

# Military.com

## Accelerating Veteran Employment



PRESENTED TO

**Monster Government Solutions  
Federal Human Capital Forum**

PRESENTED BY

Sarah Blansett, Senior Manager,  
Communications and Outreach, Military.com

December 6, 2017

@monstergov | #MonsterGovForum17

A photograph of a soldier in camouflage uniform holding a young child, with a woman standing next to them in a field. The soldier is wearing a cap and has an American flag patch on his sleeve. The woman is wearing a white lace top and blue jeans. The child is wearing a green shirt. They are standing in a field with tall grass and bare trees in the background.

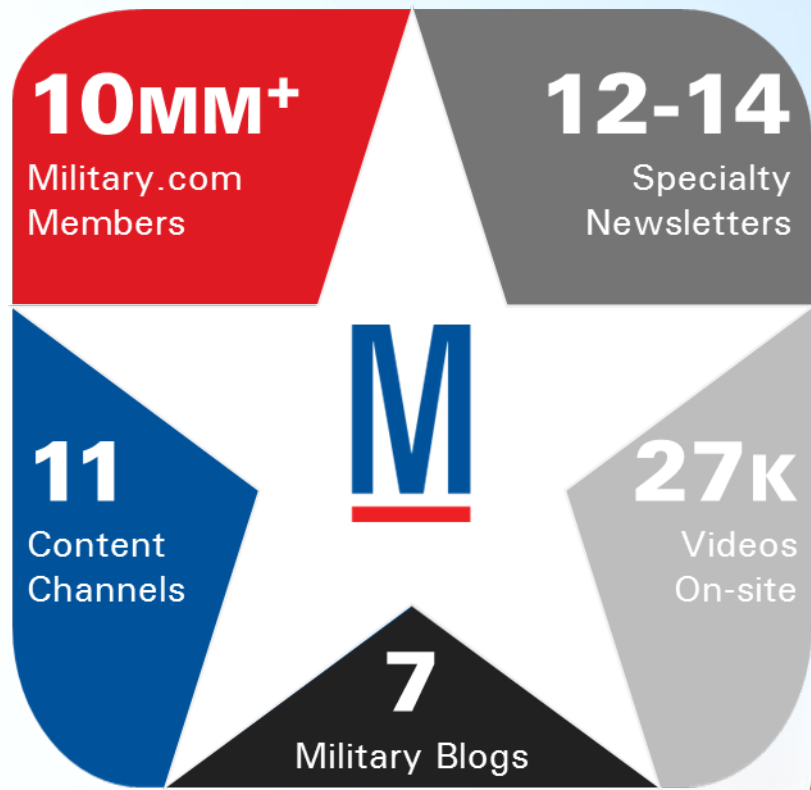
Our mission at Military.com is to  
improve the lives of service members,  
veterans and their families.



@monstergov | #MonsterGovForum17



# Military.com



Source: Military.com Internal Metrics, 2016



@monstergov | #MonsterGovForum17

# Military.com By the Numbers

## - Mobile Apps -



**441k**   
News App Downloads\*



**101k**   
Pay App Downloads\*\*



**Transition App**  
25K Total Downloads

Military.com

BENEFITS NEWS VETERAN JOBS MILITARY LIFE VIDEOS DISCOUNTS

### Monthly Traffic

**7M**

unique visitors

**10M**

visits

**25M**

page views

**9M**

monthly  
mobile  
page views

**2M**

Facebook Likes

**134k**

Twitter Followers



**143k**

YouTube Subscribers

**19M**

YouTube Views



Source: Military.com Internal Metrics, 2016 // \*: Includes iOS iPhone, iPad, Android app downloads // \*\*: Includes iOS iPhone and Android app downloads

@monstergov | #MonsterGovForum17





## Active Duty

40% of all active duty personnel are Military.com members. They are mostly under the age of 35 with spouses and dependents.



## Veterans

Our membership includes 24% of all veterans in the workforce under age 65.



## Transitioning Service Members

50% of all transitioning service members are our members faced with career, education and benefits related choices.



## Military Spouses

40% of all military spouses are our members who are confronted with career, relocation and financial decisions.

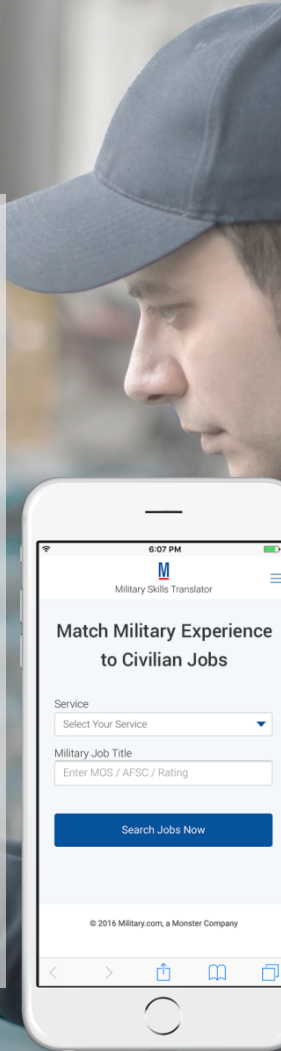
Source: Military.com Internal Metrics, 2016

@monstergov | #MonsterGovForum17

# Traditional Military Skills Translator & Matcher

Military.com's Military Skills Translator & Matcher was designed to help veteran job seekers translate their military experience & skills into civilian terminology and provide a list of matching civilian job openings.

However, we know that many veterans do not want to stay in the same career path. So, we have added a new element to help them explore new opportunities.



**MILITARY SKILLS TRANSLATOR**  
Match Military Experience to Civilian Jobs

POWERED BY **Military.com**

Service: **Air Force** Military Job Title: **1A091 In-flight Refueling (Enlisted)** **Search Jobs Now**

**MILITARY SKILLS TRANSLATOR**  
**1A091 In-flight Refueling (Air Force – Enlisted)** [Edit Military Job Title](#) **POWERED BY Military.com**

**REFINE SEARCH**

Keyword:

Location:

Subspecialties: [Add/Edit Subspecialties](#)

Training & Schools: [Add/Edit Subspecialties](#)

Civilian Skills (9):  
Advanced First Aid  
Blueprints/Technical Diagrams  
Driving/Maneuvering Skills  
Firearm Handling and Maintenance  
Model Making/Sculpting  
Spectacle Making/Repair Techniques  
Radiation Safety Testing  
Lorem Ipsum  
Dolor Sit Amet  
[Add/Edit Civilian Skills](#)

**319 EQUIVALENT CIVILIAN JOBS | 1 - 20 displayed**

**Senior Mechanical Engineer Lorem Ipsum Dolor Sit Amet**  
NATIONAL RESPONSE CORPORATION Anchorage, AK

**Field Service Technician**  
RDO EQUIPMENT CO. Denver, CO

**Service Technician**  
EVOQUA WATER TECHNOLOGIES Anchorage, AK

**Maintenance Manager (FKA Director Plant Operations and Maintenance) - Healthcare**  
ARAMARK Denver, CO

**Residential Install & Service Technician - Req 128689**  
COMCAST Laniham, MD

**Manager Warehouse/Materials**  
COMCAST Anchorage, AK

**Express Service Technician, Auto Ipsum Dolor Sit Amet**  
NATIONAL RESPONSE CORPORATION Anchorage, AK

**Senior Mechanical Engineer**  
NATIONAL RESPONSE CORPORATION Anchorage, AK

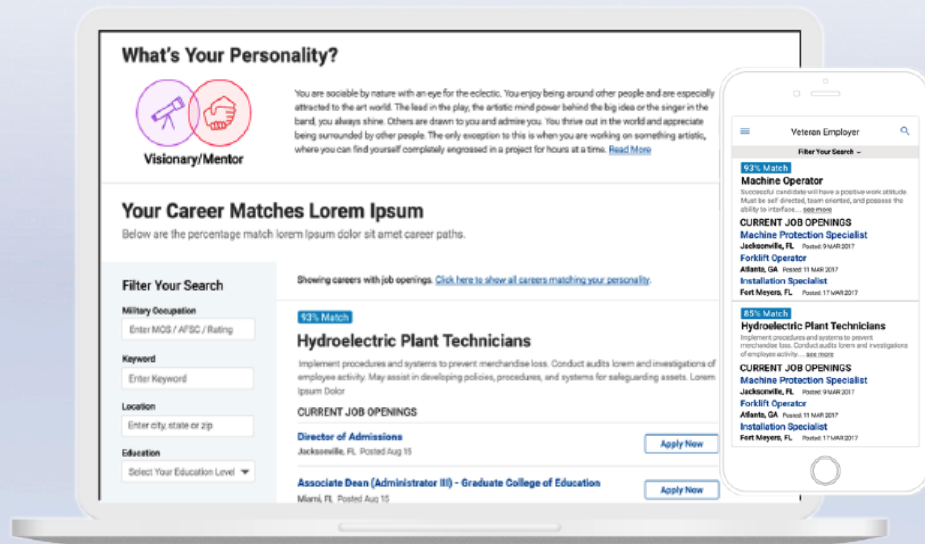
**Refresh Results**



# Adding Career Path Discovery

Military.com's new **Skills Matcher & Career Path Discovery Tool** integrates the original Military.com Skills Translating/Matching tool with a scientifically-designed, non-traditional **Personality Assessment** tool developed by **Traitify** to deliver a comprehensive job search experience for veteran candidates visiting a company's career page. The tool uses a unique filtering mechanism to show customized job recommendations depending on a veteran's personality and military experience. With this tool, veteran job seekers can now:

- Discover career strengths and their unique personality blend.
- Find best matching career paths and explore related jobs.
- Filter results with education, military occupation, and location preferences.



# The Science Behind the Personality Assessment

- Image based and mobile friendly: the assessment uses a series of **"Me" or "Not Me"** decisions to measure the personality of the user while producing a visually-engaging experience.
- The assessment takes approximately ninety seconds, and we have seen a ninety-five percent completion rate.
- The **patented** methodology was developed by an experienced **team of psychologists**.
- Unlike traditional personality assessments, our assessment is based on **six Holland Occupational Themes (Realistic, Investigative, Artistic, Social, Enterprising, Conventional)**, a widely-accepted theory of vocational choices with proven predictive validity.
- The top two ranked personality types are used to show the veteran how their personality corresponds with existing career fields.
- The military skills matcher, plus the personality test results, provide the job seeker a better understanding of what jobs to seek out.





# Why Does this Work for the Veteran Job Seeker?

- It helps service members understand more about themselves as a potential employee.
- It incorporates an aspirational element that goes beyond “what do you want to do?” and instead introduces the concept of “what could you do?”
- It’s easy to use and questions are asked multiple times to ensure accuracy.



# Why Does this Work for the Employer?

- Better candidates.
- Potential hires will know more about themselves to augment their existing skill set.
- The technology is optimized for desktop and mobile platforms to work with an employer's existing recruitment outreach.
- Employer version coming soon...







**Military.com**

# Thank you. Questions?

**Sarah Blansett**  
Military.com

@ ▶ [sarah.blansett@monster.com](mailto:sarah.blansett@monster.com)

📞 ▶ 571-326-4440

@monstergov | #MonsterGovForum17