

# VetJobs

## 2021 Annual Report



VetJobs is a leader in employment for our Military & Veteran communities.

We place transitioniong Military, National Guard, Reserves & Veterans into high-demand, high growth career opportunities that provide good pay, solid benefits and skilled lines of advancement

**FOR  
CAREER MINDED  
MILITARY-AFFILIATED  
JOB SEEKERS**

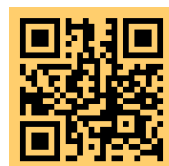
---

A 501(C)3 Charity  
Tax ID Number  
20-1130252

---

Chartered in 2003

**[www.VetJobs.org](http://www.VetJobs.org)**





# Table of Contents

3. The Mission Behind the Brand
4. Who We are, What We Do
5. VetJobs Advantage
6. A Solid Case for Hiring A Veteran / Message from  
RADM Dan Kloeppel, USN (ret) Founder & President, VetJobs.
7. What Makes Us Different
8. A True Investment in the Military Community
9. Who we Served in 2021
11. Numbers Don't Lie
12. Diversity and Inclusion
13. Employer Programs
14. Recruiter Connect
16. Financials
17. VetJos Leadership
20. Heading Towards 2022!

# The Mission Behind the Brand



## THE MISSION BEHIND THE BRAND

VetJobs, previously known as Corporate America Supports You (CASY), is a 501 (c) (3) nonprofit organization whose purpose is to eliminate unemployment and underemployment for all transitioning active duty, National Guard, Reserve, and Veterans from all armed service branches, throughout all war eras. In fact, our award-winning employment support services have established us as one the most effective and efficient nonprofit organizations across the United States.

CASY was officially chartered in 2010 and moved to the VetJobs brand in 2020. Our organization continues to provide the same great high touch services, they are just all wrapped up in a bigger brand. Services include high-touch, one-on-one employment placement assistance for military and veterans, and direct services to companies looking to hire.

It is our mission to increase placements of service members and veterans into high demand growth industries by providing targeted solutions for placement and ongoing career progression. Through our work we expand employment opportunities for service members and veterans as we aid our military and veterans in their job placement and ongoing career progression needs. Our military job Seekers receive career assessments to determine where they are in their job search and what services they need. From there, our Career Specialists utilize our in-house customized solutions to assist each individual through to placement, and beyond!

# Who We Are

---

# What We Do



## WHO WE ARE

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

Our organization provides direct placement and ongoing career development 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 team 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. They work 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.





# VetJobs Advantage:

No other program offers these high-touch services to our military community at no-cost to them

## Tailored Support for Job Placement and Career Progression

- Career assessment
- Resume assessment
- Industry-specific assessment for job placement
- Help resolving skill/experience gaps
- Interview training
- LinkedIn optimization
- Connection to Employment Partners
- We offer 1-on-1 high-touch employment assistance at no-cost to Veterans
- No-cost Train2Hire courses offered for job placement success

**REGISTER WITH US  
TODAY!**

[www.VetJobs.org](http://www.VetJobs.org)





# A Solid Business Case to Hire Veterans and Transitioning Military



RADM (Ret) Dan Kloeppel, USN  
Founder & CEO, VetJobs

## My Take: RADM Dan Kloeppel, Founder, VetJobs

Hiring a Veteran just makes good business sense. In today's environment, we are way past just doing it because it is the right thing to do. It will improve your bottom line. Veterans possess the skills and attributes you need. They are disciplined workers, who consistently display pride, leadership, responsibility, and professionalism in everything they do. They will understand the mission of their civilian employers and make it a priority to get them results - all while exemplifying a strong work ethic and a good sense of teamwork. Statistically, they stay with a job longer and progress faster.



Rear Admiral (ret) Dan Kloeppel, USN, Founder & President, VetJobs

## From The Department of Labor Employer Guide to Hiring Veterans:

A quick internet search shows articles from recognized business leaders who endorse hiring veterans as a good business practice. Why? Veterans bring the following attributes and characteristics to the workplace:

- Proven leadership and leadership readiness
- Mission-focused approach to work
- Experience working in diverse teams and organizations
- Adaptable and immediate contributors
- Strong work ethics
- Strong performance under pressure
- Creative problem-solving
- Self-starter
- Integrity
- Technical skills (military experience exposes individuals to advanced technology or technical training.)
- Loyalty (The military is adept at institutional socialization and cultivating loyalty; a low turnover rate can lead to a higher return on investment for businesses.)

**Additionally, veterans have already received world-class training in many areas:**

- Challenging and purposeful high-stress exercises
- Technical military occupational specialties
- Professional military education courses
- Critical "soft skills," including ethics and leadership.

Studies have shown veterans are more productive and have higher retention rates than their civilian counterparts.

# 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.



## WHAT MAKES US DIFFERENT

### **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.



# A TRUE INVESTMENT IN THE MILITARY COMMUNITY



*"CASY has proven to be one of the most efficient and productive organizations we have encountered."*



According to **Dan Goldenberg**, Executive Director for the Call of Duty Endowment, *"CASY has proven to be one of the most efficient and productive organizations we have encountered."*

For every dollar, 96 cents is spent on mission and, with over 78,000 documented military and veteran placements in the last twelve years, VetJobs proves its dedication to mission and solid outcomes for those they serve.

Our organization is one of the most transparent and fiscally responsible non-profits in the country.

We have been vetted by the Call of Duty Endowment, audited by Deloitte, and awarded the Seal of Distinction for the last five years; audited by the Better Business Bureau Wise Giving Alliance and recognized as a charitable organization in good standing; recognized by GuideStar and awarded the Platinum Seal of Transparency; and rated by GreatNonProfits as one of the Top-Rated Nonprofits in the United States.

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



# Who We Served in 2021

In 2021, VetJobs placed over 7,105 transitioning military, National Guard, Reservists and veterans. In addition, over 30,000 were trained and tens of thousands more provided career development services to assist with ongoing career progression.

## Hires Breakout by Branch of Service and Military Status

U.S. Coast Guard	Active Transitioning	13
	Veterans	39
	Veterans/Military Spouses*	2
	Reservists	2

---

Army National Guard	Active	1,531
	Active Transitioning	3
	Former Members/Veterans	2
	Veterans/Military Spouses*	2

---

Air National Guard	Active	28
	Active Transitioning	1
	Former Member/Veterans	19
	Veterans/Military Spouses*	1



U.S.  
Air Force

Active Transitioning	120
Veterans	533
Veterans/Military Spouses*	34
Reservists	31
Reserve Veterans	24

---

U.S.  
Army

Active Transitioning	227
Veterans	2,016
Veterans/Military Spouses*	113
Reservists	118
Reservists Transitioning	5
Reserve Veterans	170

---

U.S.  
Navy

Active Transitioning	131
Veterans	785
Veterans/Military Spouses*	56
Reservists	26
Reservists Transitioning	1
Reserve Veterans	31

---

U.S.  
Marine Corps

Active Transitioning	113
Veterans	408
Veterans/Military Spouses*	182
Reservists	15
Reserve Veterans	17



# Numbers Don't Lie

With over 78,000 direct hires for veterans and transitioning military, we are one of the fastest growing veteran non-profit organizations in the nation.

We provide real solutions to the many different challenges Veterans face.

**78,000**

# Transitioning Military, Guard,  
Reserve, and Veterans Placed  
Since 2010

**21,000+**

# Training completed in 2021

**500-800**

# New Registrants in the program  
each week

**200K+**

# Transitioning Military, Guard,  
Reserve, and Veterans Provided  
Career Development Assistance  
Since 2010

**\$0.96**

Amount of every dollar donated  
that is spent on mission

**73K**

Average starting salary

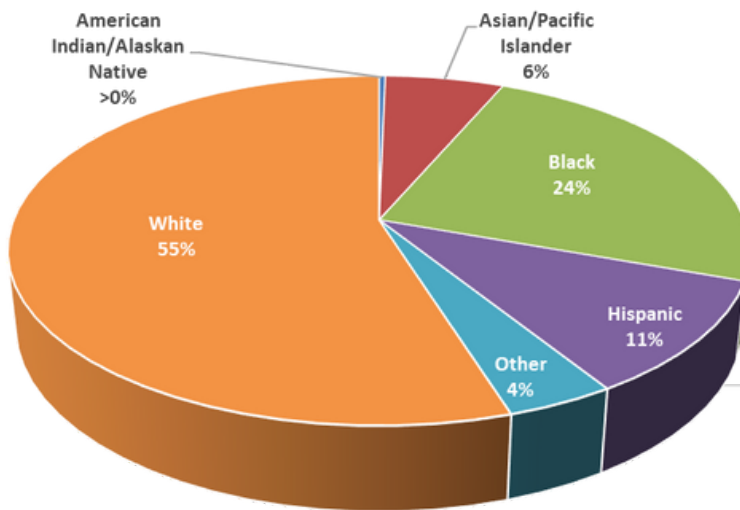


# Diversity and Inclusion

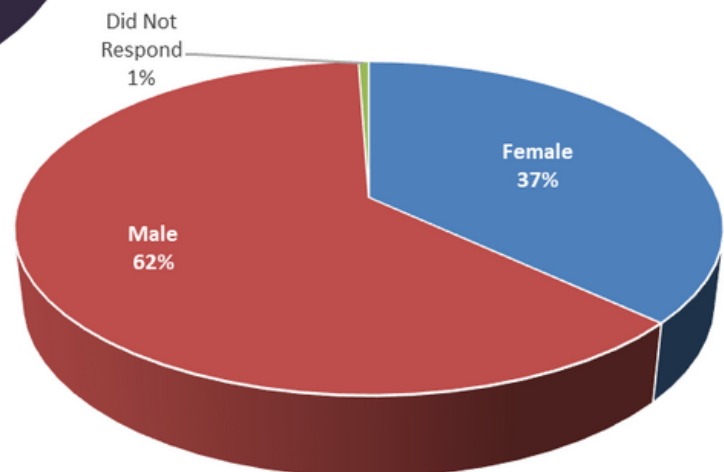


The military community is truly the most diverse group of individuals in the workforce. We strive to build a progressive, encouraging, and inclusive culture of cohesive service focused on delivering value to our candidates.

## RACE / ETHNICITY



## GENDER





# Employer Program

Corporations and Businesses can also benefit from VetJobs programs! Through our employer programs and One Central Employment Network, companies can take advantage of custom services, such as job posting and marketing through our military and veteran network, education and training on how to hire and retain the best military and veteran talent, opportunities to participate in direct sourcing events through our certification training programs, participation in VetJobs events, working with a Recruiter Connect™ Specialist to source qualified talent for a direct connect to your Recruiters, and more.

Through our Recruiter Connect™ program, VetJobs works with Recruiters and Hiring Managers from our partner companies to source qualified military and veterans to fill their open positions. This is a very collaborative and customized process for us – your company does not need “more candidates”, you need more of the “right candidates” who are an actual fit for your jobs. Here are the **Top 6 ways we help companies connect:**

## **JOB POSTING**

Be seen by over 200,000 job seekers on the VetJobs platform, with 400+ new weekly.

## **DIRECT RECRUITMENT**

Work one-on-one with our team to source qualified talent for your open positions.

## **COMMUNITY EXPOSURE**

Networking opportunities with military leaders, veterans, and military spouses, through events, councils, and more across the US.

## **CERTIFIED CANDIDATES**

Connect with Candidates participating in industry-specific certifications programs.

## **EDUCATIONAL OPPORTUNITIES**

Let our team teach you how to hire and retain the best military and veteran talent.

## **VOLUNTEER OPPORTUNITIES**

Coaching live projects with military, veterans, and military spouses, and more!

---

**100% of our candidates are vetted, qualified, and job ready before companies connect with them.**



# Recruiter Connect

Our organization takes a unique approach to placement and ongoing career progression. Our team is made up of military, veterans, and military spouses who are also professionals in the areas of HR, Recruitment, and career counseling and transition. We take the time to prepare each job seeker with the same care we take with our employer partners – ensuring they are prepared and matched to the right positions.

## Our Career Specialists

The VetJobs and Military Spouse Jobs Career Specialists meet each job candidate "where they are" in their job search journey. They are experts, helping candidates secure employment through every step in the process. These highly skilled and experienced individuals provide comprehensive employment assistance, which includes:

### Resume Assistance

Need to update your resume? Don't have a resume? Need help targeting your resume? Career Specialists can help.

### Job Prep Interviews

Have an interview coming up? Career Specialists can help you prepare. They'll even conduct mock interviews to help you prepare.

### LinkedIn Optimization

Is your LinkedIn profile outdated? Career Specialists can help you create a stand-out profile to maximize your exposure and interest.

### Job Search Strategies

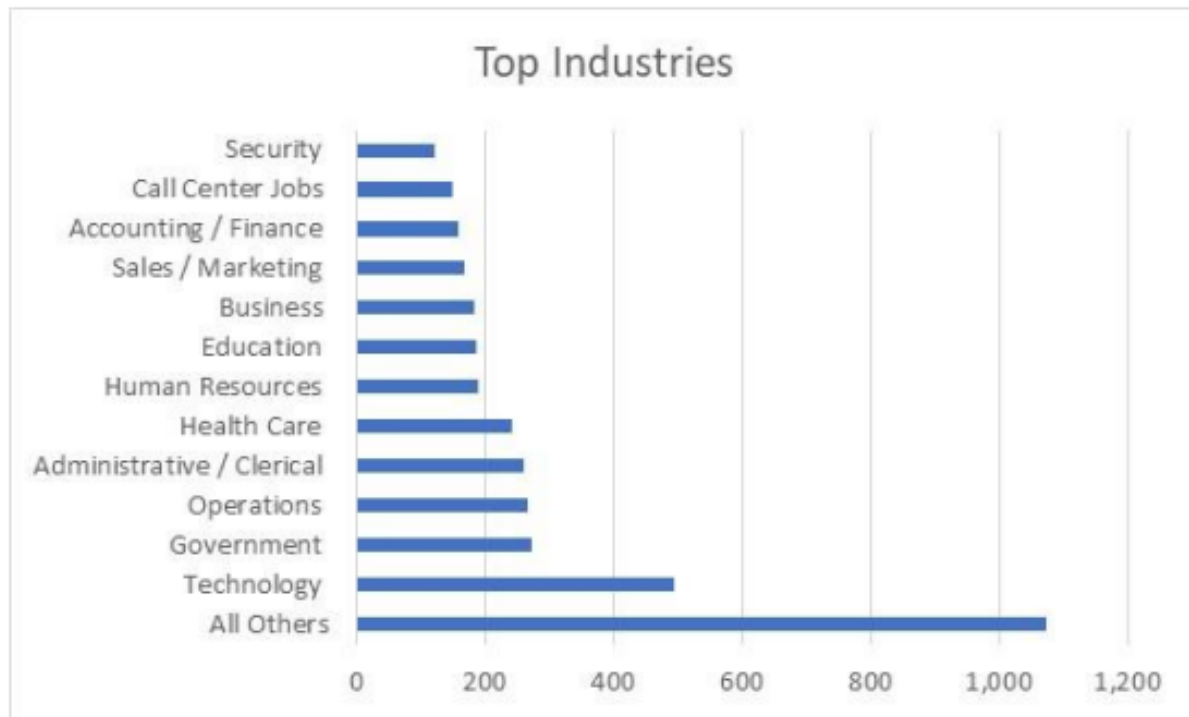
Not having any luck with the job boards or employment websites? Career Specialists can help you think outside the box and identify productive resources for job opportunities.

### Referral to Training Opportunities

Need to fill a gap in your skills or need some additional training? Career Specialists can refer you to the VetJobs Training Team, which can help you acquire the right skills and certifications.

## 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

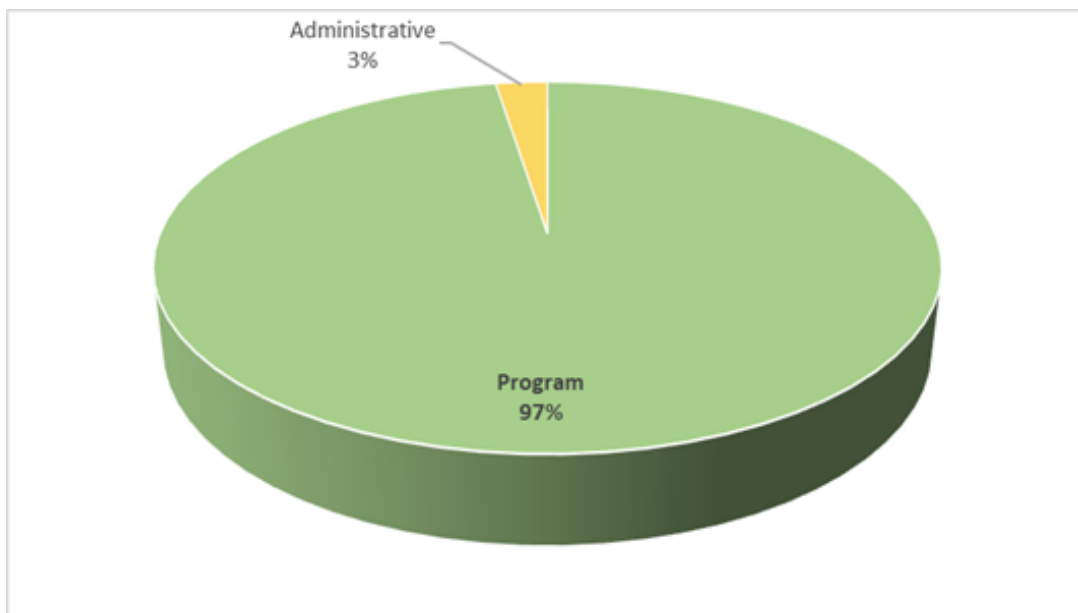
### Top Companies Hiring

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

## 2021 FINANCIALS



	<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	4,603,397			
Program Service Fees	375,000			
Investments	(\$13,965)			
<b>Total Support and Revenues</b>	<b>4,964,432</b>			
Expenses				
Amortization	83,334	83,334		
Information technology	27,417	25,270	2,147	
Payroll expense	184,490	159,487	10,214	14,789
Subcontract labor	3,395,971	3,350,708	16,464	28,799
Training	130,623	130,623		
Travel	42,417	40,059	2,120	238
Insurance	4,463		3,369	1,094
All other expenses	36,555	17,063	19,492	
<b>Total Expenses</b>	<b>3,905,270</b>	<b>3,806,544</b>	<b>53,806</b>	<b>44,920</b>
<b>Revenue Less Expenses</b>	<b>1,059,162</b>			
<b>Net Assets beginning of year</b>	<b>5,969,280</b>			
<b>Total Liabilities</b>				
<b>End of Year Net Assets</b>	<b>7,028,442</b>			







# VetJobs

## Board of Directors

### January 2023

<b>Deborah A. Kloeppel</b>	Founder and President, VetJobs & Military Spouse Jobs
<b>Rear Admiral Dan L. Kloeppel, USN (ret)</b>	Founder and CEO, VetJobs & Military Spouse Jobs
<b>Shaun Broeker, Esq</b>	Partner at Thompson Coburn, LLP
<b>Joe Cheneler</b>	Director, Customer Success Microsoft Corporation
<b>Conrad C. Chun</b>	Vice President of Communications for Boeing Commercial
<b>Richard J. Hayes, Jr.</b>	MG, US Army (Retired)
<b>Jason E. Kelley</b>	GM, Managing Partner, Global Strategic Partners, IBM
<b>Craig A. Lowder</b>	Retired, Vice President of communications Global Technology Services
<b>Lee J. Metcalf</b>	Vice President of Business Development, Daugherty Business Solutions; RADM, US Navy (ret)
<b>Shannon D. Offord</b>	Vice President, Strategic Partnership & Alliances, Direct Employers Association, Inc.
<b>Steve Parker</b>	President, WorkMerk
<b>Richard A. Parr</b>	Chief Legal Officer TAG The Aspen Group
<b>Sean Passmore</b>	Head of Military Talent Strategic Sourcing and Military and Veteran Initiatives for Wells Fargo



# VetJobs

## Board of Directors

### January 2023

Marc L. Purcell	RDML US Navy (ret) Associate Director, Accenture Technology
James L. Schmeling, J.D.	President and CEO National Defense University Foundation
Angel L.Torres	Senior Business Consultant, Ernst and Young
Stacy L. Bayton	Sr. Executive Vice President, CASY & MSCCN
Candee J. Chambers	Executive Director, Direct Employers Association Strategic Business Development
Beth Conlin	Program Manager, Amazon
John DiPiero	Military Advocacy Director, Military Affairs, USAA (Retired)
Travis Hall	Project Expeditor, Zachry Industrial, Inc.
Lynn M. Hamilton	Chief Commercial Officer, Talkspace - Online Therapy
Curtis L. Hazel	Director of Marketing & Communications, AGX Freight
Andrew C. Jackson	Managing Director, SaluteMyJob; Brigadier, British Army (ret)
Shawn Leonard	Owner, The Collaborative Company
Alexandra Lillis (Rawlings)	Senior Risk Manager Edward Jones





# VetJobs

## Board of Directors

### January 2023

John McArthur	Senior Partner & Chief Investment Officer, Krilogy Financial
Cheryl L. Mason	Chairman, Board of Veterans' Appeals, Department of Veteran Affairs
Simone A. Murray	Executive Director, DirectEmployers Foundation
Elizabeth O'Brien	Chairwoman of the Board, Freedom Learning Group
Richard A. Smith	National Guard Program Director, USAA Military Affairs (C03W)
Eric Van Hook	Director of Public Safety/Chief of Police (Retired)
Maureen Weigl	Program Manager Magellan Federal
Joe Wallis	Director, Military Affairs, Microsoft
Marianne E. Watson	BG, Army National Guard (ret)

# Heading Toward 2022!

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 struggle with unemployment and underemployment.

In 2021 the job market continued to be impacted by the pandemic. The numbers of job seekers looking for work was still lower than usual with many veterans riding out the downturn, watching to see what happened as the pandemic slowed and life returned to normal. Companies continued to limit hiring and many workers remained sheltered down at home. Unemployment became an even bigger concern for our military and veteran job seekers as the labor market was at somewhat of a standstill. Many of our active duty transitioning service members continued to delay separation from the military, veterans and Reservists were facing layoffs and furloughs, and National Guard and Reserve continued to serve on COVID or other types of humanitarian orders. Retention took a hit between layoffs and furlough. Towards the end of 2021 we started to see a shift in numbers who were seeking assistance, however 2021 also brought about the "great resignation" so we saw veterans follow the trend and leave employment in search of higher paying jobs that offered flexible work.

Going forward in 2022 and beyond, we continue to look for advancements in training and opportunities for our military and veteran job seekers. We will continue to work with companies in high-demand, high-growth industries to create additional 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 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