

## From \$26K Infantryman to \$70K Cloud Administrator in 90 Days

*A pragmatic approach for lifting less advantaged veterans into the growth economy*

**The problem:** Each year, nearly 200,000 service members return to civilian life looking for work. The majority of these are junior enlistees (E6 and below). While officers and senior NCOs enjoy a ready market for their military experience, younger veterans enter an unfamiliar job market ill prepared to evaluate options, communicate their workplace value, or conduct a job search.

Though employers generally welcome these returnees, their hiring decisions continue to rely on military resumes / translators. These backward-looking methods are weak predictors of job performance. Veterans whose native traits and learned work ethic would make them highly valued team members are routinely overlooked by the very employers that stand to benefit.

Moreover, the persistence of the “skills gap” owes as much to the lack of expedient alternatives to four-year degrees as to inflated requirements. This is especially true in IT-related jobs, for which necessary skills can be learned quickly—and must be updated constantly. GI Bill benefits, geared to degree programs, make it difficult to take advantage of far more efficient pathways to lucrative jobs that also satisfy employers’ requirements for urgently needed skills. With few options in a world unable to realize their potential, these otherwise capable people are sent to back of the line, enduring months or years of underemployment.

40,000 veteran-oriented local and national agencies, educational institutions, VSOs, and NGOs generally operate independently of one another. Without standards-based coordination, this highly fragmented ecosystem suffers inefficiency and waste. *And economic costs aside, do we not owe our returning veterans at least a level playing field?*

**Our solution** ombines V2W-developed innovations—state-of-the-art aptitude testing, predictive analytics, outcome-based programs, and a robust, purpose-built platform. With existing and donated talent, time, and resources, V2W has created an integrated ecosystem that promotes engagement by diverse providers in attaining a common goal: ***a successful career outcome for each veteran***. All stakeholders benefit:

- Veterans benefit from an accessible, integrated, fully supported, end-to-end pathway to careers in the new economy.
- Agencies, educational institutions and NGOs can be more accountable through ownership in meaningful outcomes.
- Volunteers are in a position to change lives.
- Employers gain access to a high potential talent pool that can quickly master 21st century skills.
- Donors / investors have a vehicle that will deliver quantifiable results.

**Our approach** is guided by these principles: 1) for those who have served and are willing to invest in themselves, the pathway to economic opportunity should be unobstructed; 2) innovation can magnify existing/donated time and resources; 3) resources should be coordinated around and focus on the veteran’s career goals; 4) educational institutions, agencies, VSOs and employers ought to have ownership in career outcomes.

**Our advantage.** Our innovations reflect our market awareness, business discipline, understanding of the veteran transition process, and extensive business network. They include:

- [VetMatch](#)<sup>™</sup> uses psychometrics, predictive analytics and Department of Labor data to predict success in a specific job, based on native aptitudes, values, and interests. The *VetMatch* survey generates a detailed personal career report for each veteran and a Success Profile that enables employers to hire for aptitude and train for skills. In field trials, *VetMatch* has shown its ability to identify veterans whose native traits predict.
- [Rapid Career Launch](#) provides all support needed to establish a veteran in a growth economy career, with soft and hard skills training, individualized support, workplace learning, and placement assistance. V2W's inaugural Cloud Computing Career Launch program, in partnership with Salesforce.com, placed over 100 veterans at an average cost of \$3,500. Similar programs are underway in partnership with [Microsoft](#), and in other fields (Technology [Sales Development](#), Java Programming, and Cyber Security).
- **Career Success Network** is a shared, resource-rich platform that facilitates and rewards coordination among agencies, educational institutions, VSOs, NGOs, mentors, and employers around each veteran's career outcomes ("career health record").

**Our accomplishments.** With limited resources, we have built a solid track record and the capacity to scale our success. We have:

- Helped 8,000 veterans with career assessment and guidance, resume preparation, mentoring, training, and/or job placement.
- Developed a broad-based network of employer relationships nationwide.
- Created a network of 3,900 agencies, veteran representatives, VSOs, and NGOs.
- Enrolled 270 business professionals as volunteer Success Coaches.

**Our Impact.** We focus on measurable, durable outcomes that promote common ownership among compartmented participants and attract investment oriented funders. These metrics include sustainable jobs created, life cycle cost, job longevity and satisfaction, and earnings and productivity gains.

**Our one-year goals.** We seek funds to accomplish the following in the coming year:

- \$350,000 (to match donated resources already secured) to train, prepare and place 100 veterans into new cloud computing careers nationwide.
- \$150,000 to complete development of VetMatch and enroll 6,000 VetMatch-ready veterans.
- \$75,000 to create and deploy two Career Launch programs, in cyber security, computer networking, digital marketing, and/or Java programming.
- \$100,000 to build out Career Success Network to enable full participation by employers, partners and volunteers.

**Our three-year goals.** By 2022 we will have a subscription-based employer-searchable database of 100,000 VetMatched candidates; train, prepare, and/or place 12,000 veterans into new careers; and have 500 employer subscribers.

Through these near-term efforts, we hope to establish standards and methods that lead to permanent improvements: for less advantaged veterans—open, streamlined, merit-based pathways to new futures; for employers—improved hiring outcomes, higher productivity and lower turnover; for educational institutions, agencies, VSOs and NGOs—greater effectiveness and accountability; and for society—better resource use and better treatment of those who serve us.