



2020



VetJobs  
Annual Report

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## **Mission**

To increase the placement of service members and veterans in high demand, high growth industries by providing targeted solutions for placement and ongoing career progression

## **Vision**

To expand employment opportunities & eliminate unemployment and underemployment for all transitioning active duty, National Guard, Reserves, and Veterans from all armed service branches.

## **History**

Corporate America Supports You (CASY) was officially chartered in 2010 as a private sector nonprofit 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, CASY operated as a program under the Military Spouse Corporate Career Network (MSCCN). As the mission and programs for Veterans and military members 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 CASY.

CASY, 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 and Army Reserve. 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 2020 CASY acquired the VetJobs brand and job board and, after consultation with the Board of Directors, made the decision to change the public brand of the company from CASY to VetJobs. A dba was filed to allow CASY to do business as VetJobs and the organization underwent an operations overhaul to streamline work process and expand its menu of services and solutions provided to military and veteran job seekers.

“Thanks to the professionalism and hard work of the VetJobs/CASY & MilitarySpouseJobs/ MSCCN team, our success and growth has been, and will be, phenomenal. The numbers in 2020 surpassed the plateau of 10,000 job placements. The Call of Duty Endowment has been, and continues to be, the bedrock of our financial support. They have laid the foundation for a \$5 million plus budget in 2021. We have come a long way from a \$250,000 budget in 2010 and have surpassed 65,000 total hires at year's end. That is impressive and gratifying.”

- Rear Admiral Dan Kloeppe, USN (ret.), CEO, VetJobs

## **Who We Are**

The VetJobs brand was created to wrap all military and veteran programs owned and operated by VetJobs into one network. Our award-winning employment placement and support services have established us as one of the most effective and efficient veteran support organizations in the United States.

The entire VetJobs team is made up of highly skilled and professional veterans and military spouses from the community who understand the military life and transition from that life. This team works inside the military and veteran communities, collaborating with government, military, and private sector partners to increase opportunities and success for those we serve.

## **What We Do**

VetJobs provides direct placement assistance for all active duty transitioning military members, National Guard, Reserves, and Veterans from all branches and service eras.

At VetJobs, we believe that this is about more than putting veterans into any job that comes along; this is about identifying meaningful employment where these individuals can be successful now and in the future, and teaching them to manage their own career progression so they continue to grow personally and professionally. Our organization focuses on helping to eliminate the barriers that are preventing our military and veterans from being successful in their job placement or career progression goals. Our team works one-on-one with each military job seeker in the program to ensure that their individual transition and placement needs are met; and then works with the companies supporting our programs to talent match job seekers to openings in high demand, high growth occupations.

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

# WHAT IS THE VETJOBS ADVANTAGE?



## VetJobs is *NOT* your typical Employment Assistance Program

VetJobs understands the enormous value Servicemembers and veterans bring to the job market. That's why we offer the following **NO-COST**, tailored support for job placement and career progression:

- Resume Assessment & Development Assistance
- Interview Preparation & Mock Interview Assessments
- LinkedIn optimization
- Job Search Assistance
- Skill Gap Training & Certification Programs
- Train2Hire Programs
- Talent Matching to VetJobs Employer Partner Positions
- Career Readiness Resources & Referrals
- and more...all at No Cost to you!



**Register TODAY**  
<https://vetjobs.org>

**Connect with Us on Facebook**  
**@VetJobsUS**



## **What Makes Us Different**

VetJobs is not your typical employment assistance program. We are mission driven and outcome focused! It is not about our success, but the success of those we serve. This is not about putting people into a job but ensuring that they are placed into a position that is a match for their skills, qualifications, and needs so they can successfully transition and continue to progress in their careers. All services are provided throughout the lifetime of each service member or veteran in the program.

### **WE are military!**

The VetJobs team is made up of military community members that have walked the walk of our military job seekers and see the value in this highly trained, skilled, and qualified future civilian workforce. This first-hand knowledge, experience, and leadership allows us to convey to interested employers why these military jobseekers are a great fit for their open positions.

### **WE are not a job board!**

We use one internally, but it is not who we are and all that we offer to our job seekers – it is a tool. Here is why: Approximately, 12% of job seekers can get a job without any hands-on assistance, just using their own abilities and a job board, searching for jobs, and applying, getting an interview, and securing the job offer with little to no additional assistance. That is great for those 12% of the nation who can do that...we are here to assist the 88% who cannot. Our team members assess the needs of each individual and provide the assistance that each one needs to find the right position(s), target the resume, fill gaps in skills and training, provide strategies for interviews and LinkedIn that will make a difference in their search, and provide assistance with ongoing career progression.

### **WE are agile and ever-changing to meet the needs of those we serve.**

Our team stays current on the latest trends and market shifts in each industry, and the changes in needs of our job seekers. This level of awareness ensures we continue to evolve our services so that what we offer meets the needs of those in our community. We are constantly looking for solutions that will help us be more efficient and effective for those we serve.

### **WE are collaborative!**

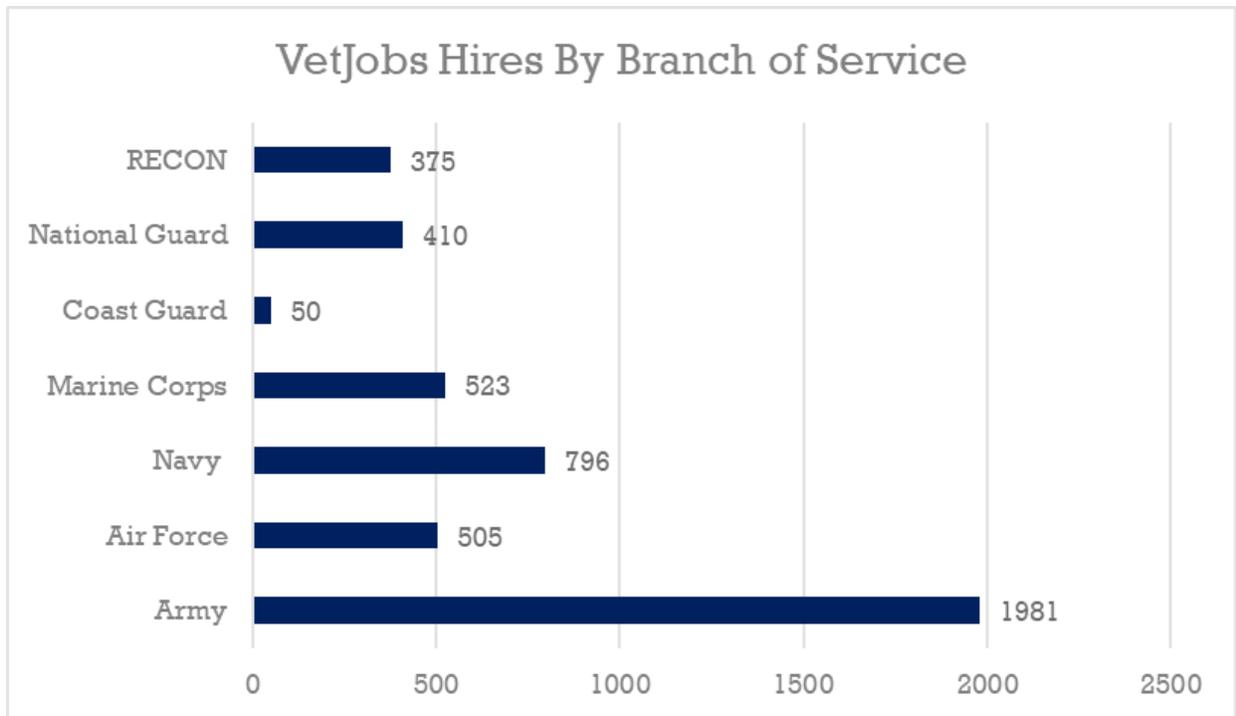
At VetJobs, we believe that it takes more than one organization or agency to get things done and we are open to working with other veteran service organizations, agencies, and the military to ensure that we are collaborative, so they do see our work as complementary to theirs and not competitive.

## Who We Served in 2020

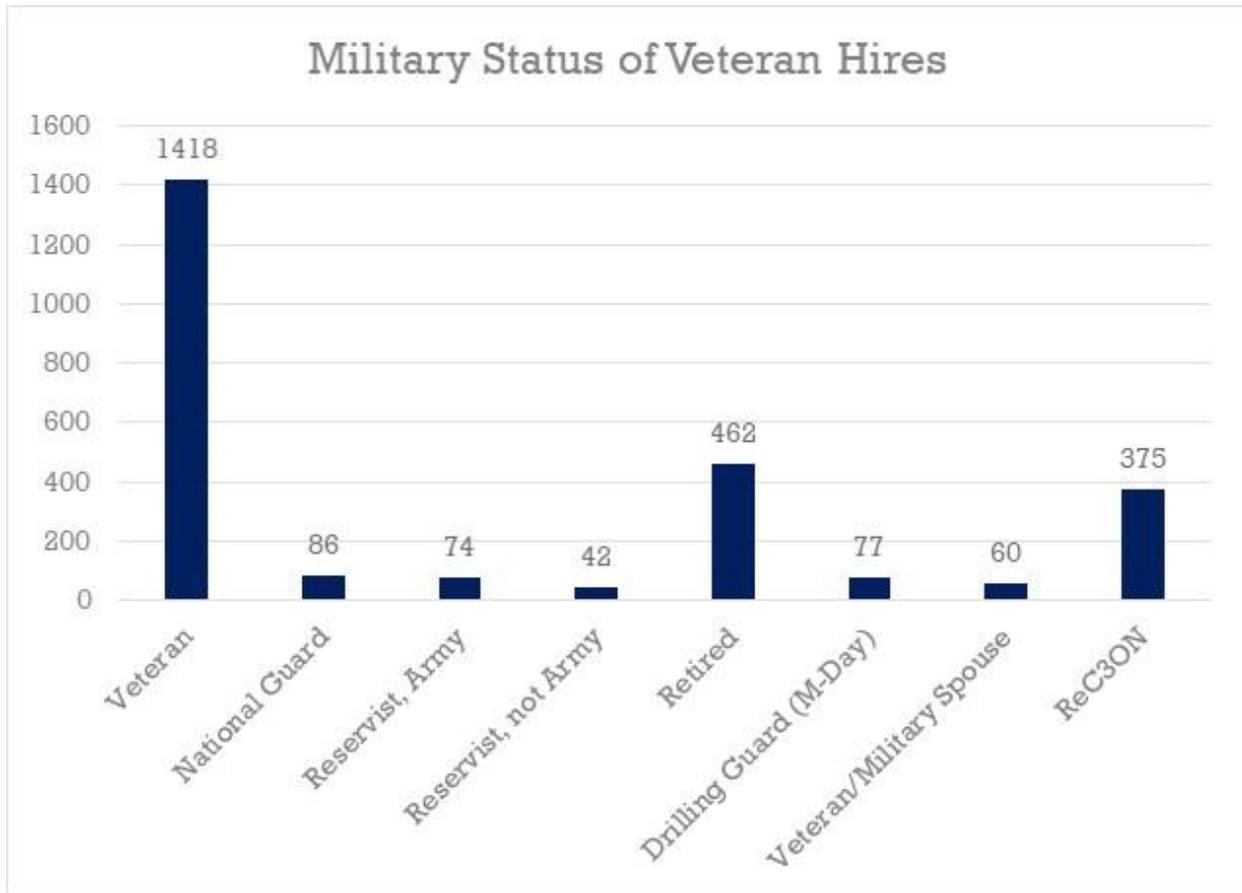
In 2020, CASY continued to increase their total military and Veteran placements with over **8,995** service members and Veterans placed.

Retention - % of Veterans Staying on the Job	93%
Average Starting Salary	\$68,310
Average # of new military/Veteran registrants each week	211

## Placements by Branch of Service



## Placements by Military Status



(Veteran/Military 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.)

## **Military & Veteran Employment Placement & Career Transition Program**

VetJobs provides direct assistance to service members and veterans from all branches and all service eras. Our employment placement and career progression programs are available nationwide. In 2020 there were **8,995** service members and veterans placed through these programs. The real success is in the following data:

- 93% of veterans placed stayed on the job over 6 months after placement
- 74% of veterans placed stayed on the job over 12 months after placement
- Average starting salary was \$68,310.00

Why are these data points important? Because they show that the service members and veterans placed were placed into jobs that were a match for their skills, qualifications, and needs. These were good jobs with good companies where their skills were well utilized which increases the likelihood that the individuals will stay with the company, so retention is higher than the average reported national retention rate.

Our military and veteran employment placement and career progression programs are supported by the Call of Duty Endowment, the Schultz Family Foundation, the Boeing Foundation, USAA Educational Foundation, and the Heinz Endowment.

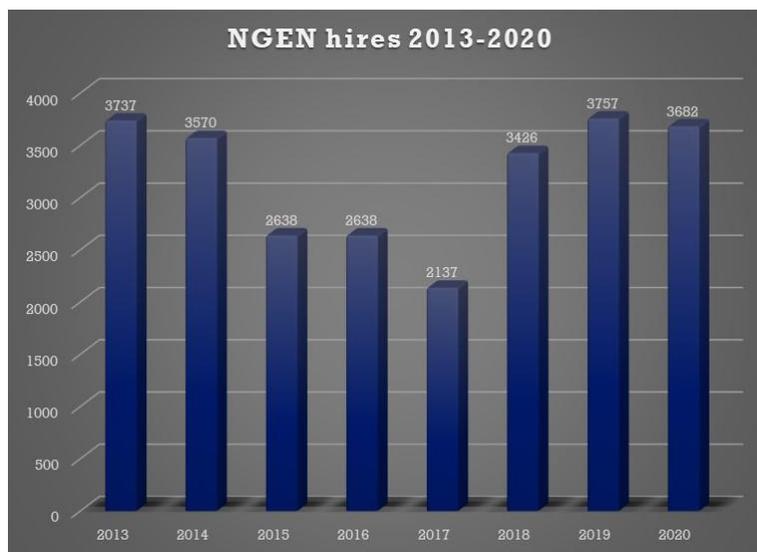


## National Guard Employment Network (NGEN)

In 2020 there were 3,682 placements through the National Guard Employment Network (NGEN).

NGEN was created in 2010 through a public private partnership between CASY, MSCCN, and National Guard Bureau (NGB). The purpose of NGEN was to provide the National Guard state programs with employment program support tools, resources, and assistance, as well as CASY's 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, South Carolina, Louisiana, and Washington have been utilizing NGEN services for years – services provided have helped these and other states decrease unemployment and underemployment for the Guardsmen, family members, and Veterans within their state. Since 2013, CASY's NGEN program has helped facilitate over 26,637 hires for the National Guard and their families.

In total, CASY has provided over \$2 million in employment services to the National Guard for no-cost. NGEN will continue to expand in 2021 with the addition of new National Guard partnerships. The NGEN program is supported by the USAA and the Call of Duty Endowment.



## **U.S. Army Reserve Employment Support Program**

In 2018, VetJobs continued to partner with the Army Reserve to provide support to the Army Reserve P3 personnel to develop an agile 360-degree employment and career progression support program which included the implementation of the VetJobs customized applicant tracking and case management system to manage work efforts and track outcomes, the jobs and internships platform, training and support for all P3 personnel, and direct placement solutions to aid the Soldiers and family members that the P3 personnel serve.

There are approximately 190,000 Soldiers serving in the Army Reserve. Through this partnership over 20,000 candidates have connected with VetJobs through the P3 partnership. **In 2020, 1,106 candidates were placed into jobs** as a result of the combined partnership. Over 5,200 Army Reserve-affiliated candidates have been placed into jobs since 2010.

This project continues, and changes are needed to sustain the assistance provided as additional Guard and Reserve transition back and forth between military positions to civilian jobs, positions are lost, and new services are needed. Program efforts are supported by the Call of Duty Endowment and the USAA Educational Foundation.

## VetJobs Employer Programs

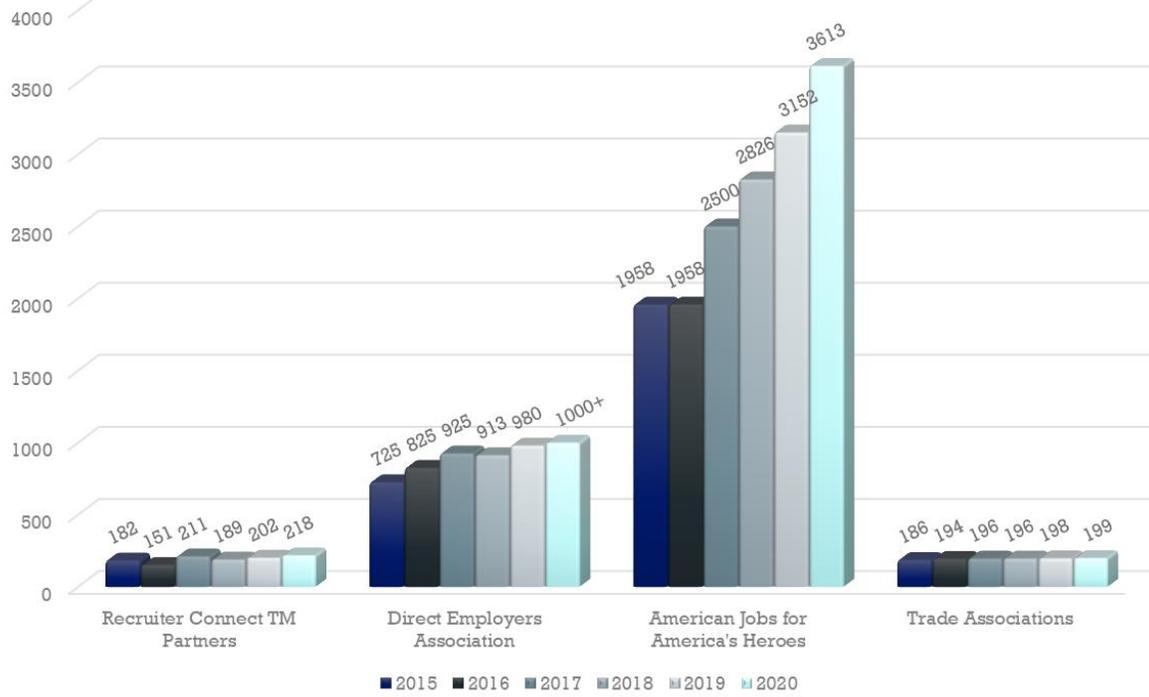
One thing that makes VetJobs stand out from the other organizations out there is that our team believes that assisting the job seekers is only half of the equation. If we truly want to improve hiring and retention of military and veterans, then we need to educate employers and help them take the steps needed to improve these practices.

Our organization offers various solutions to assist companies with their recruitment and business needs. All companies are provided various services through our American Jobs for America's Services campaign. These services are customized for each employer with the intent of helping each employer partner access a steady pipeline of military and veteran talent that is qualified for the positions to which they are applying. The team operates off the fact that companies do not need "more candidates", they need more of the "right candidates" who are an actual fit for the jobs they have open to fill.

Here are the **Top 6 ways** our team helps companies connect:

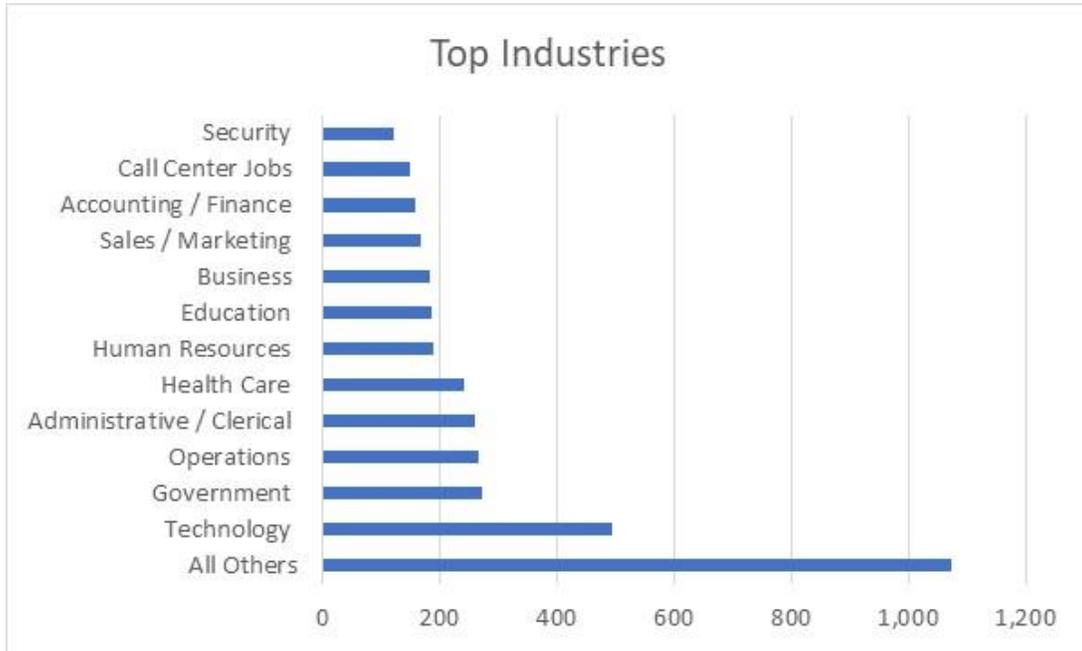
- Job Posting – Seen by over 200,000+ job seekers on the VetJobs platform, with over 500 new job seekers registering in the program each week.
- Direct Recruitment – Work one-on-one with our team to source qualified talent for your open positions. We utilize talent match technologies to ensure job fit.
- Community Exposure – Networking opportunities with military leaders, veterans, National Guard, Reserve, and military family members through events, councils, and more across the United States.
- Certified Candidates – Connect with military job seekers participating in various industry specific certification and training programs.
- Educational Opportunities – our team offers employer education on how to successfully recruit, hire, and retain the best military and veteran talent.
- Volunteer Opportunities – We provide opportunities to engage the military and veteran job seekers in our programs, such as coaching, leading short projects, serving as a part of our Project Resume Coalition, and more.

## VetJobs Employer Programs



## Recruiter Connect™

### Where Our Military Job Seekers Were Placed



### Most Frequent Positions Placed within the Top Industries

1. IT Engineer / Programmer	2. Cyber Security Analyst
3. Administrative Assistant	4. Census Supervisor / Census Taker
5. Account Manager	6. Benefits Coordinator / Manager
7. Accountant	8. HR Generalist
9. Teacher / Adjunct Professor	10. Business Analyst
11. Customer Service	12. Correctional Officer

### Top Companies Hiring

Transportation/Logistics	Skilled Trades	Government
Swift Transportation	CGI	DoD/Census Bureau
IT/Technology	Business	Healthcare
Microsoft / SAIC	Amazon	DoD / Cigna / CVS
Operations	Accounting/Finance	Education
Amazon	Wells Fargo	Killeen ISD / Ohio State U

## **Hiring from Within Our Own Community**

In 2020, VetJobs hired 32 new contractors as our organization continued to grow. These Contractors are a part of the very communities we serve.

### **Military Status:**

- 10 Veterans
- 21 Military Spouses
- 1 Military Dependent

### **These hires represent the following branches:**

- 13 Army
- 5 Air Force
- 6 Navy
- 2 Marine Corps
- 5 Army National Guard
- 1 Air Guard

### **Vetjobs is proud of its team diversity**

#### Information on contractors hired in 2020:

- 4 Black
- 7 Hispanic
- 21 White/Caucasian
  
- 26 Female
- 6 Male

## 2020 Financial Summary Transparency & Fiscal Responsibility

In 2020, CASY/VetJobs raised \$3,354,306. The organization underwent two third-party audits; the first by Deloitte to continue to hold the Call of Duty Endowment Seal of Distinction, and the second through BWTP P.C., an independent audit and accounting firm in St. Louis, MO. Both audits showed that CASY proved that **97 cents of every dollar** raised is **used towards mission**. The organization has held the Call of Duty Seal of Distinction for the last five years. What does this mean to those we serve? It means they come first! It means that CASY is fiscally responsible; we believe in quality over quantity – our military and Veteran job seekers get quality services by professionals who are experienced and qualified and understand the military and Veteran community. It means that we are mission and outcome focused – we know what is needed to bring success for those we serve!

***For every \$500 raised, a Veteran or service member is placed into a position that is a fit for their skills and needs.***

CASY / VetJobs is one of the most transparent and fiscally responsible nonprofits in the United States. We have been vetted by the Call of Duty Endowment; audited by Deloitte; recognized by GuideStar; recognized by The Patriots Initiative as one of the finest non-profits in the nation supporting America's armed forces service members, Veterans, and their families; and rated by [GreatNonProfits](#) as one of the 2020 Top Rated Nonprofits in the United States. Our organization has also been recognized by Center for America for our leadership and commitment in helping National Guard Members, Veterans, and Reservists transition to Civilian Employment and continue successful career progression.

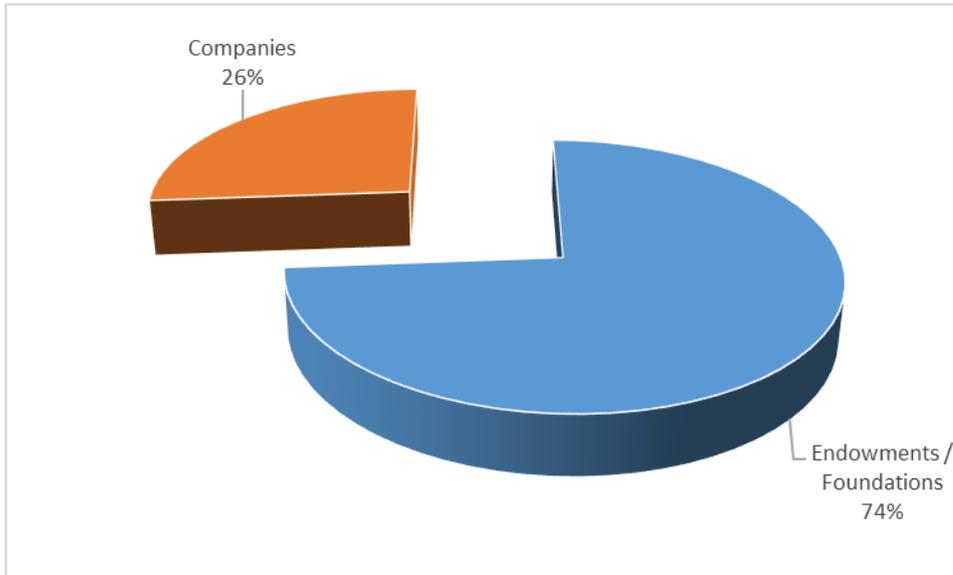
The following data represents information collected from the Audited Financial Statements taken from the 2020 audit. CASY maintains conservative financial policies. We are mindful of every penny spent, and we do the most we can with it. Our pledge is to maintain the highest level of financial accountability and stay mission-focused so that we can achieve the maximum results for those we serve.

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!

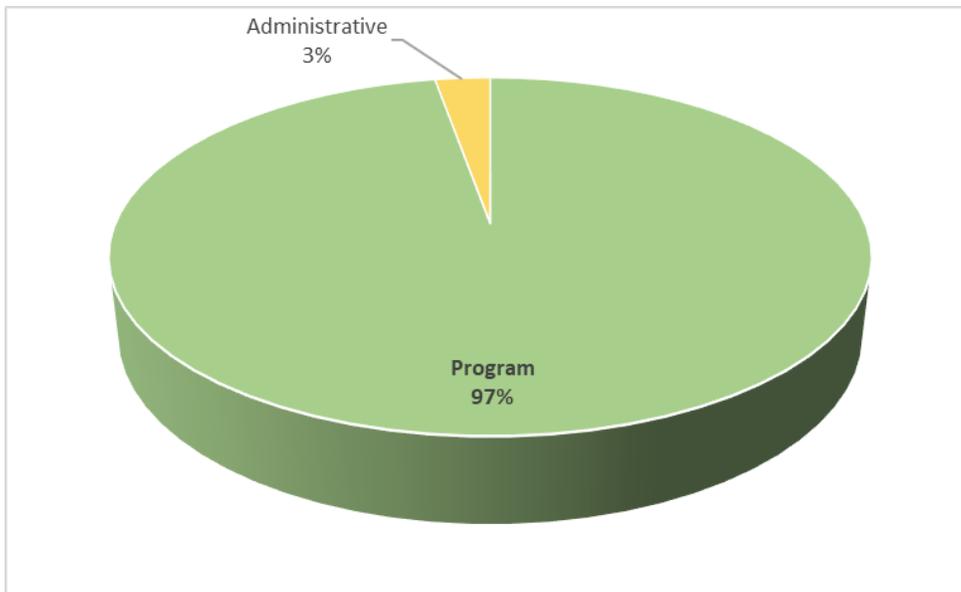
**Statement of Financial Income and Expense  
January through December 2020**

	<b>Total Income / Expense</b>	<b>Program Income / Expense</b>	<b>Management &amp; General Income / Expense</b>	<b>Fundraising Income / Expense</b>
Income				
Contributions and grants	2,532,073			
Investments	35,131			
Released from restrictions	454,557			
Total Support and Revenues	<u>3,021,761</u>			
Expenses				
Amortization	83,333	83,333		
Information technology	15,795	10,505	5,290	
Payroll expense	116,376	103,818		12,558
Subcontract labor	2,515,071	2,478,659	14,701	21,711
Training	16,792	156	16,636	
Travel	19,245	18,309	936	
Insurance	5,974		5,974	
All other expenses	15,544	15,544		
Total Expenses	<u>2,788,130</u>	<u>2,710,324</u>	<u>43,537</u>	<u>34,269</u>
Revenue Less Expenses	<u>233,631</u>			
Net Assets beginning of year	<u>5,367,206</u>			
Total Liabilities	<u>159,449</u>			
End of Year Net Assets	<u><u>5,969,280</u></u>			

## 2020 Revenue



## 2020 Expenses



## VetJobs Leadership

### Executive Leadership

**RADM Dan K. Kloeppe, USN (ret.)**, CEO    **Amy Rossi**, Director of Training & Founder  
**Deborah Kloeppe**, President & Founder    **Jennifer Quimby**, Director of Finance &  
**Stacy Bayton**, Sr. Executive Vice President    Administration

### Board of Directors

CASY has a dynamic Board of Directors and Advisors supporting our mission!

**RDML Lee J. Metcalf, USN (ret.)** Chairman,  
VP of Business Development, Daugherty  
Business Solutions

**Steve Parker**  
President WorkMerk  
Board Member

**Ms. Candee Chambers**  
Executive Director,  
DirectEmployers Association  
Board Member

**MG Richard Hayes, Jr.**  
US Army (ret.)  
Board Treasurer

**Mr. Conrad Chun**  
Vice President of Communications for Boeing  
Global Services  
Board Member

**Richard A. Parr**  
Chief Legal Officer  
Aspen Dental Management, Inc.  
Board Member

**Brigadier Andrew C. Jackson, British Army  
(ret.)**  
President, SaluteMyJob  
Board Member

**Marc L. Purcell**  
RDML US Navy (ret.)  
Associate Director, Accenture Technology  
Board Member

**Mr. Jason Kelley**  
Vice President & Partner  
GBS Global Solutions, Design, Innovation,  
General Manager, Blockchain Services at IBM  
Board Member

**James L. Schmeling**  
President and CEO National Defense University  
Foundation  
Board Member

**Craig A. Lowder**  
Retired, Vice President of communications  
Global Technology Services  
Board Member

**Joe Wallis**  
Director, Military Affairs, Microsoft  
Board Member

**Shannon D. Offord**  
Manager, Strategic Partnerships & Alliances  
DirectEmployers Association, Inc.  
Board Secretary

## Advisory Board

**Ms. Beth Conlin**

Senior Program Manager- Military Spouse Programs with Amazon  
Advisor

**Joe Cheneler**

Delivery Manager Microsoft  
Advisor

**COL John DiPiero, USAF (ret.)** Director of Military Advocacy Group CASY  
Advisor

**Mr. Travis Hall**

Project Expeditor Military Affairs, USAA  
Zachry Industrial, Inc.  
Advisor

**Mrs. Lynn Hamilton**

Advisor

**Curtis Hazel**

Community Engagement Director  
Operation New Hope  
Advisor

**Chief Eric Van Hook**

Director of Public Safety/ Chief of Police  
Advisor

**Mr. Shawn Leonard**

Advisor

**Mr. John McArthur**

Sr. Partner & Chief Investment Officer,  
Krilogy Financial  
Advisor

**Mrs. Simone A. Murray**

Executive Director, DirectEmployers Assn  
Lead Advisor for MYJN

**Elizabeth O'Brien**

CEO Freedom Learning Group  
Advisor

**Laura Schmiegel**

Senior Associate/Military and Veteran Lead  
Advisor

**Richard A. Smith**

Command Chief Master Sergeant #9, Air National Guard (Retired)  
National Guard program Director  
USAA Military Affairs  
Advisor

**BGEN Marianne Watson, ARNG (ret.)**

Advisor

**Maureen Weigl**

Program Manager Magellan Federal CASY  
Advisor

**Mrs. Alexandra Lillis**

Advisor

## Way Forward

We continue to focus on expansion of services to the 200,000+ service members who transition out of the military each year while also providing workforce recovery solutions to the veterans, National Guard, and Reserve who were affected by the COVID-19 pandemic. Understanding that our organization has no control over the type of service that other organizations provide, we look past what was done to what we can do better, from the time that individual enters our programs to the minute they are placed. For our team, this is not about throwing people into jobs, this is about helping them identify career opportunities in high growth, high demand industries, and then create a plan that helps take the individual from interest and assessment to placement and then helps them continue to grow and develop their career from there.

In the 2<sup>nd</sup> quarter of 2020, we saw the numbers of job seekers decline a bit as the world was dealing with COVID-19. Unemployment became an even bigger concern for our military and veteran job seekers as the COVID-19 pandemic put the labor market at somewhat of a standstill. Active duty transitioning service members were delaying separation from the military, veterans and Reservists were facing layoffs and furloughs, and National Guard and Reserve were placed on COVID or other types of humanitarian orders. This continued through the end of 2020. COVID-19 also affected retention numbers as the companies laid off or furloughed many of their workers.

Surprisingly, the average salary stayed right around \$70,000 as placements increased in the IT and cyber industries.

As we move past 2020 into the new year and the job market begins to open, we will begin to see increased numbers of military and veterans in need of assistance. For now, our team continues to meet training demands - helping military and veterans increase skills, so they are eligible to apply to positions that they were previously unqualified for and making them more competitive for jobs as the markets begin to open and companies begin hiring again. We still have a lot of work to do but our team is ready for the tasks ahead.

Going forward in 2021 and 2022, we will continue to expand services and programs that provide outcomes that meet the need of the service members and veterans. We will continue to work with companies in high-demand, high-growth industries to create Career Pathways to Placement™, making an easier placement process for those coming through our programs; identify other high demand, high growth industries that would benefit our job seekers; continue to find new tools and resources that better support and assist our team as they work to ready and place our military job seekers; and expand key partnerships with our military branches, government agencies and nonprofits to increase outreach and referrals

“The government statistics make determinations about individuals’ employment status by relying on data from one question the Census asks each month: [‘Did you do any work for pay last week?’](#) Under that standard, mowing your neighbor’s lawn for \$20 gets you counted as employed. We need more relevant and better-quality data on the economic health of our veterans.”  
- Dan Goldenberg, CEO, Call of Duty

into our programs. All in all, we will focus on doing better for those who have served, and continue to serve this great nation, and to do our part to ensure that the issues with transition that our military and veterans faced in the past, do not continue to happen in the future. We can and will do better together!

Stacy Bayton

Sr. Executive Vice President

Corporate America Supports You (CASY) AKA VetJobs

## **Goals for 2021**

- Continue to increase military and Veteran job placements.
- Continued growth of the VetJobs platform.
- Expand Train2Hire and Transitional Certification and License Programs (TCL) that increase placements of Veterans and service members into high growth, high demand industries.
- Increase direct placements through Recruiter Connect™, adding additional industries over the next few years.
- Continue to identify solutions that help service members and Veterans move past hiring obstacles to placement.
- Expand the ReC3ON Cadet and Student Veteran program nationwide.
- Continue to develop employability assistance trainings in our online Learning Management System (LMS) available 24/7 around the world.
- Expand National Guard Employment Network (NGEN) buildout with the states.
- Continue to expand support to Army Reserve employment programs.
- Expand support efforts to the military employment community.
- Expand opportunities for our military and Veterans through vetted partnerships with service organizations that provide proven services and training that help service members and Veterans meet their career goals.
- Expand community partnerships with the Department of Labor, Veterans Affairs, and the USO.