

Corporate America Supports You

CASY

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A nonprofit consortium of patriotic employers



Corporate America Supports You (CASY) Annual Report

June 1
2012

There are over 500,000 National Guard & Reservists who will need employment as our troop's transition out of Iraq and Afghanistan and hundreds of thousands of active duty service members who are being discharged through the draw down or early retirement. CASY and MSCCN have been asked to address the employment needs of our National Guard and Reserves by creating a comprehensive employment program with National Guard Bureau which offers all National Guard & Reserves, from all 50 states and 4 U.S. territories, employment assistance and placement. A large part of this program is training assistance, program development, and tracking/reporting, all of which CASY has proven successful with.

EXECUTIVE SUMMARY

CASY was chartered in October of 2004 as a private sector non-profit organization that provided no-cost employment readiness training and vocational training to military spouses. In November, 2010 the mission of CASY expanded its services to also provide employment readiness, vocational training and one-on-one job placement services for National Guard military members, Reserves, transitioning service members, Veterans, military spouses, homeless female veterans, and war wounded and caregivers of war wounded.

CASY is committed to breaking barriers in employment for those within the military and veteran communities; increasing training, assistance, and employment opportunities for all military-affiliated job seekers; and ensuring our corporate partners fully understand and appreciate service members' qualifications and how they perfectly match the skills these organizations need. By pursuing these objectives we will greatly improve the employment hiring numbers for those who have served and the families who support them.

PROGRAM HIGHLIGHTS

The organization's relationship with the National Guard is vastly different from arrangements with the other branches of service. CASY has partnered with the National Guard Bureau in Washington D.C. to develop, implement, and manage the first ever National Guard employment support program with National Guard commands in each of the 50 states and 4 U.S. Territories. On Wednesday, April 25, 2011, at the National Guard Professional Development Conference, The National Guard Bureau officially announced to the conference's 12000 participants that CASY-MSCCN is the primary employment readiness and job placement resource for its National Guard Employment Program. The focus of this particular program is the readiness and placement of National Guardsmen coming off active duty in Iraq and Afghanistan. Outreach, training, and assistance for this program are conducted through each state National Guard Command. Service is provided in-country for those who have returned from war, as well as in theatre for those still deployed.

- CASY and MSCCN together operate a **world-class sophisticated tracking system** via Kenexa. The tracking system **provides real-life and real time measurable outcomes in assessable fields of interest**; e.g., EOC numbers. The gateway/tracking system was donated by Kenexa in October 2006 and fully implemented in March 2007. This superior tracking and reporting technology is one of the key features that makes CASY and MSCCN stand out from the rest.
- **Full program for National Guard, Reserves, transitioning Service Members and Veterans** includes:
 - **Development and management of 55 web pages** used to connect CASY's



Kenexa technology with the National Guard's individual websites in each of the 50 states and 4 U.S. Territories, plus one "Back Office" page for use by program managers and administrative personnel.

- **Training on, and use of, the CASY-MSCCN Applicant Gateway and Tracking System** for the Military Employment Teams on the ground in each state and territory.
 - **CASY Applicant Specialists working with employment representatives from National Guard Bureau** and the National Guard Military Employment Support Teams in each state and territory to provide employment readiness and job placement assistance to all National Guardsmen (both Army National Guard and Air National Guard), Reserves, transitioning military, veterans, and their families in every state.
 - **Train the Trainer segments** – virtual training courses and ongoing support for military employment teams on best practices on assisting military-affiliated individuals seeking employment.
 - **Employment readiness support** (resumes, job search strategies, interview skills, networking, personal branding, and more) for the National Guard Employment Teams in each state and in turn the National Guardsmen and their spouses.
 - **Job match program** for the National Guardsmen, Reserves, transitioning Service Members, Veterans, and their families through the CASY Applicant ~ Recruiter Connect Program and Employment Placement Campaigns.
- **Action Oriented Job Bank and Recruiter Connect** – not your typical job board. Through strategic partnerships with Kenexa, DirectEmployers Association, Inc., and Center for America, both organizations have built the largest online military dedicated job bank in the world, providing military-affiliated job seekers with access to 750,000+ jobs per month from over 1,000 small business, Fortune 100, and Fortune 500 corporations; and relationships with recruitment teams that match applicants to open positions they are qualified for and working with the recruiter to facilitate hires. CASY provides placements through a direct connect between qualified applicants and recruitment teams.
- Through development and support of the American Jobs for America's Heroes campaign CASY is working with Center for America, the MSCCN, and National Guard Bureau to keep jobs in America and work with small to mid-size employers, trade associations, schools, community colleges, unions, and other nonprofits to expand employment opportunities for service members, veterans, and their families.

The primary mission for CASY is to facilitate the meaningful long term employment of military-affiliated candidates by providing qualified job-ready candidates to partnering employers through our direct connect program. CASY along with MSCCN has executed this mission for over seven years exclusively through employer sponsorships, corporate funding, personal donors, corporate foundations, and grants from charitable organizations.

CASY HAS THE ANSWER – DIRECT CONNECT

IMMEDIATE NEED

The facts on military unemployment are stark – double or triple that of their civilian counterparts – in some areas as high as 60% unemployment. In a number of states unemployment numbers are under constant revision as they do not include the thousands of National Guard and Reserves who have not yet returned to the U.S., many of whom no longer have a civilian employment position.

The number one reason these highly trained, disciplined people are not getting jobs is that there is a serious disconnect between the applicants and the recruiters, meaning that their resumes are not properly presenting the skills and qualifications of applicants to recruiters and, because of this, each applicant is not “visible” to the recruiter for consideration. Job readiness is essential and yet it is being overlooked as our service members and veterans are pushed back out into the civilian workforce.

The immediate need:

- **Employment training, readiness assistance, and placement for National Guard and Reserves coming off of active duty back into the civilian workforce. There are approximately 500,000 National Guard and Reserves coming out of Iraq and Afghanistan who are in need of employment.**
- **Employment training for National Guard & Reserve military employment personnel in each state who assist our military-affiliated job seekers with employment in the local communities. Many of these individuals have no background in employment and need assistance developing a more robust employment program in the states to meet the needs of the high numbers coming off of active duty.**

OVERVIEW OF 2011 OUTCOMES

Since its start in late 2011 CASY has assisted 303 military veterans and service members in the area of employment readiness, and placement. This work was achieved partly because of the support that CASY has from MSCCN and their corporate and Alliance partners.

In late 2011 CASY launched a series of employment placement campaigns and formed the Military-to-Civilian Jobs Network Alliance, a consortium of organizations, small businesses, and corporations working together to expand employment opportunities for those within the military and veteran communities and pave the way to match our qualified military and veteran job seekers with open employment in industries with requirements that in the past have made military to civilian employment transfers difficult. The intent of these industry specific employment placement campaigns was to identify industries that are a direct match for jobs that service members do in the military, such as transportation and logistics, and with companies from that industry work through any issues our service members may have transitioning from military service to a civilian position in that industry. These campaigns allow CASY to identify



and meet the needs of the employers in that industry as well as the needs of our service members to cut through delays in hiring and facilitate placements.

2012 - CASY CREATING A CENTRAL EMPLOYMENT NETWORK

CASY and MSCCN work directly with the National Guard Bureau to increase the employment success rate for our National Guard, Reserves, and transitioning service members through the development of the first ever National Guard Employment Network at National Guard Bureau and the creation of a central employment network support for all Guard, Reserve, and Veterans that:

- Identifies employment issues and solutions for these issues as our service members transition from military service to their civilian careers
- Expands employment opportunities for our service members through relationships with corporations and small businesses who will dedicate jobs for our military and veterans
- Identify industries for our service members and veterans to transition into, the educational and training needed to work in these fields, and relationships with colleges and industry associations who can help us expand into these new industries
- Consolidates employment support for all service members and veterans from all branches in one central employment network that assists, trains, places, tracks, and reports all activity from one base of operations.

CASY and MSCCN are partnered with National Guard Bureau, Kenexa, DirectEmployers Association, and the National Guard & Reserve Commands in each state and U.S. Territory in the implementation and management of the National Guard Employment Network. In April of 2012 CASY attended the 2012 National Guard Professional Development Seminar and with the National Guard Bureau introduced the National Guard Employment Network powered by CASY and MSCCN to National Guard leadership in all 54 states and U.S. territories.

CENTRAL EMPLOYMENT NETWORK MODEL

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