Accelerating Veteran Employment

PRESENTED TO

**Monster Government Solutions
Federal Human Capital Forum**

PRESENTED BY

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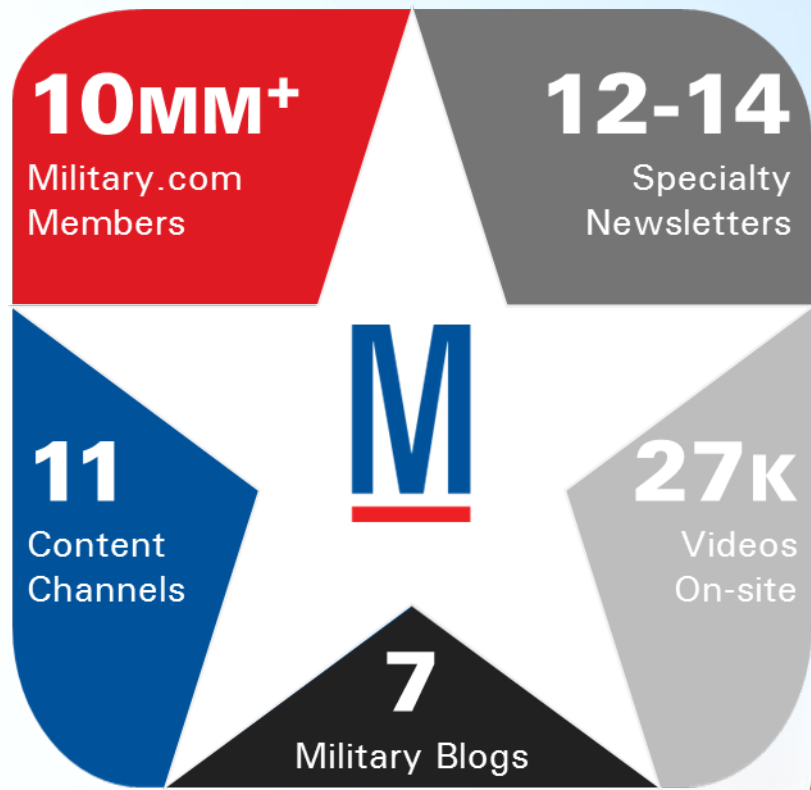
Our mission at Military.com is to improve the lives of service members, veterans and their families.

Military.com

10mm+
Military.com
Members

12-14
Specialty
Newsletters

11
Content
Channels

27k
Videos
On-site

7
Military Blogs

Military.com By the Numbers

- Mobile Apps -

441k News App Downloads*

101k Pay App Downloads**

**Transition App
25K Total Downloads**

Monthly Traffic

7M unique visitors

10M visits

25M page views

9M monthly mobile page views

Military.com
BENEFITS NEWS VETERAN JOBS MILITARY LIFE VIDEOS DISCOUNTS

2M Facebook Likes

134k Twitter Followers

143k YouTube Subscribers

19M YouTube Views

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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.
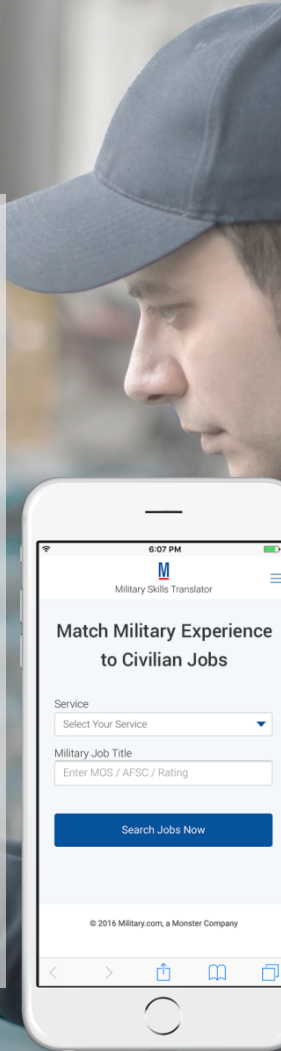
Source: Military.com Internal Metrics, 2016

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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.

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.
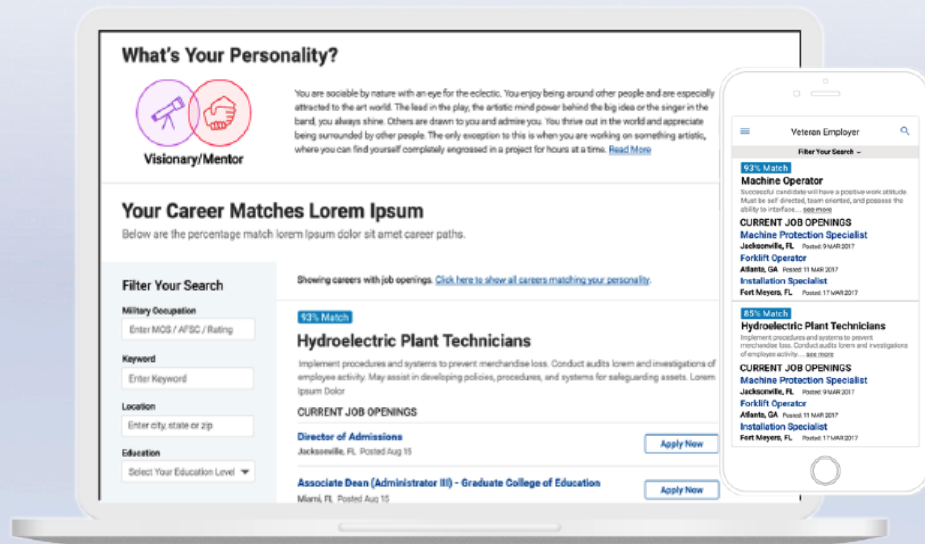
The Science Behind the Personality Assessment

- 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 (R**ealistic, **I**nvestigative, **A**rtistic, **S**ocial, **E**nterprising, **C**onventional**)**, 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...

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Thank you.
Questions?

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