from Ashworth College (up one)

#10 was from Career One Stop/MILITARY TRANSITION

#11 was from Bing search

#12 was not valid

#13 was webmaster's local host

#14 was google/url

#15 was google/webhp

#16 was Career One Stop/military transition

#17 was from militaryfamily.org

#18 was AF community

#19 was Bing images

#20 was from Concentra

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

| | | | | | |
|----|-------------------------|----|----------------|----|-----------|
| 1 | Network | 11 | United States | 21 | Latvia |
| 2 | US Commercial | 12 | Italy | 22 | Ireland |
| 3 | Unresolved/Unknown | 13 | Belgium | 23 | Mexico |
| 4 | US Military | 14 | Canada | 24 | China |
| 5 | Russian Federation | 15 | United Kingdom | 25 | Tuvalu |
| 6 | US Government | 16 | France | 26 | Israel |
| 7 | Germany | 17 | Taiwan | 27 | Peru |
| 8 | Non-Profit Organization | 18 | Ukraine | 28 | Turkey |
| 9 | US Educational | 19 | India | 29 | Lithuania |
| 10 | Japan | 20 | Australia | 30 | Estonia |

Lessons learned

After the massive growth MSCCN experienced in 2009, we knew we would be starting the year out right. With new talent joining the team and a new marketing look, the MSCCN team and candidates have renewed faith for the upcoming year. The economy hampered all in 2009, so with a refreshed attitude based on our success, we are all looking forward to continued progress in 2010!