

## FOR IMMEDIATE USE

### Organization launches 2018 #HireMe campaign targeting veteran underemployment



### **CORPORATE AMERICA SUPPORTS YOU**

**Multiple locations, U.S. (February 28, 2018)** – A leading veteran service organization is launching a new multi-pronged campaign to address the growing underemployment challenge facing today’s transitioning service members.

A recent survey revealed one-third of veterans struggle to find meaningful employment opportunities after transitioning from the military, according to a national report by Call of Duty Endowment and ZipRecruiter. Corporate America Supports You (CASY) – a nonprofit organization providing no-cost employment readiness, vocational training, and one-on-one job placement services for National Guard, Reserves, transitioning service members, and veterans of all branches of service, will focus its 2018 strategy on three specific areas: targeting industries with upward mobility, preparing job seekers to be competitive candidates, and streamlining the internal onboarding process for candidates.

CASY’s Senior Executive Vice President Stacy Bayton, a Coast Guard and Marine Corps veteran, explains that programs were adapted early on after seeing firsthand the unique barriers the veteran demographic faced – including quantifying experience in the military to the civilian sector.

“Veteran underemployment issues are not going away, as some predicted. In fact, the needs are continuing to increase, creating confusion and frustration for the job seeker. Our services are customized to streamline veterans through the job search process as quickly as possible, with opportunities that not only fit their qualifications and skills, but their needs as well. This is partly why our average starting salary and retention are higher. It is also why an average of 30% of the folks in our program have a job and continue to work with us in their ongoing career progression,” Bayton said.

Since 2010, CASY has placed more than 32,000 veterans into employment through a mix of personalized support from trained employment specialists, job match opportunities from vetted partners, and professional development training. The new #HireMe initiative expands on those existing services to reflect trends of today’s job market, while working to highlight the specialized skills of the military talent pool to hiring managers.

“Over 200,000 service members transition to the civilian sector each year, and they need to know CASY is staffed with a team that understands their value, because many of us have served ourselves. And, all of our programs and services can be utilized for absolutely zero cost to any veteran, of any era, and of any service branch,” Bayton added.

Military-connected job seekers can sign-up for our no-cost programs at <https://www.casy.us/jobs-for-veterans>.

If you are an employer specifically seeking candidates with military experience, enroll in CASY’s RecruiterConnect™ program at <https://www.casy.us/employers>.

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