

## MONTHLY GRANT REPORT

### NORTH FLORIDA

#### New Applicant Totals: 125

Spouses	88
Veterans	25
Transitioning	9
Dependents	3

#### New Hires: 5

- 2 Navy Spouses – Jax
- 1 Navy Spouse - Mayport
- 1 Transitioning Navy - Jax
- 1 AF Spouse – Ft. Walton Beach

#### Applicant Breakdown:

Region 1	12
Escambia County (2)	
Okaloosa County (7)	
Santa Rosa County (3)	

Region 5	1
Alachua County (1)	

Region 6	112
Clay County (14)	
Duval County (96)	
Nassau County (1)	
St. John's County (1)	

#### Total Applicant Contacts:

Over 4500 - Spouses and Veterans

#### New Volunteers: 1

1 New Volunteer - Navarre

### NORTH FLORIDA SEPTEMBER 2010

#### NORTHWEST FLORIDA

##### Summary:

This month, our Northwest Florida outreach team made contact with over 2,000 military-affiliated job seekers and applicants, including 28 new military-affiliated applicants at our events. We conducted exciting events this month, including the second meeting of the MilSpouse Job Club™ – NW Florida. We had a resume writing workshop with NAS Whiting Field Fleet and Family Support Center. The training was followed by a breakout session where attendees could receive reviews of their individual resumes.

We also launched a new virtual training presentation titled “Guerrilla Job Search Tactics for Job Seekers”. With competition for open jobs becoming harder and harder each day, we have started to integrate tips and techniques that are creative and may not be traditional, but help produce results for our military-affiliated job seekers.

##### Events and Meetings:

#### September 15, 2010 MilSpouse Job Club™ – NW Florida

The Military Spouse Corporate Career Network (MSCCN) held the September meeting of the MSCCN MilSpouse Job Club™ in Milton, FL on Wednesday, September 15, 2010. The event took place at the Whiting Pines Community Center located in off-base housing near Naval Air Station Whiting Field from 10:00 a.m. to 12:30 p.m.



The event was sponsored by The Community Foundation in Jacksonville and NAS Whiting Field Fleet and Family Support Center, and powered by the MSCCN. There were eight military spouses in attendance, six of whom were new to the job club. The topic of the day was “Help – What is Wrong with My Resume.”

To start the meeting, attendees were asked to introduce themselves and share with the group why they were there and what they were hoping to accomplish. After introductions, a representative from the Naval Air Station Whiting Field Fleet and Family Support Center led a class on how to write resumes. During this workshop we discussed the various parts of a resume, the importance of using relevant industry terms throughout the resume, and the various types of resumes. The top questions of the day revolved around what not to put in a resume, the length of a good resume, and how to create a resume tailored to a specific job or industry. After the workshop, we broke attendees down into groups of two and worked with them one-on-one with their own resume. At the end of the workshop, we answered questions regarding their job search, job fairs in the area, and available positions they may be interested in.

The September meeting of the MSCCN MilSpouse Job Club™ - NW Florida was a great success. The resume class taught by the Fleet and Family Support Center was a perfect start to this workshop. Each attendee was given a resume worksheet to take home along with changes to their resume that will help them in their job search.

### **September 29, 2010 Virtual Training: Guerrilla Job Search Tactics for Job Seekers**

MSCCN hosted a virtual training on September 29, 2010, to help our applicants find new ways to stand out from other job seekers. Competition in the employment arena is steep. Job seekers need to take a more proactive approach to getting a job, but many of them do not know methods or techniques to use outside the norm (i.e. distributing resumes and applications and attending events). We had fifteen participants at this training.

With unemployment at a high and six times more job seekers than there are jobs available, the most qualified person is rarely the one who gets hired. Jobs invariably go to those who present themselves as the best solution to an employer’s problems, but many job seekers are not aware of this fact or how to present themselves in the proper light.

Today’s job market is tilted in favor of those who market themselves as the ultimate solution to employers. This means that job seekers need to find additional techniques they can use to consistently move their career forward. We started the training outlining what “guerrilla” marketing is and why it is important to use. The second part of the training focused on personal branding; the importance of

using this technique and specific ways the participants can begin branding themselves immediately. The remainder of the training was spent highlighting unconventional tips and techniques job seekers can use to get noticed and land a job in a down economy. Questions were taken throughout the training.

All participants walked away with a better understanding of techniques they can use to stand out from the thousands of other job seekers, and felt confident that these techniques were helpful and feasible for them to use.

### **September 30, 2010 – Presentation before the International Military Spouse Network**

MSCCN presented its services to attendees of the September meeting of the International Military Spouse Network at the Airman and Family Readiness Center aboard Eglin Air Force Base. The event took place from 9:00-11:00 a.m. The event was co-sponsored by the Airman and Family Readiness Center and Jobs Plus. There were five military spouses in attendance.

The meeting started with the guest speakers giving a short summary of their organization and services. The attendees were asked to introduce themselves and share with the group why they were there and what they were hoping to get out of the meeting.

The presentations began with a representative from the base library who spoke on the employment resources available to service members and their families both at the library building and online. The second presentation was given by the MSCCN on employment assistance available to all military-affiliated job seekers with an emphasis on the MilSpouse Job Club™, Virtual Training Program, Volunteer Program, and job placement.

After the initial presentations, the group engaged in a round table discussion on employment issues that each attendee faces. During this discussion we spoke about informational interviews and job search techniques that yield results. The questions mostly consisted of when and how to use informational interviews and how to organize a successful job search. At the end of the workshop we answered questions on individual job search concerns, job fairs in the area, and open positions that may interested them.

This event was successful for many reasons. It gives our military spouse's direct assistance, but also allows MSCCN to work cooperatively with fellow agencies in support of military spouses and expand our network relations.

## **In Conclusion:**

Spouse participation in the MilSpouse Job Club™ – NW Florida continues to grow as does our participation levels for the MSCCN Virtual Training Program. Relationships with our military family centers and NGOs deepen and open new opportunities each month as the MSCCN continues to increase outreach, job opportunities, and networking that benefit not only the organization itself, but most importantly the military spouses, veterans, and caregivers of war wounded that we serve.

The main priority this month was to expand the topics for the Virtual Training Program, increase our outreach numbers, increase the numbers of employment opportunities posted, and participate in events that military-affiliated job seekers attended.

Next month we will continue to focus our efforts in creating outreach opportunities that truly benefit our military community and lead to employment for each candidate. Another focus will be expanding our corporate relations and garnering support from military-friendly companies who will support MSCCN programs, and, in turn our military spouses, veterans, and caregivers.

## **NORTHEAST FLORIDA**

### **Summary:**

This month MSCCN has participated in and hosted a variety of events in Florida. In Northeast Florida we were able to serve 112 new applicants and had over 2,500 contacts with military-affiliated applicants looking for employment. We led a virtual training session to help our applicants learn to effectively target their resumes. We started our training with some general resume tips and recommended that applicants focus their time applying to positions that they are truly qualified for so they will be more competitive. We were able to answer the questions from our attendees, and they felt more confident about getting better results from their future job applications.

MSCCN also attended the Navy Tri-Base Job Fair in Jacksonville, FL. The event was organized by the NS Mayport Fleet and Family Support Center and was open to transitioning military members, veterans, and their families. There were over 1000 job seekers in attendance and over 90 companies represented. Many companies were hiring including Walmart, Anheiser Bush, Michelin, and Fluor. MSCCN hosted a table where we shared information about our services and upcoming training events.

On September 29<sup>th</sup> we hosted a workshop called Follow Your True Colors to the Work You Love in conjunction with Patty Piazza, the Military Family Employment Advocate for Worksource. This workshop was designed to help our candidates assess a career field that matches their skills, interests, and personality. The event was a lot of fun and the candidates had some great group discussions about possible career paths. This month we also had another meeting of the MSCCN MilSpouse Job Club™. We answered the participants' questions and focused on resume development and cover letters.

## **Events and Meetings:**

### **September 16, Virtual Training: Targeting Your Resume for Maximum Impact**

MSCCN hosted a virtual training on September 16, 2010 to help our applicants make their resumes more effective. One of the most frustrating aspects of the job search process is the resume. Many of our applicants' most common questions deal with how to develop and target your resume. What format should you use? How many jobs do you include? We addressed these questions and more from our participants.

The first piece of information that we stressed is to make sure that you rework and target your resume every time that you apply for a new position. Many of our job seekers know that this is important but get frustrated with the actual execution. We recommend creating a master resume with all of your experience and then using that information to help you easily build each targeted resume. We started our training with some general resume tips and recommended that applicants focus their time applying to positions that they are truly qualified for so they will be more competitive.

Then we spent some time actually reviewing some resumes. Our virtual environment is a great platform to view, open up individual resumes, and make edits to them. Usually by simply rearranging some of the information on the resume, the applicants can begin to see the transformation to a better organized and targeted resume. We were able to answer the questions from our attendees, and they felt more confident about getting better results from their future job applications!

For information about our virtual training please visit our website or [www.mscn.eventbrite.com](http://www.mscn.eventbrite.com)

### **September 22, Navy Tri-Base Job Fair – Jacksonville, FL**

MSCCN attended the Navy Tri-Base Job Fair at the Morocco Shrine Center in September. The event was organized by the NS Mayport Fleet and Family Support Center and was open to transitioning military members, veterans, and their families. There were over 1000 job seekers in attendance and over 90 companies represented. Many companies were hiring including Walmart, Anheiser Bush, Michelin, and Fluor.

MSCCN hosted a table where we shared information about our services and upcoming training events. Many job seekers were interested in the MSCCN MilSpouse Job Club and our virtual training sessions. We were able to talk to many area recruiters who are interested in hiring military affiliated job seekers. We will be posting new job openings on our website for companies including Everbank, Shands, Carolina Handling, and Unicco. When speaking to recruiters about what they wanted from a job fair, they shared they wanted to meet applicants that were outgoing, personable, and approached them with information about themselves.

There was a wonderful turnout for the job fair and there was a lot of interest from attendees in our program and services. We coached many of the attendees on how to approach recruiters with an introduction and how to follow up. We also shared advice and tips with attendees about their resumes. Many of them were encouraged by the services that we offer and felt our job board and training sessions could help them improve their job search.

### **September 29, Follow Your True Colors to the Work You Love – Jacksonville, FL**

MSCCN and Worksource hosted an employment workshop this month at NAS JAX. Patty Piazza, the Military Family Employment Advocate for Worksource, led the training to help our military families define their career paths.

We started the workshop by having everyone introduce themselves and share their job search goals. We then went through some exercises to help the attendees start thinking about what career options would be a good match for their personality and skills. Many job seekers spend most of their time and energy applying for jobs without stepping back to evaluate their career path. This workshop offered attendees an opportunity to assess their interests and strengths to make their job search more meaningful and more effective.

Each attendee received a Career Pointer Workbook with exercises to help them evaluate their primary personality characteristics. Once everyone had completed the evaluation, we broke into groups according to our “colors”. It was very interesting to see how the participants broke down and interacted with each other.

Each group then worked on exercises to help define their interests, passions, and stressors. The workbooks contained a list of possible career choices for each category and the attendees were able to evaluate career options that they might find fulfilling. The workshop was very interactive and each group was able to spend time practicing networking and learning about their fellow job seekers. Many of the participants had great advice to share with their fellow participants.

### **September 30, MSCCN MilSpouse Job Club™ Meeting – Jacksonville, FL**

MSCCN hosted the September meeting of the MSCCN MilSpouse Job Club™ at the USO near NS Mayport. Seven enthusiastic job seekers participated and shared job search stories. We started with each attendee introducing themselves and sharing information about their job search. Then, we talked about networking, area job search resources, and resumes.

The group discussed networking ideas and custom job search advice. Each participant got recommendations on finding a job, ideas ranged from joining professional organizations to volunteering. One of our members looking for work as a radio announcer got interesting advice. Pam Ottesen from the Mayport Fleet and Family Support Center attended to share information about the center's services. They have workshops to help new spouses understand the military lifestyle, start their own business, and navigate the federal job search process.

Last, we focused on resumes, specifically how to create a targeted resume. We started with information on the structure and types of resumes. Our applicants ranged from having professionally prepared resumes that needed a little tweaking to not having resumes at all. We then broke into groups to give specific feedback on the attendees' resumes. Our group had a wealth of great experience and achievements, but we found overall participants had a difficult time expressing this on their resumes. We spent time talking about how to translate your unique history and abilities into an effective resume.

The group members offered each other great advice on what to add to their resumes. We are looking forward to seeing their updated versions soon. Next month, we will host another meeting and plan to focus on how to be effective in the interview process. We have also seen an increase of members and activity on our local Meetup board. This site has been a great resource for the attendees to keep in touch with each other and to share job leads. You can visit the site at [www.meetup.com/milspousejax](http://www.meetup.com/milspousejax).

### **Conclusion:**

This has been a very active month for the Florida Outreach Team. We have attended many events and made contact with a large number of new applicants. The Tri-Base job fair that we attended was especially encouraging for job seekers since there were so many companies in attendance hiring. We will continue to work with our applicants to make the more competitive for those positions by helping them develop job search skills. Our job club continues to be popular and we plan to introduce our members to more area resources and recruiters.

We have been fortunate to partner with other local organizations like Worksource and the USO to bring workshops and the MSCCN MilSpouse Job Club™ to Jacksonville. Next month we will host a full-day employment workshop for our military families in conjunction with the Mayport Fleet and Family Support Center. We will discuss how to get organized, how to schedule your job search effectively, and we will try to take some of the mystery out of networking to make it less intimidating. Lunch will be included and the event will be offered at no cost to military-affiliated applicants.

**Feedback:**

You are right, we do get stuck and I also question whether I am busy or productive in my job search. I have to work my plan and plan my work. I will think about how I want to approach next week. I do know, you all are there, providing valuable help (expertise, resources and encouragement), and I am grateful. Sometimes it takes more courage and perseverance than other times. I will keep learning, asking questions and stepping out.

- Maureen (Virtual Training)

I enjoyed your presentation on Tuesday. It got me thinking about how well I'm actually doing all the things I know I'm supposed to be doing!

- Susan (Virtual Training)

Thanks Stacy, you are a great speaker and presenter! Thank you for letting me be a part of your presentation.

- Aaron (Virtual Training)

Just wanted to let you know that after cleaning up my resume and with your great advice, I applied for two different positions and heard back from both. I had two phone interviews with one and will have third phone interview Thursday, the other position they responded by email and I was told that I qualified for the position and they will contact me at a later date.

I couldn't have done this without you pointed out the flaws in my resume and I appreciate your help.

- Michelle (Virtual Training)

I thought the content was in depth, specific and informational. The presenters did a great job of assessing our needs and answering our questions. I think the piece of info that I believed to be most beneficial was to make sure everything was formatted in a uniform font, etc. I know I personally didn't realize a simple mistake like that could result in possibly being overlooked by a potential employer. I'm interested in training on the interview process. I feel like I look great on paper, but knowing how to word things diplomatically or addressing certain questions in person might need some fine-tuning. The online format was interesting, convenient, and just as informational versus in person.

- Sarah (Virtual Training)