



November 2009 Update

Good News

MSCCN is growing! MSCCN recently identified a critical need for a workshop coordinator to ensure everything runs smoothly for the installation and MSCCN during on-site workshops. Deb selected Marian Leavitt, an MSCCN volunteer and Navy spouse, for the new position. When workshops are not in full swing, Marian will handle project oversight and CEO administrative needs as an MSCCN Operations Specialist. Welcome aboard, Marian!

The Creative Employment Solutions workshop conducted November 4 at Mayport Naval Station, Jacksonville, FL, featuring Kate Midden, was a huge success. Topics covered and presenters included:

- Connecting the Dots – Education/MyCAA (Ashworth College)
- Tips for Expanding Your Job Search (MSCCN)
- Phone Interview Skills/Etiquette (Convergys)
- Why Work at Home – How to Be Successful (Convergys)
- Elevator Speech/ Networking (MSCCN)

Attendees: Fleet and Family Support Team and spouses from NAS Jacksonville, Naval Station Mayport, and Coast Guard Center Jacksonville – over 50 excited participants:

- 20% of spouses had lived in Jacksonville less than 1 year
- 100% had spouses who have deployed; 50% have deployed more than 3 times

Amy Rossi conducted training for military spouses along with college students via a live video chat with MSCCN and Ashworth College on Nov 12th. The training featured portable careers, education that might support a portable career, and why more people are choosing portable careers. Amy also developed a training plan for the Caregiver First Step Program. The first step in this process was to develop a training plan, job description, and career goals. Maria, the first caregiver selected for the training, will be starting with MSCCN soon.

MSCCN Volunteer Training and Employment Program

Volunteer orientation sessions were held for 10 attendees via teleconference in November. Volunteers learned more about the MSCCN mission and how their efforts are helping to expand the program. Volunteers enjoyed “meeting” some MSCCN team members and other volunteers, who called in from eight different states.

The Corporate Development Volunteer team is hitting the ground and running. Team calls are currently being held weekly. The Corporate Development team spent November researching corporate accounts, contacting National Family Caregiver sponsors, and working on sponsorship proposals.

In addition to Corporate Development, we now have volunteers helping with Job Search and Resume Assistance, Training and Development, Technology Support, Publications, Research, and Education Liaison.

November Volunteer Stats:

3 new volunteers

13 current volunteers

47 volunteer hours for November

404.75 total # volunteer hours for the year

Value of total volunteer time for November is \$951.75

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

New Volunteers:

Caitie Lanter – Friend of the Military – Publications Coordinator & Research Assistant – Missouri

Vanessa Richards – Active Duty USAF Reservist Spouse – Research Assistant – Panama City, FL

Georgia Tsaprali – Navy Spouse – Job Search Assistance – Washington, DC area

The volunteer program continues to grow and we are amazed by the dedication and the quality of work that they provide our program. We owe them many thanks for they have been an integral part of our continued success!

Program changes/challenges

Last month (November 2009), we had 5,726 web site visits, up from 4,002 in October. Daily visits averaged 190 and peaked at 260 on November 4. Total web hits were

125,150, down from 163,140 in October. Overall, there were more unique visits in November with the new website, while October had visitors clicking on more MSCCN web pages. As the new website fills in, more pages will be visited and all website numbers are expected to increase.

Program Successes

November Monthly Stats:

October 31 – 10,797 resumes
(plus 130 new resumes in November)
November 30 = 10,927 resumes

October 31 – 9,321 requisitions
(plus 474 new requisitions in November)
November 30 = 9,795 requisitions

2,436 Candidate Communications

MSCCN Corporate and Work-from-Home Job Placements for November, 2009

7 spouses (1 Marine Corps, 2 Air Force, 2 Army, 2 Navy)
2 veterans (1 Navy and 1 Air Force)
2 caregivers (1 Marine Corps and 1 Army)

MSCCN First Step Caregiver Employment Program (ASBMA grant report)

The MSCCN will begin training our first MSCCN caregiver, Marine Corps spouse, Marie Cottrell, in January, 2010. MSCCN's Kate Midden had to ensure appropriate DSL coverage for Maria's rural North Carolina location, while Deb Kloeppel donated a laptop to Maria for permanent use. Often times, caregivers to war wounded have so little in the way of job-ready resources. This is when the MSCCN steps in to ensure the caregiver's job-readiness, abilities, and capabilities are fully met when working under the MSCCN First Step Caregiver Employment Program.

MSCCN Website Stats

In checking the web statistics, it was interesting to note how viewers got to the MSCCN.org website (called referrers):

#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 Goggle images (same)
#4 was from Military Homefront (same)

#5 was from Yahoo search (up one)
 #6 was from Ashworth College (up two)
 #7 was from Military OneSource (down two)
 #8 was from bing search (down one)
 #9 was from an internal MSCCN web stats page
 #10 was from the old website MSCCN jobseeker.php page
 #11 was from bing images search
 #12 was from npc.Navy Family Resources (down three)
 # 15 was from Facebook
 Concentra Military Support went from #12 to #18
 And <http://www.afcommunity.af.mil/employment> moved up one from #18 to #17

The website was accessed from 65, up from 61 countries – here are the top 30:

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

Lessons learned

November is traditionally a slow month, with everyone focusing on the Thanksgiving holiday, weather, and getting ready for Christmas and the new year. Even though it included the holiday and a few of our Team members were sick for most of November while several others were preparing for cross-country moves, MSCCN was able to carry on with the mission. It was a busy month filled with success and joy -- the Creative Employment Solutions workshop, the online portable career seminar, the start of the caregiver first step program, the addition of an Operations Specialist, formalized volunteer training, completion of several funding proposals, and 11 applicants placed, all of this in just one month. It truly is amazing what a handful of dedicated people can accomplish when they are passionate about their work!

Please do not hesitate to contact me if you have any questions, comments, or suggestions.

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