







Agenda



- Overview of SECO and MSEP
- SECO/MSEP Team
- Importance of MSEP Partner Specialists: Make Connections
- MSEP Employer Commitment
- Networking Opportunities and Social Media
- Additional Resources for Recruitment Assistance
- MSEP Job Search/Partner Portal
- Spouse Ambassador Network



SECO Overview: What Is SECO?



- SECO provides a full range of employment-related services, tools, resources and support to help military spouses achieve their educational and employment goals.
- Program is built around aspects of the military spouse career lifecycle:
 - Career Exploration
 - Education, Training and Licensing
 - Employment Readiness
 - Career Connections
- Career Connections involves engaging employers and business leaders to support the heart of the nation – our military community.



SECO Overview: Why SECO?



- Military spouses represent a highly skilled, educated and motivated workforce; 88 percent of spouses have post-high school education.*
- Unemployment and underemployment are major challenges for spouses of service members. Many have part-time or seasonal positions when they would prefer full-time work.
- Moves between duty stations interrupt careers; many military spouses face long period of unemployment after a move.
- Satisfaction with military life and availability of career opportunities for spouses is a direct indicator of a service member's propensity to continue service.
- SECO is a low-cost and, many times, a no-cost recruitment tool that provides access to a national database of military spouses, hiring events and coordination with military installations for national campaigns.

 ^{*}U.S. Chamber of Commerce Foundation study June 2017



Spouse Education and Career Opportunities Program



Career Exploration

Helps spouses to identify career interests and aptitudes and obtain information about today's job market and work opportunities, including portable skills and careers, entrepreneurship and federal employment options.

The Military OneSource
SECO Career Center (800-342-9647) comprehensive career counseling
and assessments
Interests/skill inventories

Career Connections

Helps spouses to connect with corporations, government organizations and non-profits to gain meaningful, long-term, portable employment.

Military Spouse Employment Partnership

http://msepjobs.militaryonesource.mil Regional and local employers

Education, Training and Licensing

Provides assistance identifying education, training and licensing/certification opportunities as well as financial aid resource and scholarships for spouses.

Military Spouse Career Advancement Account (MyCAA) Scholarship

Non-DoD financial aid (FAFSA, University scholarships, Pell Grants)

Post 9/11 GI Bill

Employment Readiness

Connects spouses to the service-led employment readiness efforts that help spouses prepare to join or re-enter the workforce.

Job search strategies
Resume writing
Interviewing
Networking / Mentoring





The MSEP Program Corporate Recruitment Initiative



- The MSEP program, a part of SECO since June 2011, is a targeted recruitment option providing military spouses with employment resources through corporate partnership.
- As of March 2018, there were more than 360 enduring partners enrolled in the MSEP program.
- MSEP employers are national and global organizations, small businesses, federal employers and non-profit military support organizations.
- Each partner brings unique value and support to military spouses who are seeking employment and career opportunities. Employer partners have hired more than 114,000 military spouses to date through the MSEP program.



The MSEP Program: Making Career Connections



- Employers invested in this community gain highly skilled, educated and disciplined employees who add value to their workforce.
- More than 100,000 new spouses join the military community each year.
- MSEP ensures that employers will present opportunities despite gaps in employment or short-term employment as a result of change of station orders for service members.
- Connects employers with military installations across the nation to identify and target skilled military spouses to fill a variety of positions, including hard-to-fill and remote opportunities.



The SECO/MSEP Team



- DoD staff: Work with employers to facilitate outreach and promotion of employment opportunities to the military spouse community, nationally and internationally.
- Zeiders Enterprises communications support: MSEP specialists provide liaison support to corporate partners and provide access to program resources.
- Partners: Peer-to-peer networking is available to share best practices or for teaming to support local or national recruitment campaigns.
- Spouses: Resumes are available for employer review via the MSEP Partner Portal.



Importance of MSEP Partner Specialists



- Provide relationship management
- Serve as a liaison between MSEP partners and installation points of contact
- Foster partner-to-partner relationships
- Provide tiered communications support, a more specialized approach to company needs

- Make connections for employment opportunities
- Participate in social media
- Deliver partner meeting communication
- Provide SECO quarterly installation webinar opportunities





When Your Organization Signs the Statement of Support, It Agrees To:



- Increase employment opportunities for military spouses that sustain a talented workforce for your organization while maintaining employment status for military spouses as they relocate across the nation and around the world.
- Provide career promotion opportunities for military spouses who are helping your organization meet key business goals and objectives.
- Ensure pay for military spouses commensurate with their level of training, work experience, accomplishments and credentials.
- Make known this Statement of Support throughout your community, organization and corporate America.



How to Actively Participate in MSEP



- Identify and promote portable jobs and sustainable career and employment opportunities.
- Post job openings and provide a link to your corporate human resources employment page on the MSEP Job Search and MSEP Partner Portal.
- Mentor new MSEP partners:
 - Share "Best Practices"
 - o Promote leadership opportunities; e.g., working groups and webinar presentations
- Participate in the following MSEP events:
 - New Partner Orientation
 - Annual MSEP Partner Meeting
 - New Partner Signing and Induction Ceremony
 - MSEP Social Media Engagements with other MSEP Partners and Military Spouses



Tell Us About Your Success!



- Partners are asked to report military spouse hiring data on a monthly basis to ensure the partnership is meeting its objectives. Partners report the number of spouses for the following categories:
 - Hired part time, full time and virtually
 - Retained corporately when relocating
 - Referred to similar employment in other companies when relocating
- Every hire counts! The numbers do matter and speak to the sustainability of the MSEP program.
- But...so do your success stories of military spouses hired, retained and promoted, along with spouses supported via employee resource support groups, etc.



Share Your Success



- Military Spouse of the Week feature regularly most popular on Facebook
 - ✓ Share the story of your military spouse hires through the Military Spouse of the Week template, available at MySECO.militaryonesource.mil; enter keywords "Spouse Success."
 - ✓ Military Spouse of the Week features appear on Facebook and in the SECO eNewsletter.
 - ✓ Future hiring initiatives can also be featured in the SECO eNewsletter, available at http://www.militaryonesource.mil/seco/enewsletter.



Networking Opportunities



- LinkedIn MSEP Partner Group
- ✓ Biweekly 30-minute live question and answer with partners.
- ✓ Great engagement from spouses providing peer-to-peer support
- ✓ Positive media interest
- ✓ More than 7,100 members since strategic engagement began in June 2015
- Join the MSEP LinkedIn MSEP Partner Group to participate: https://www.linkedin.com/grp/home?gid=4445979
- Join the MSEP LinkedIn Spouses Group to participate and post jobs: https://www.linkedin.com/grp/home?gid=4159976



Participate in Facebook Live! Events



- Partner Discussions:
 - ✓ MSEP Partner, a monthly 60-minute discussion, reaches approximately 100 military spouses
 - ✓ First Facebook Live discussion has received more than 2.3k views
 - ✓ Fantastic engagement from military spouses searching for employment
 - "Like" us on Facebook and find events at: https://www.facebook.com/DoDMilSpouse/



Additional Tools and Networking Resources



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- MSEP Partner Directory: Organizational contact directory of MSEP employers for peer-to-peer networking and sharing of best practices in hiring and supporting the military community.
- MSEP New Partner Induction and Annual Partner Meeting: Held in October each year in the Washington, D.C., metro area; a two-day conference to network with DoD officials, military support, MSEP organizations and industry peers to learn new and innovative ways to engage the military spouse community.
- Biannual Webinars: No-cost opportunities for organizations to directly showcase their commitment to military spouse recruitment via DoD-hosted webinars available across the nation.
- Facebook Live! Events and LinkedIn Chats: Communicate directly with military spouses seeking employment information.



MSEP Partner Portal







MSEP Partner Portal



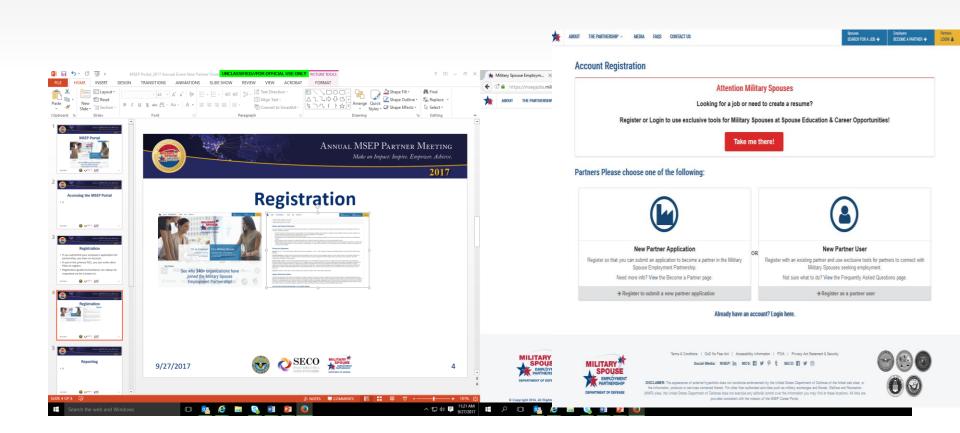
- Registration
- Reporting
- Resources and Technical Assistance
- Registration Assistance
- If you're the primary POC, you can invite other POCs to register





Registration



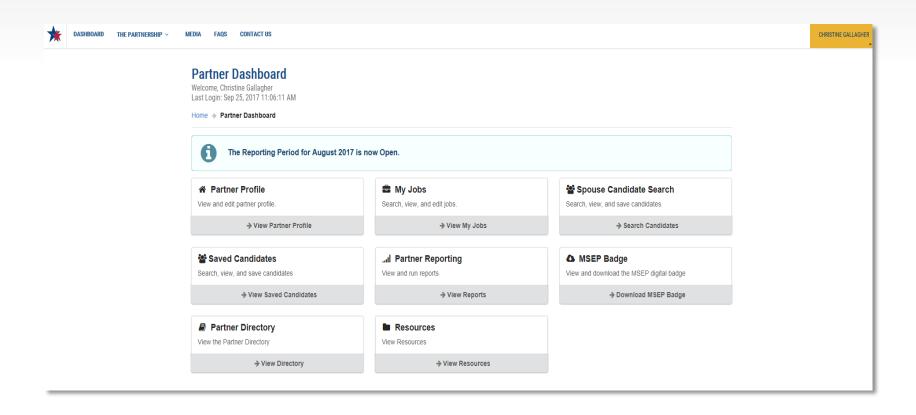




Partner Dashboard



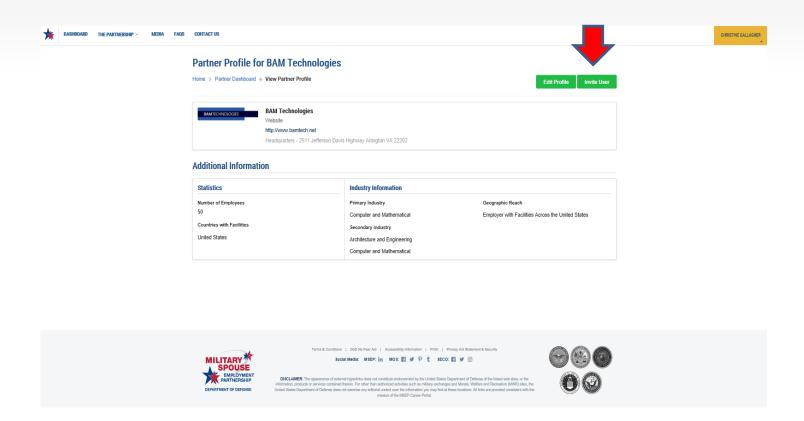
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Partner Dashboard



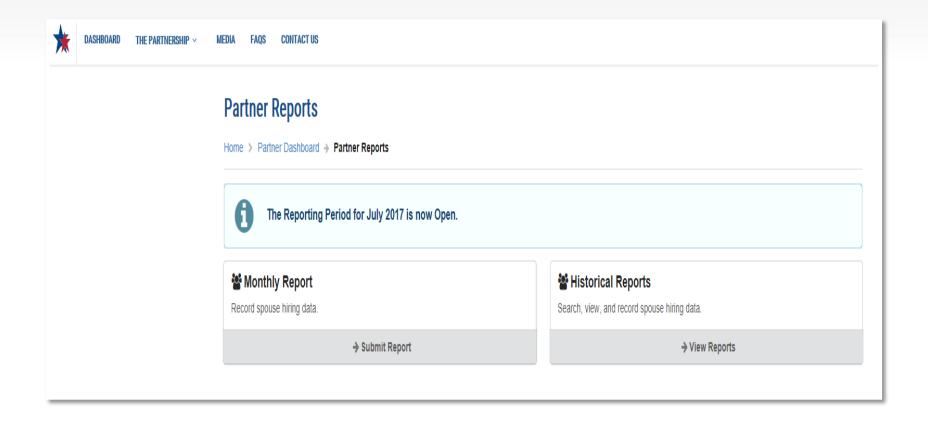




Partner Reporting



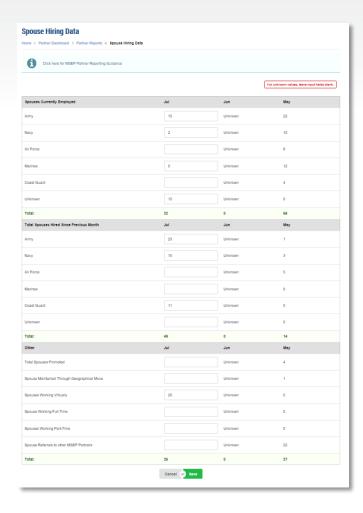
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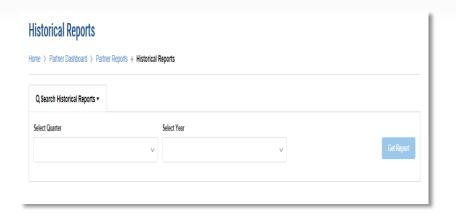




Online Reporting





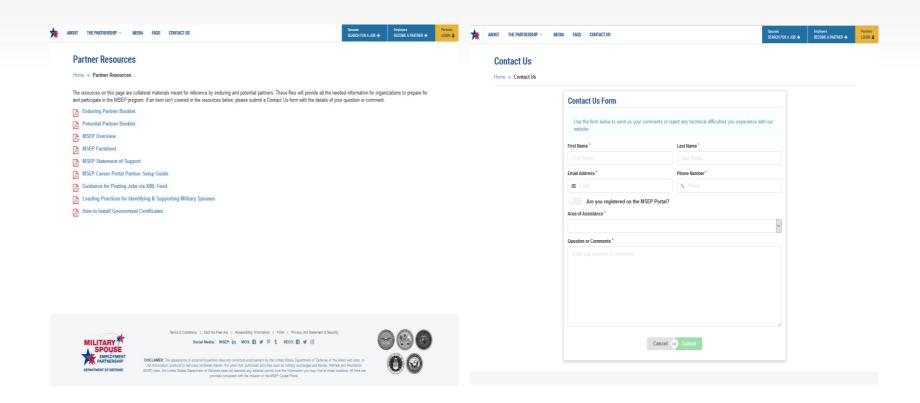




Resources and Technical Assistance



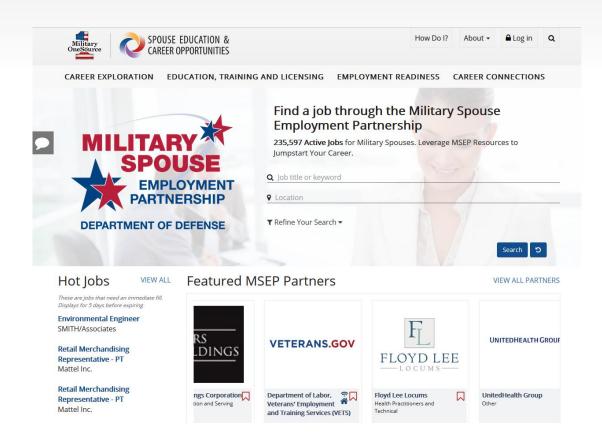
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MSEP Job Search on MySECO



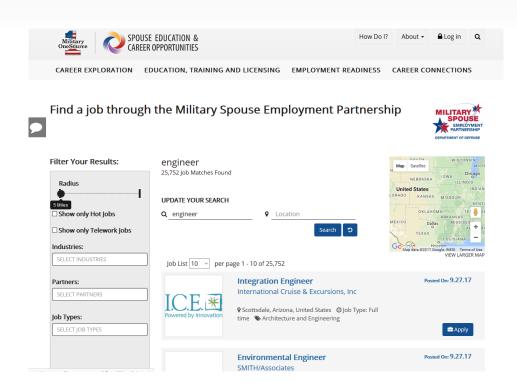




MSEP Job Search on MySECO



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MSEP Spouse Ambassador Network



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What Is the Spouse Ambassador Network?

- A collection of organizations within the Military Spouse Employment Partnership that have established community networks and want to leverage these networks to broaden knowledge about military spouse education and employment resources.
- The goal of the SAN is to leverage existing networks to disseminate information about all SAN Partner resources.
- Mission Statement: To educate, empower and mentor military spouses to encourage career fulfillment by promoting and sharing resources while facilitating effective relationships with local and national stakeholders.



Questions?



- Thank you for your continued commitment to the Military Spouse Employment Partnership!
- MSEP Partner Specialist Contact information:

