



2015

Corporate America Supports You (CASY) Annual Report



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Mission

To expand employment opportunities for service members and veterans through one-on-one employment placement assistance focused on the use of gap skills training and targeted resume and interview assistance, LinkedIn optimization, and connections to employer partners in order to create a smoother transition process.

Vision

To eliminate unemployment and underemployment for all transitioning active duty, National Guard, Reserves, and veterans from all armed service branches.

History

Corporate America Supports You (CASYS) was officially chartered in 2010 as private sector non-profit organization that provides no-cost translation and targeted employability assistance, vocational training, and one-on-one job placement services for transitioning service members, National Guard, Reserves, and veterans. From 2004 until late 2012, CASYS operated as a program under the Military Spouse Corporate Career Network (MSCCN). As the mission and programs for veterans and military expanded, and a Memorandum of Understanding (MOU) was signed with the Army National Guard to provide services to the National Guard communities, all transitioning military and veteran programs were split off from MSCCN and moved to CASYS.

CASYS, in partnership with MSCCN, operates as an employment partner under MOUs with all branches of the Armed Forces, including the U.S. Coast Guard and the most recent MOU with the Army National Guard. Our state-of-the-art technology, built in collaboration with IBM, provides real-time, verifiable tracking numbers and outcome reports to our employment partners, military services, and donors.

In 2013 CASYS was awarded the Seal of Distinction by the Call of Duty Endowment; the organization has held this distinction for the last two years.

"Initial recognition by The Call of Duty Endowment as a Seal of Distinction winner in 2013 and continued and increasing financial support through the beginning of 2016 have transformed this organization. We've evolved from a small operation in 2012 to one of the most productive, effective, and efficient organizations supporting military and veteran job seekers today. This transformation would have been impossible without the generous support of The Call of Duty Endowment."

Rear Admiral Dan Kloepfel, USN (Ret.), CEO, CASYS & MSCCN



Who We Are

We are military serving military! CASY was founded by Deb Kloeppe and her husband, RADM Dan Kloeppe, US Navy (ret.). RADM Kloeppe, after a 36-year military career, possesses a unique perspective on the problems faced by service members when transitioning to the civilian workplace. CASY is supported by a team of military spouses and veterans serving as Independent Contractors. We work inside the military and veteran community, partnered with the U.S. Army, Army Reserve, Army National Guard, Cadet Command and, through MSCCN, the other branches of military service. We are collaborative in nature, always looking for new partners to work with in order to expand opportunities and placements for those we serve. Meet our team at <http://casy.us/WhoWeAre/MeetTheTeam.html>

What We Do

CASY provides direct placement assistance for all transitioning military, National Guard, Reserves, and veterans.

Obstacles to employment in the civilian sector still remain as support for military transition has been pushed to automated processes which yield little to no assistance for most service members; gaps in skills recognized in the civilian business community remain unmet; the service members remain unaware of opportunities out there that are a fit for their skills and qualifications; and companies remain uncertain as to how they can attract the right type of veteran talent. To address these employment issues, Corporate America Supports You (CASY) offers various direct-connect employment solutions, placement services, and support services that produce successful outcomes for our military and veteran job seekers and the companies looking to hire them. Our team works one-on-one with every job seeker in our program to ensure that their individual needs in transition and placement are met.

Services Provided – What Our Military & Veteran Job Seekers Can Expect

- One-on-one assistance provided to every service member, NG, Reserve, or veteran in the CASY program. Service is customized to meet the needs of each person – focusing on what is necessary for each person to meet their employment goals. Translation, skills assessments, targeted resume assistance, and more.
- Direct placement assistance into positions that are a match for their qualifications and needs through Recruiter Connect™ employer partners.
- As needed, validation of military skills through skill based industry assessments - showing connections to industry skills and educating employers on areas of alignment to look for in military and veteran candidates.
- Identification of industry-preferred training, certifications, or licenses the service member or veteran may be missing that could prohibit them from being competitive for jobs for which they are applying; helping to direct them to no-cost programs that

can provide the training, certification, or license, as well as continued placement assistance as they finish the process.

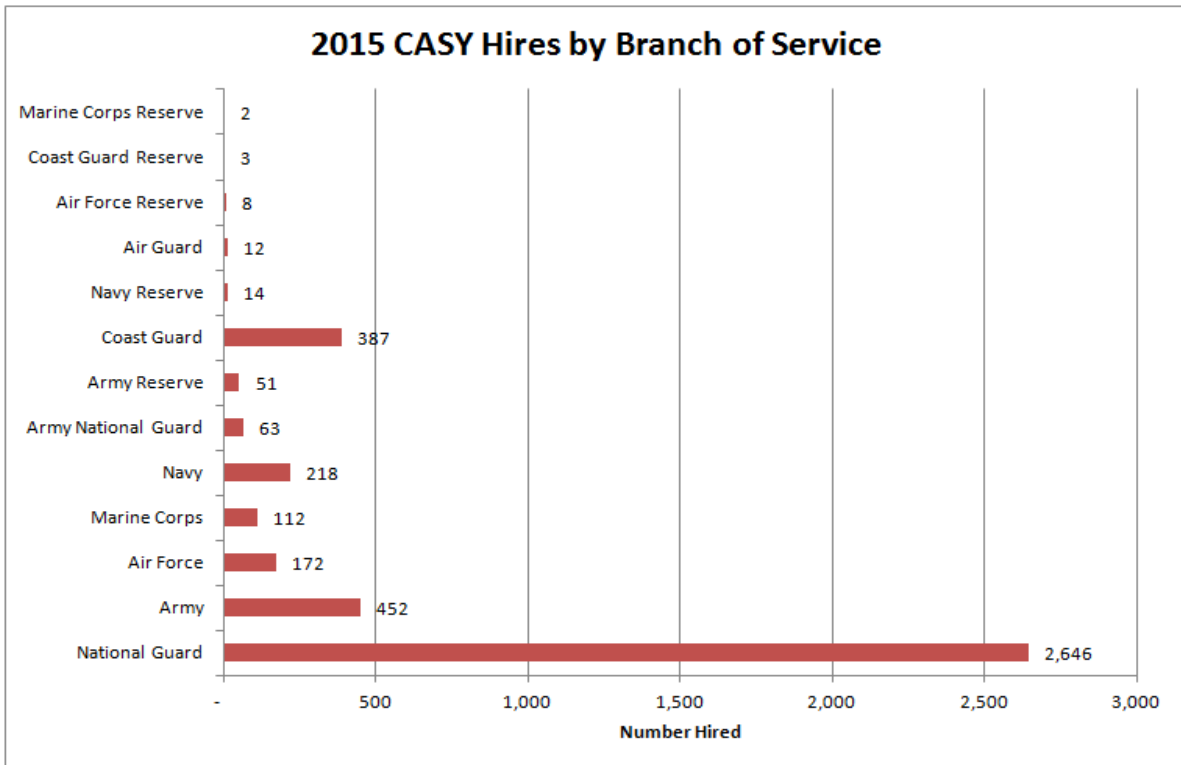
- Connecting those in our program to support services offered by vetted non-profits within their community to help them meet additional needs they may have.

Who We Served in 2015

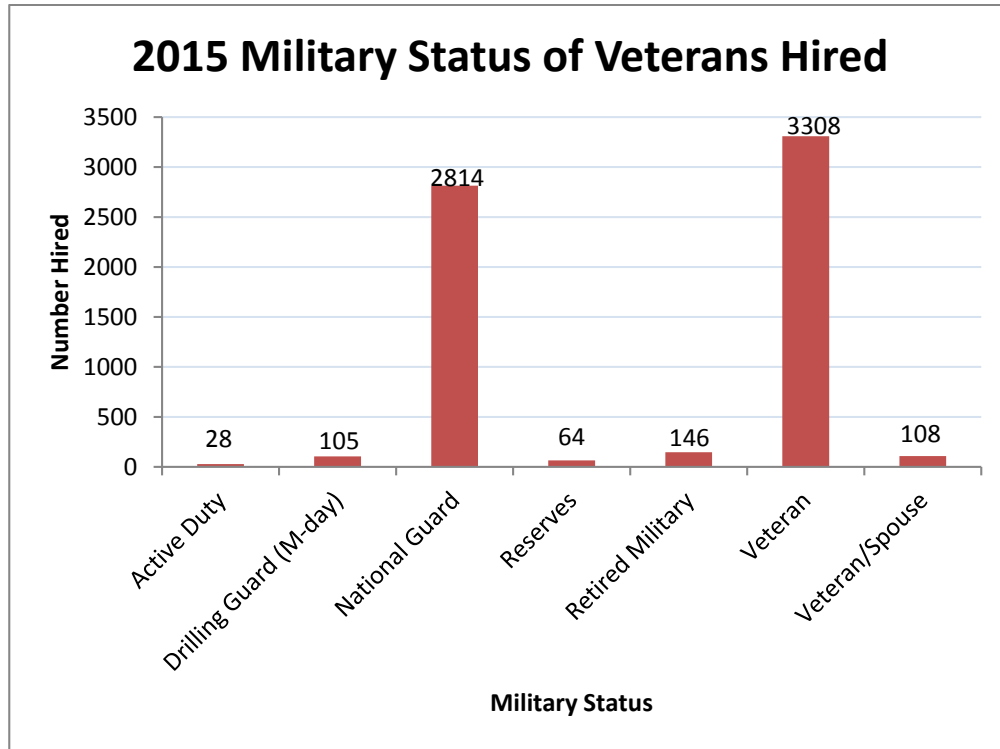
In 2015, CASY saw a 45% increase in military and veteran placements with a total of **6,573** placements.

# Veterans Placed in 2015	6,573
% of Placements Hired into Full Time Work	97%
Retention - % of Veterans Staying on the Job	89%
Average Starting Salary	\$66,000
Average # of new military/veteran registrants each week	300

Placements by Branch of Service



Placements by Military Status



(Veteran/Spouse is defined as a veteran married to an active duty service member, living within the military community who self identifies as a military spouse and not a veteran.)

Over the past six years, CASY has provided direct hire assistance to over 35,000 military/veteran job seekers and provided outreach and support to more than 280,000 others.

National Guard Employment Network (NGEN)

In 2010, CASY partnered with the MSCCN and National Guard Bureau (NGB) in the development and implementation of the National Guard Employment Network (NGEN). Since 2010, a total of 39 states have received assistance through the NGEN program. A range of services is offered to each state and can include assistance in the development of the state employment program, customized case management and applicant tracking technology, technology training and day-to-day support, best-practices training for military employment counselors, program support, resources, and more. States like California, North Carolina, Pennsylvania, and Washington have been utilizing NGEN services for years – services provided have helped these and other states decrease unemployment and underemployment for the Soldiers, family members, and veterans within the state. In 2015 there were the following metrics for the NGEN program:

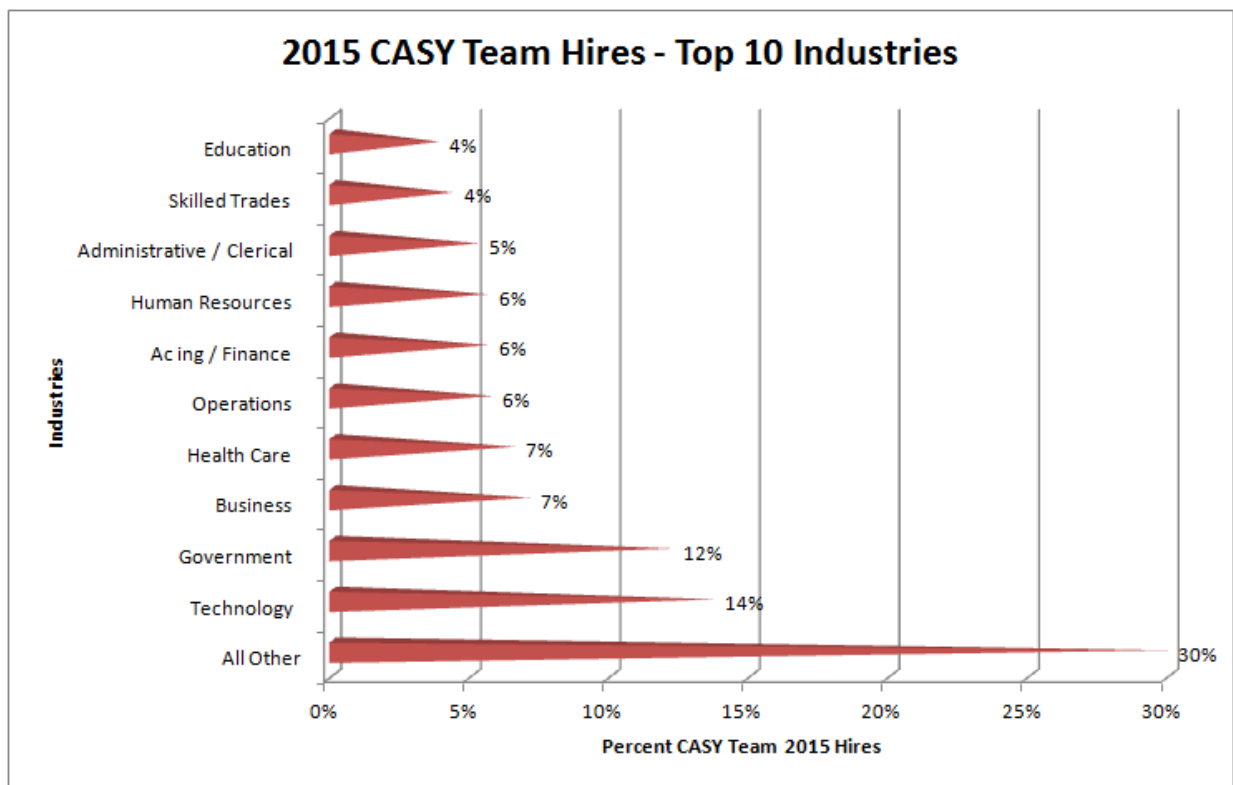
States Using the Full NGEN Program	12
States Using NGEN Support Services	34
2015 National Guard Hires Through NGEN	2,919

Since 2013 CASY’s NGEN program has helped facilitate over 7,493 hires for the Army National Guard and their families.

In total, CASY has provided over \$1.165 million in employment services to the Army National Guard for no-cost.

Recruiter Connect™ Where Our Military Job Seekers Were Placed

Top Industries



Most Frequent Positions Placed within the Top Industries

1. IT Engineer	2. Electrician
3. Engineer	4. Truck Driver
5. Security	6. IT Specialist
7. HR Generalist	8. Program Manager
9. Teacher	10. Accountant
11. Analyst	12. RN

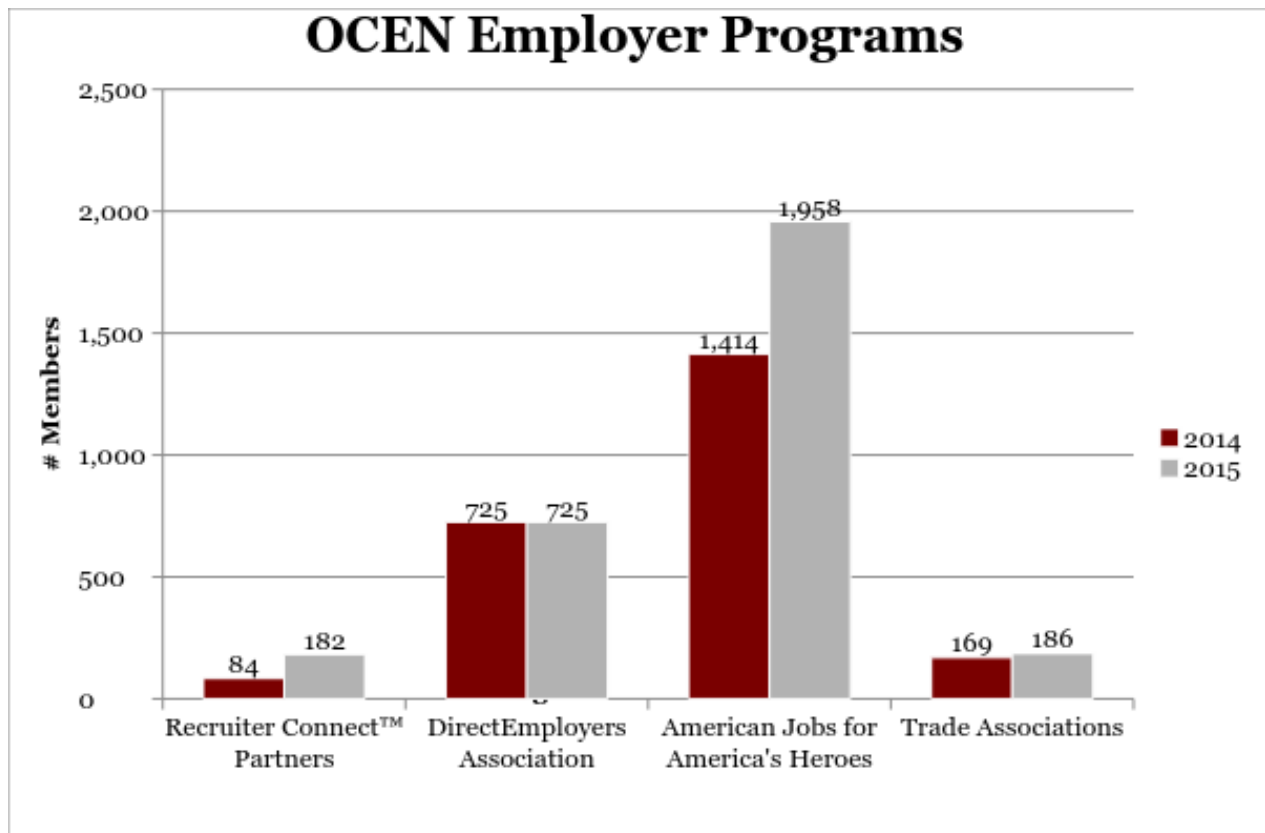
Top Companies Hiring

Transportation/Logistics	Skilled Trades	Government
Swift Transportation	Huntington Ingalls	DoD/Boeing

IT/Technology	Business	Healthcare
Apple	Accenture	Golden Living/Aetna

Operations	Accounting/Finance	Education
PIN Inc.	US Bank	Apollo

Types of Companies Working in Our Program



Troops to Transportation & Logistics (T2TL)

Sponsored by Swift Transportation

In 2014 CASY began working with Swift Transportation under the T2TL program which helps service members transition into the transportation and logistics industries. Swift provides free CDL training for veterans – keep your GI Bill! They offer many other benefits to include extra days off for drill weekends (NG and Reserve), a good pay structure, excellent benefits, balanced time off, regional and local routes, and other positions outside of driving. In 2015 Swift hired 2,839 veterans, Reserve, and National Guardsmen. In 2016 Swift continues to work with CASY to place veterans, National Guard, and Reserves into jobs.

What Makes Us Different

Our Focus

We are OUTCOME focused! We are not building a resume database and our candidates are not numbers; they are men and women who are highly trained, skilled, qualified, and ready for a transition to a civilian job that is a match for their skills and abilities.

Our Work

We do not push an automated program. Why? These types of programs are unsuccessful for 84% of the population in the United States. With 69% of transitioning military saying that finding a job is their biggest challenge, and many programs out there resembling automated job boards, it is not difficult to see where the disconnect is for many who struggle to find a job.

CASY utilizes a direct-connect program model. Military and veteran job seekers are given customized one-on-one direct assistance, meeting their needs in order to facilitate placement. Once ready, these thoroughly screened, qualified, and job-ready candidates are moved to the DESKTOPS of hiring managers. Our work is tracked in its entirety through our world-class IBM Recruit Management System. This program is not just about putting our military job seekers into a job, but about continued career development and placement assistance over their lifetime.

Our Structure

Sustainability is a major concern for nonprofits today. CASY was structured to avoid the typical failing points nonprofits face so as to ensure the organization is successful in meeting the needs of the communities we serve, but also to ensure the organization is sustainable and can continue to meet the needs of those served for years to come. The organization has taken the following steps to support long term sustainability:

1. Building a strong, sustainable model
2. Having experienced & knowledgeable leadership in place
3. Putting strong support mechanisms in place to help sustain and drive successful operations
4. Using a state-of-the-art IBM Recruit Management System to provide verifiable metrics that prove work and successful outcomes, and help us see where changes are needed
5. As military community members – we are military serving military – we understand the community we serve and how to meet their needs
6. Being agile/adaptable in our operations, able to adapt programs as needed, so we meet current and future needs of those within the military and veteran community

Our Outcomes

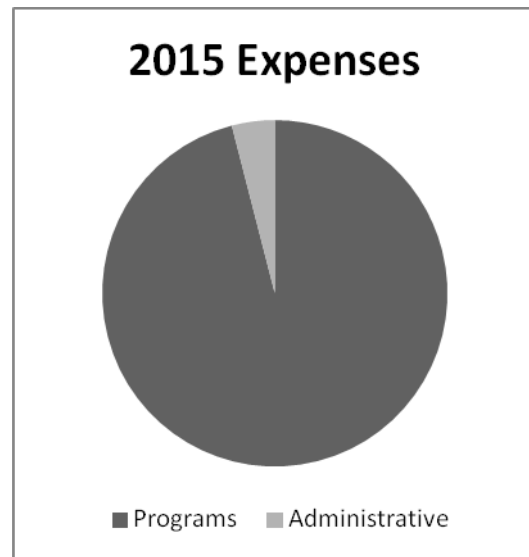
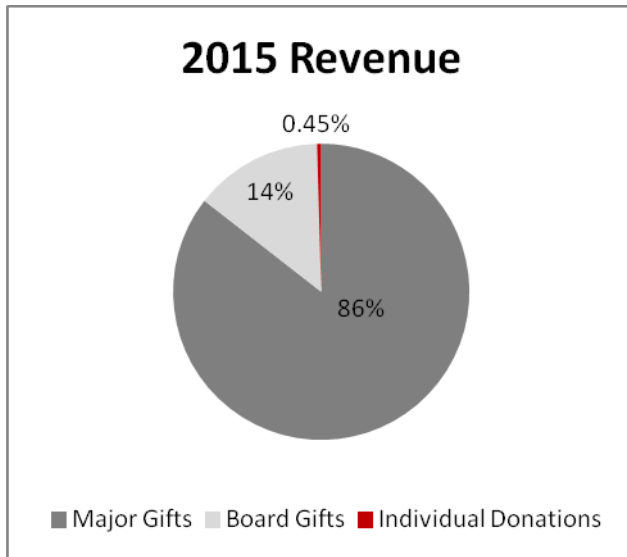
CASY is one of the only nonprofit organizations serving military and veterans in employment that utilize a full recruit management system, developed in partnership with IBM. If you want to truly be successful in transitioning military and veterans into jobs, then working in the same type of system that our business partners utilize in their HR is certainly helpful. We use our applicant tracking, case management, communications platform, and skills assessments in a different way from the companies who hire our job seekers – we use these tools to place our military-affiliated job seekers into jobs that meet their skills, qualifications, and needs.

Financials – Transparency & Fiscal Responsibility

According to Dan Goldenberg, Executive Director for the Call of Duty Endowment, “there are more than 40,000 veterans-related nonprofits, all “well-intentioned, very few well run”. CASY has been recognized by the Call of Duty Endowment as one of the most efficient and effective nonprofits in the country – the organization spends 96 cents of every dollar on mission!

In 2015, CASY raised \$1,415,399. Through a third party audit by Deloitte, CASY proved that **96 cents of every dollar** raised is **used towards mission**. Taken down all the way to the operation level, this means that for every \$150 raised a veteran or service member is placed into a position that is a fit for their skills and needs.

CASY is one of the most transparent nonprofits in the United States. They have been vetted by the Call of Duty Endowment; audited by Deloitte; recognized by GuideStar; and rated by [GreatNonProfits](#) as one of the 2015 Top Rated Nonprofits in the United States.



Learn more about our Board of Directors and our financials at www.casy.us under the About Us section.

Conclusion - The Way Forward in 2016

The biggest layoffs in America are coming from the military. With over 50,000 service members projected to be cut in the next two years, the military community is hard pressed to prepare and transition these service members successfully. This release not only puts the service member into motion seeking employment, but also their spouses. These numbers reflect only those being cut and not the service members coming out of the military in natural attrition or the hundreds of thousands of unemployed veterans and National Guard who have already separated from service, but have not found employment.

CASY continues to be a leader in the area of military and veteran employment and continued career progression. With over 12 years of success in placing military and veterans, CASY has honed its processes, identifying what is truly necessary to successfully place our folks into jobs, making our program one of the most efficient and effective programs for military and veterans in the community.

In 2016 CASY will continue its focused efforts and expand its work with both the military and veteran candidates, and the companies that hire them, as well as expand employer-backed training programs that help place our folks into jobs.

Goals for 2016

- Increase military and veteran job placements.
- Expand Train2Hire and Transitional Certification & License Programs(TCL) that increase placements of veterans and service members into specific industries.
- Increase direct placements through Recruiter Connect™.
- Continue to identify solutions that help service members and veterans move past hiring obstacles to placement.
- Continue to develop employability assistance trainings to the online Learning Management System (LMS) so they are available 24/7 regardless of where the service member or veteran is located.
- Increase outreach to military and veteran communities through expanded team and collaborative partnerships.
- Expand National Guard Employment Network (NGEN) build out with the states, and expand the program into the Air National Guard.