

Veteran

Employment Research



Agenda

1 Challenges Veterans Face in Transition to Civilian Workforce

2 Key Findings

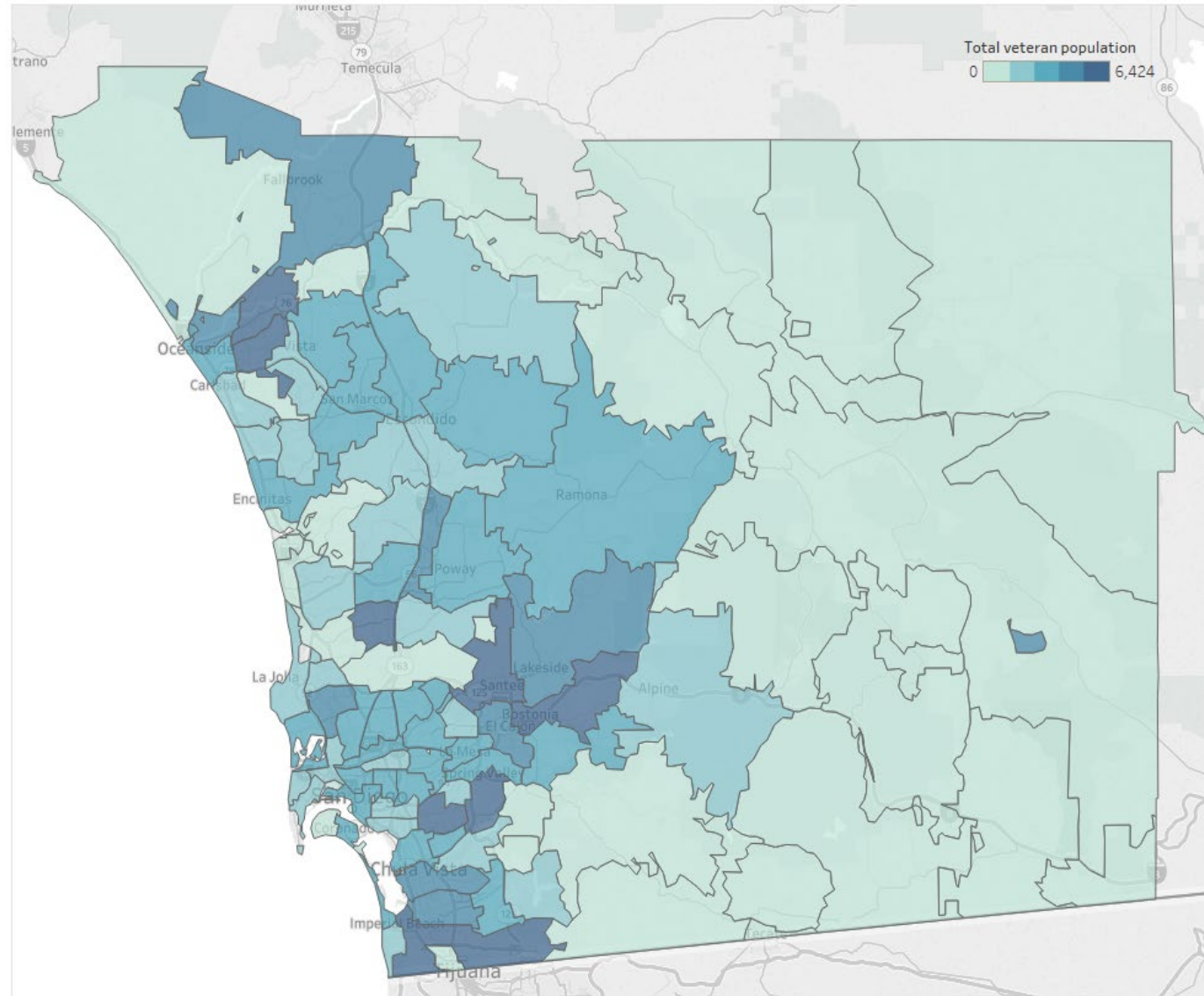
3 Strategies and Tools in Development

1

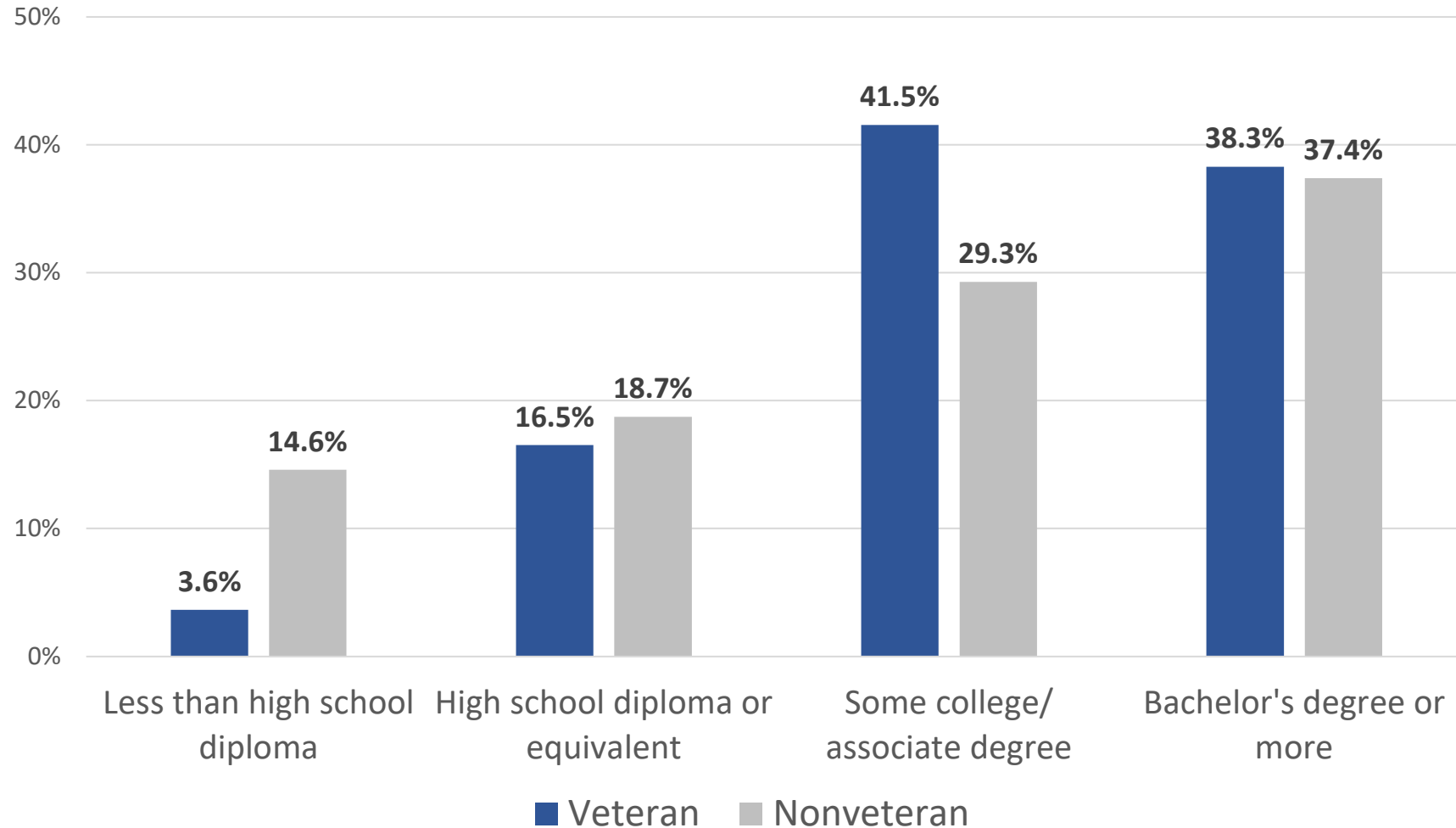
Challenges Veterans Face in Transition to Civilian Workforce

Veterans in San Diego County

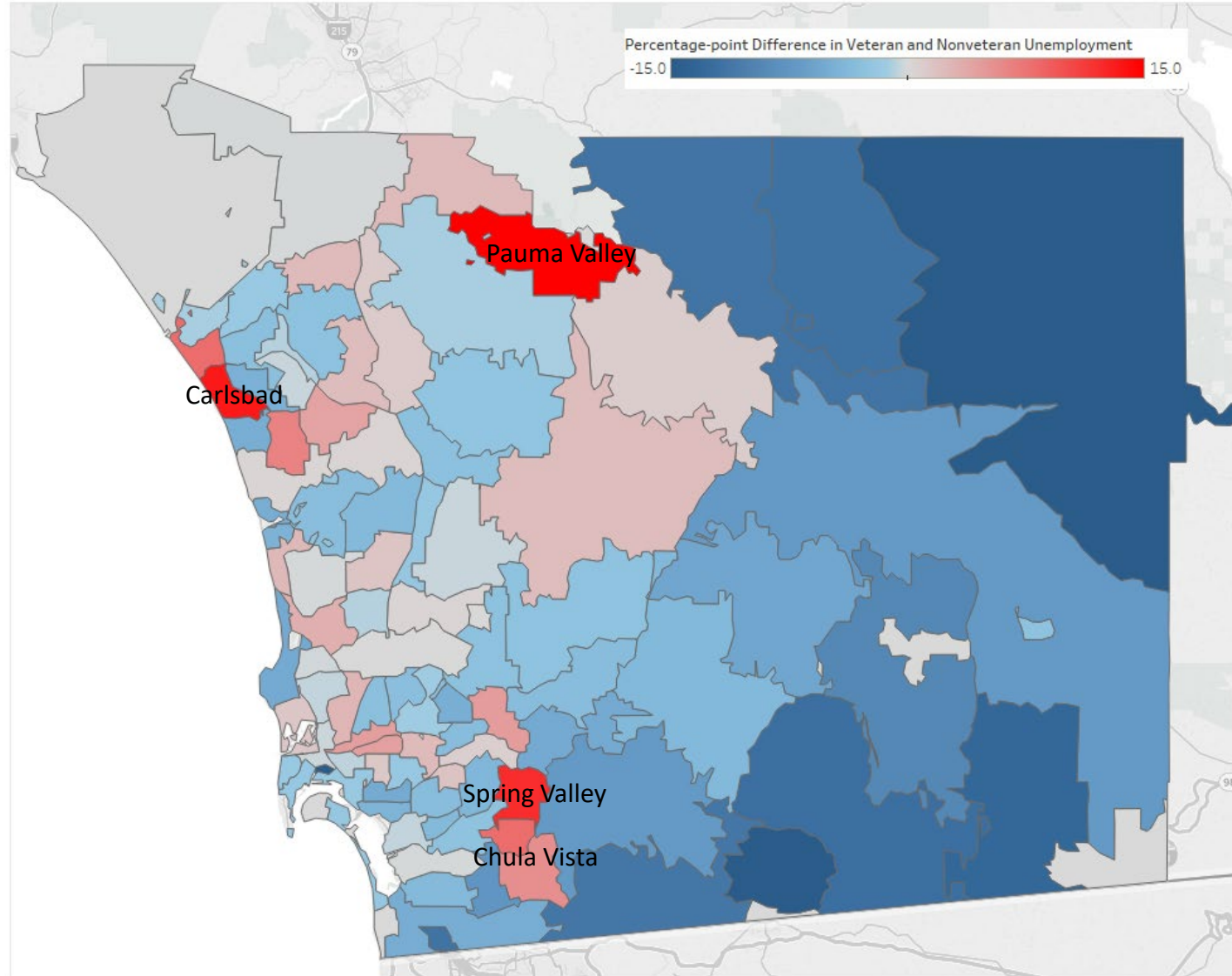
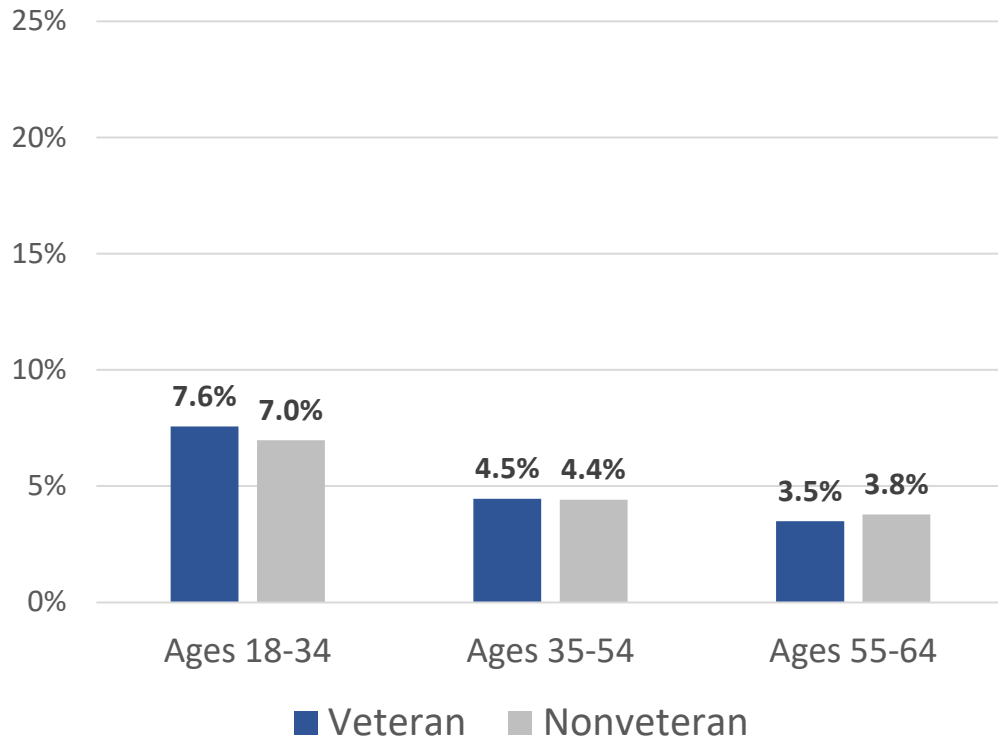
- +225,000 Veterans in San Diego County
- 9.1% population in SD County vs. 7.3% nationally



Veterans generally have higher educational attainment than their nonveteran counterparts...



Yet unemployment among some Veteran populations is higher



2

Key Findings

Research Resources

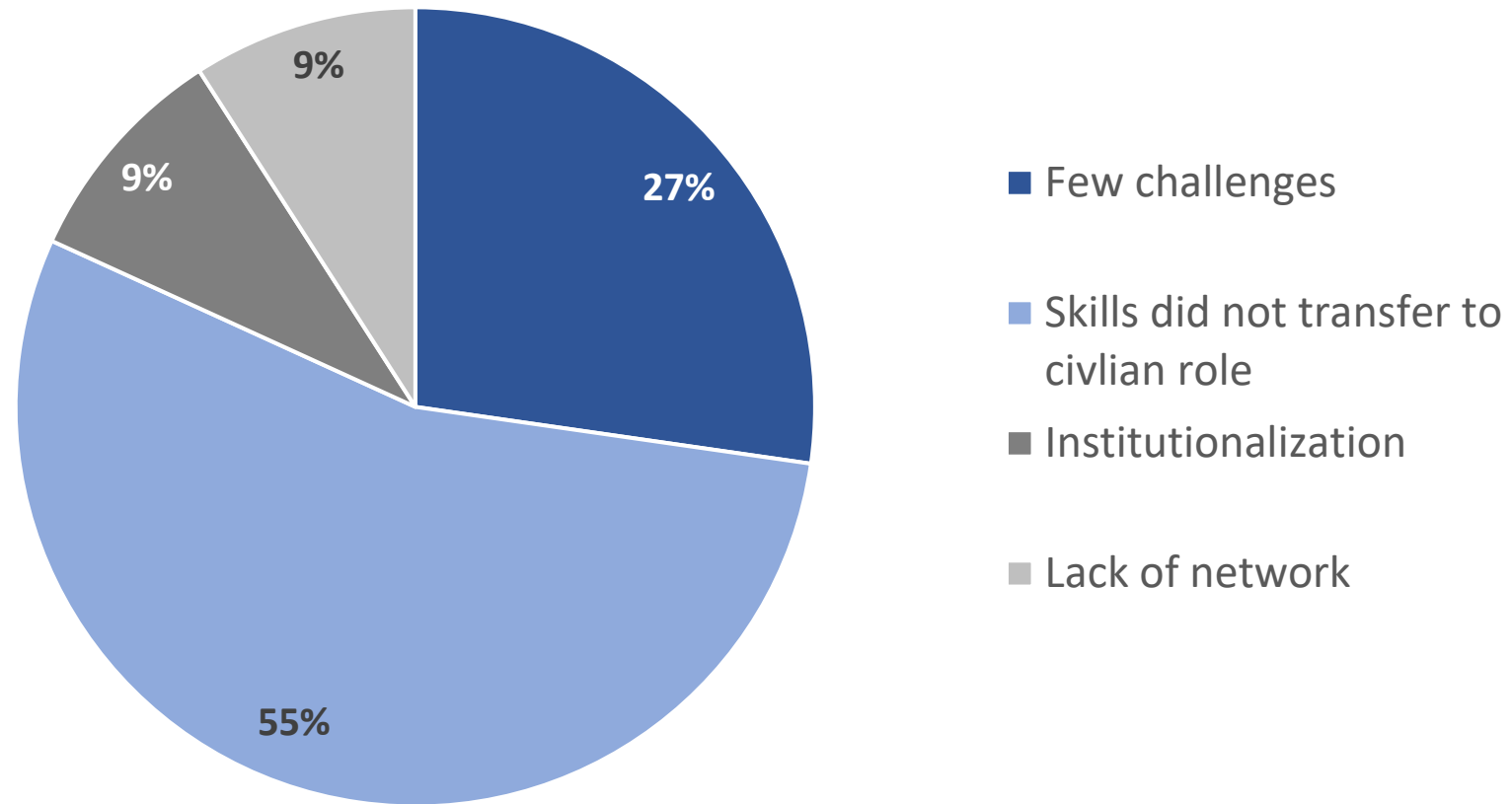
- Employer Industry Sector Research (Demand-side)
 - Seven key industry sectors
 - Eight or more employers per industry sector (n = 64)
- Veteran Research (Supply-side)
 - Focus group
 - Recently separated (within the past 36 months) Veterans in San Diego County (n=11)

KEY FINDING #1

(Perceived) Lack of Skills Transfer

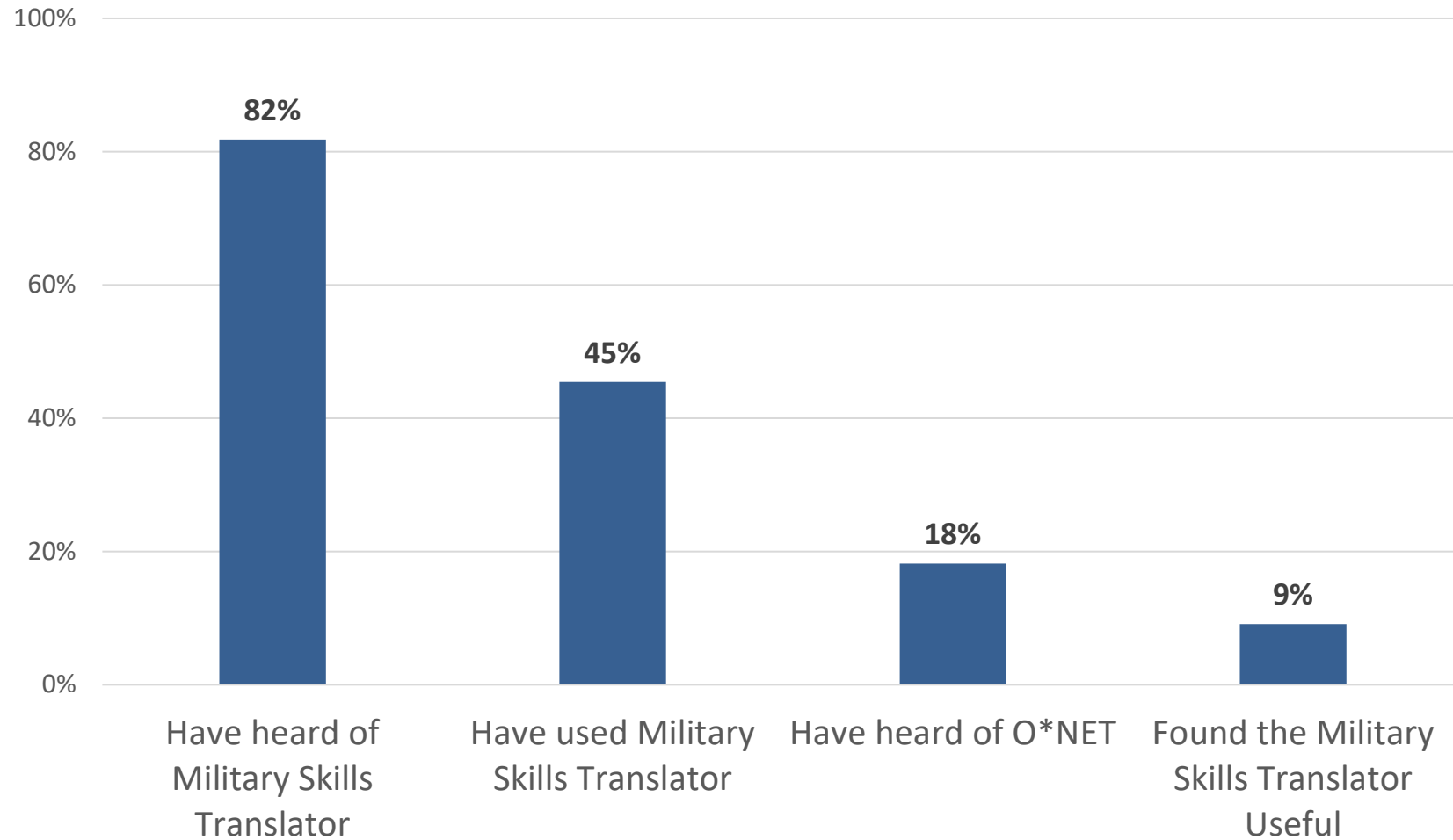
KEY FINDING #1

Biggest Challenge Faced Upon Leaving the Military



KEY FINDING #1

Military to Civilian Skills Translator



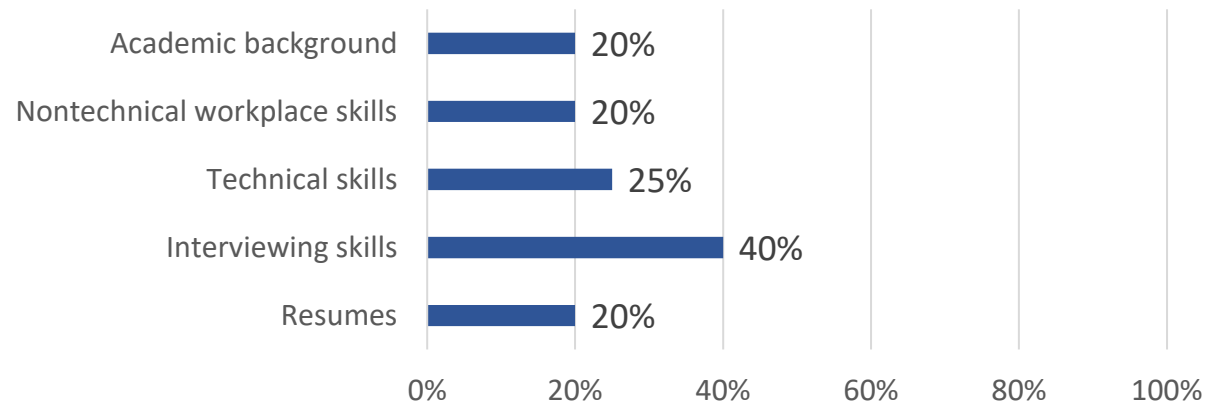
KEY FINDING #2

Variability Across Industries

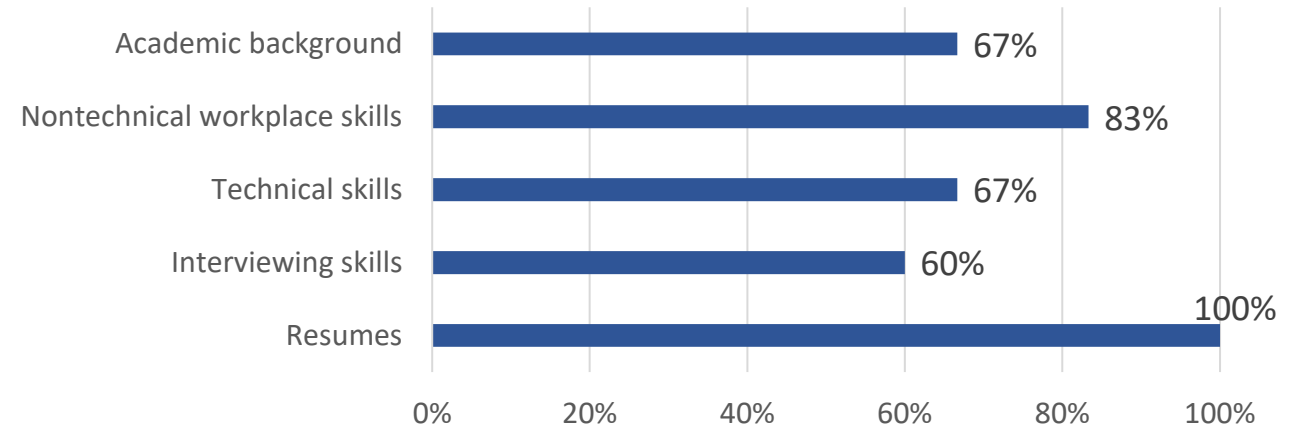
KEY FINDING #2

Industries Matter

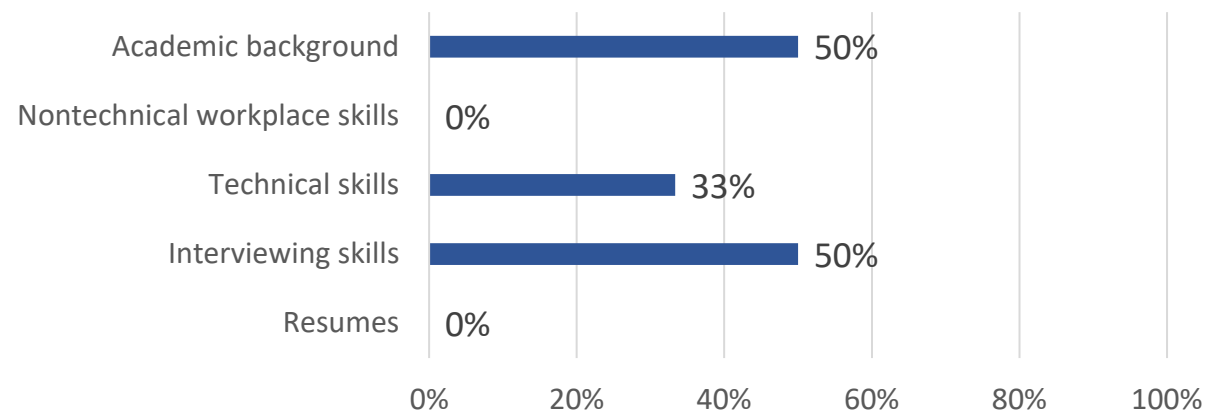
Biotechnology and Life Sciences



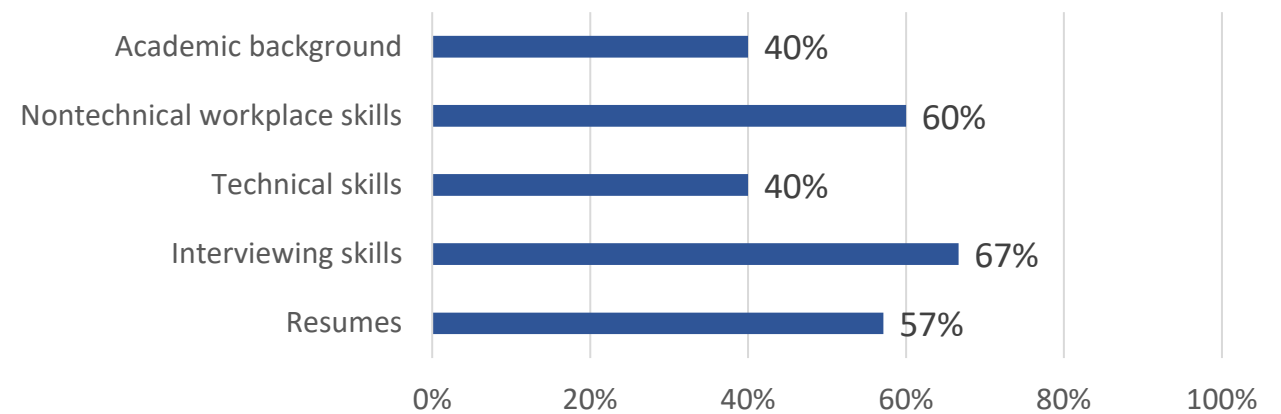
Energy, Construction, and Utilities



ICT and Digital Media

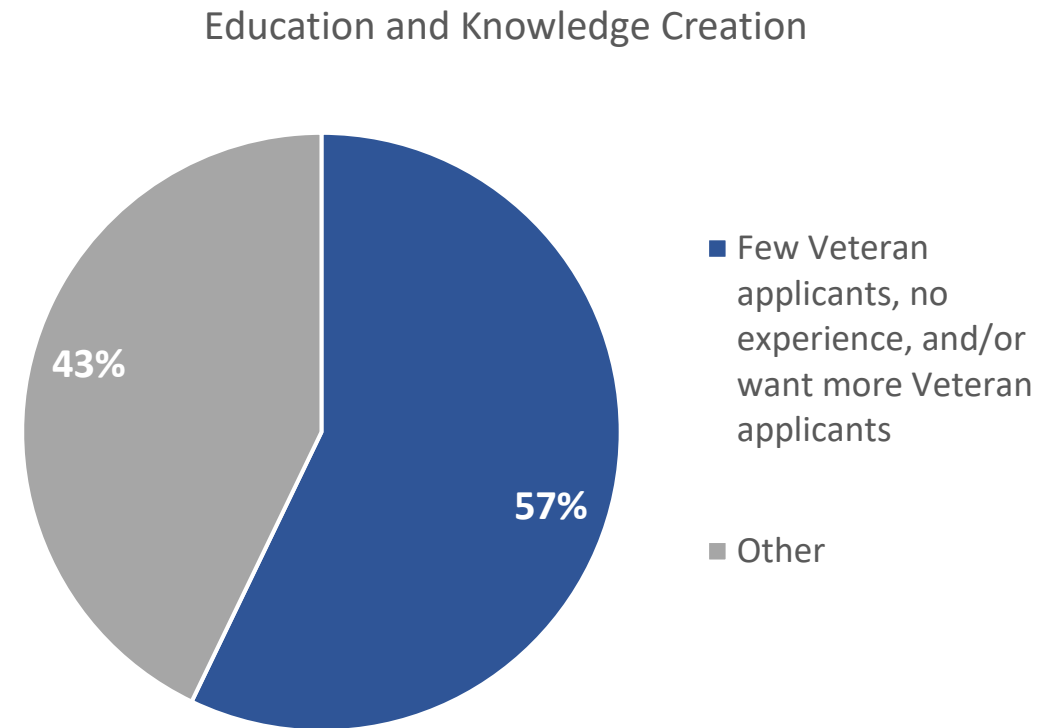
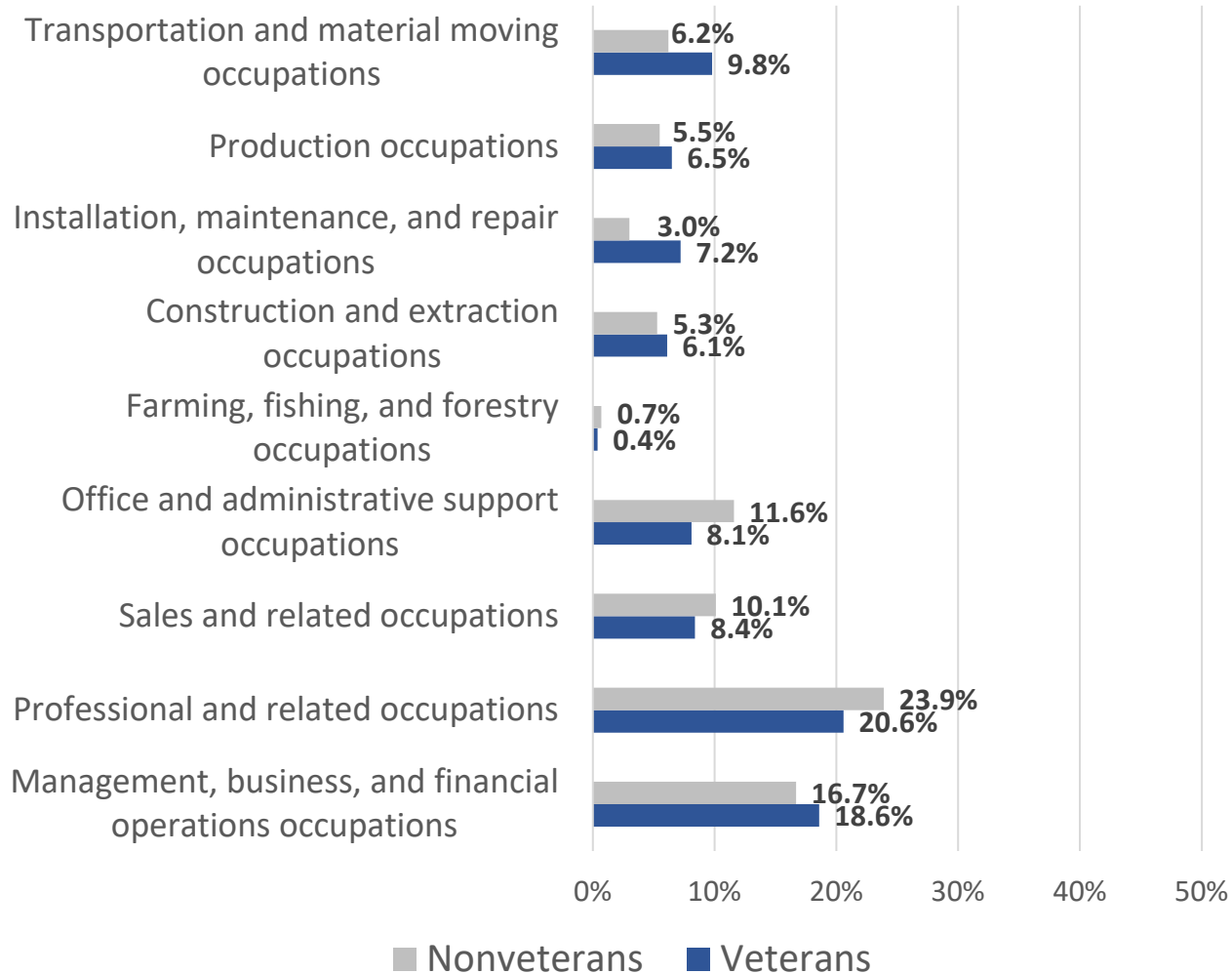


Public Administration



KEY FINDING #2

Broader Career Options



Respondents = 7

KEY FINDING #3

Career Navigation and Other Challenges

KEY FINDING #3

Tailored Resumes and Cover Letters

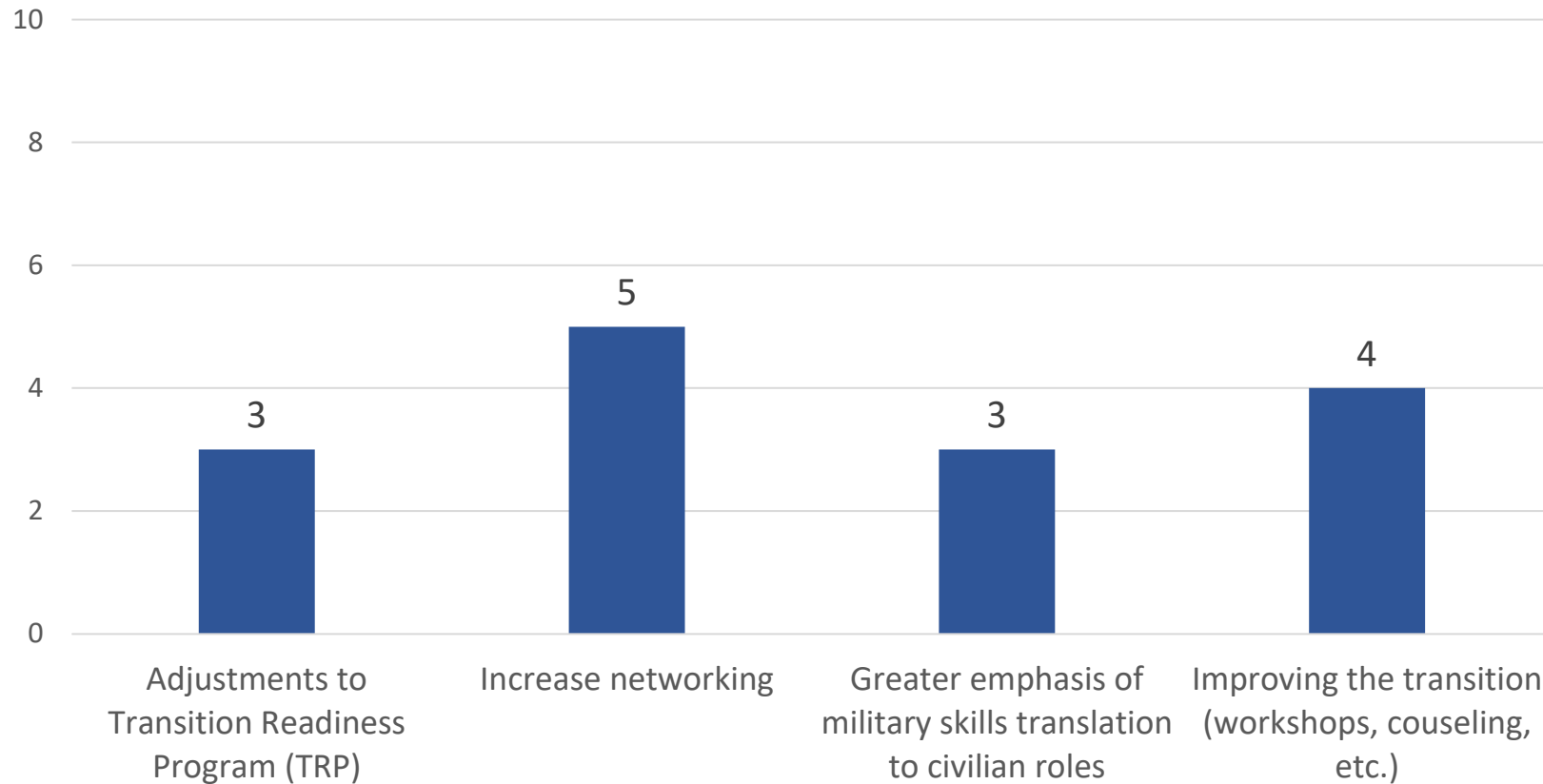
- 11 out of 11 Veterans felt putting together a resume was easy or manageable. No participants felt it was challenging.

VS.

- More than one in every six employer respondents mentioned that resumes and cover letters that are specific, tailored, and error free were a challenge for Veterans (as well as the broader population).

KEY FINDING #3

What Should be Prioritized to Help Veterans Transition?



KEY FINDINGS #3

Negative Perceptions Still Exist

“Employers might feel that [Veterans] only learned to hike and carry a gun”

Lack of creativity and flexibility

Social and verbal communication skills

Mental health

Difficulty with abstract scenarios

3

Strategies and Tools in Development

STRATEGIES AND TOOLS #1

Categorize Recently-Separated Veterans

STRATEGIES AND TOOLS #1

Veteran Categorization

Segment 1: Veterans who

- wish to continue with the type of work they did in the military and
- continue to build upon the career pathway they developed in the military

Segment 2: Veterans who

- do not wish to continue in a similar field that they did in the military but
- have identified the type of work they want to do in the civilian world

Segment 3: Veterans who

- do not wish to continue in a similar field that they did in the military and
- have NOT identified the type of work or career they want to move into after the military

STRATEGIES AND TOOLS #2

Revisited Skills Crosswalks

STRATEGIES AND TOOLS #3

**Emphasize Tailored Resumes and
Cover Letters**

STRATEGIES AND TOOLS #4

**Reframe Education Through Career
Pathways Lens**

STRATEGIES AND TOOLS #5

**Emphasize Non-technical Workplace
or “Soft” Skills**

STRATEGIES AND TOOLS #6

**Increase Networking Opportunities for
and Among Veterans**

FINAL CONSIDERATIONS

Career Navigation for Veterans

- Career Navigation that
 - Categorizes recently-separated Veterans to provide specialized services
 - Provides comprehensive and realistic crosswalks that include nontechnical workplace skills
 - Specialized resume and cover letter
 - Reframe education through career pathways
 - Assists in networking other Veterans and industry professionals
 - Is readily accessible and advertised to recently-separated Veterans

Questions

Thank you!

Veteran

Employment Research

