



W O M E N I N L I F E W O R K

VetJobs & Military Spouse Jobs Publication



Senior Director

Workforce Pathways

**HIRING OUR  
HEROES**

U.S. CHAMBER OF COMMERCE  
FOUNDATION

CRYSTAL COCHRAN

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# CRYSTAL COCHRAN

CRYSTAL COCHRAN IS A SENIOR DIRECTOR OF WORKFORCE PATHWAYS AT HIRING OUR HEROES. HIRING OUR HEROES IS A PROGRAM OF THE U.S. CHAMBER OF COMMERCE FOUNDATION.

Senior Director, Workforce Pathways



“I am a tenacious leader focused on building strong leaders, programs, and partnerships. I love planning, strategy, and championing veterans and military spouses. I am mission-focused, team-oriented, and travel-obsessed.”

To become the best, you must associate with the best .... Deb

Crystal Cochran epitomizes what laser-focused goals become when a strong leader takes hold of their vision: high-impact productivity with complete resolute outcomes.

Her ability to bring together “crystal” clear strategies for complicated and intense programming is her specialty. Crystal forms powerful teams, while strengthening those teammates, within her leadership, to become far more talented when knowing her and learning from her. Generosity is second nature to Crystal, as she gives of herself to better those entrusted to her mentorship and executive expertise.

## VetJobs & Military Spouse Jobs



Deb Kloepfel, Founder



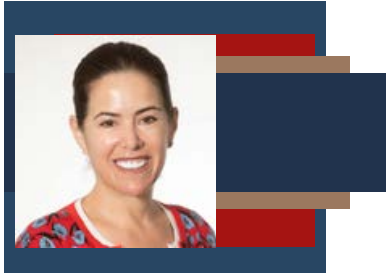
Crystal: Why do you dedicate your life's work to the career success of military affiliated candidates?

*"I could help build bridges around them"*

The mission of Hiring Our Heroes is very personal to me and it's personal to our team. My husband retired recently after serving 26 years in the Army and I was at his side every step of the way. This is our community. And that's true for most of our team.

***When I started at Hiring Our Heroes 7 years ago, I worked at a grassroots level.***

As a program manager, I connected transitioning service members to fellowships with local employers. I saw how our service members needed someone to peel back the curtain for them so they could understand civilian industries, businesses, and roles and where they fit in. I saw how much they needed to build their civilian networks to get their foot in the door with most jobs found by networking. I could help build bridges around them that led to security for their families, jobs, and economic opportunity. I was at their side for the light bulb moments and the excitement of receiving dream job offers. It was amazing to be part of their journey.



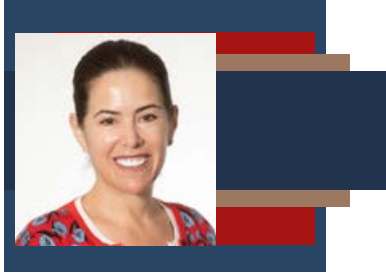
Crystal: Why do you dedicate your life's work to the career success of military affiliated candidates?

*"We knew that the model could be a game changer"*

Our fellowships are powerful, with over 90% of fellows receiving job offers. We knew that the model could be a game changer if we could extend it to military spouses, who have a persistent 21% unemployment rate due to their frequent moves, often to remote locations. In 2017, we had the opportunity to launch a fellowship pilot geared to military spouses.

The strong success of that program gave us the proof of concept we needed to gain the financial support and partners to expand to a full-scale program. That led directly to our newest collaboration, working with the Department of Defense to offer military spouse fellowships across the US through the Military Spouse Career Accelerator Pilot (MSCAP).

If it continues to be as successful as it's been for the next couple of years, it could become a long-term DoD program. That's how we change the status quo for military spouses. ***That's my motivation.*** Helping to create that kind of impact for my community keeps me tenacious and driven. Watching those we've helped excel and continue to thrive keeps our team ready to crush it every day.



Crystal: What does your workday look like, and how do you balance this impactful work with the multiple programs under your leadership?

*“Our level of success is directly tied to the strength of our relationships”*

Balance is definitely the right word. Like many others, my role is a great balancing act. To lead strategically, I need to be constantly shifting between altitudes, to see the big picture and also understand the tactical level.

***This shifting of perspective keeps me on my toes and allows me to make connections, prioritize, and innovate.***

Externally, my focus is on building relationships with partners. On any given day, I might be attending a Department of Labor roundtable, in planning meetings with corporate funders or slinging out dozens of emails. It’s not a stretch to say that everything we do at HOH is powered by partnerships. Whether it’s executing events on military installations, working with hundreds of employers to create fellowship opportunities for fellows, or building a new cutting-edge program, it all boils down to relationships.

Our level of success is directly tied to the strength of our relationships, so I need to be intentional about that, even on the days when the introvert in me would rather lay low.

## Senior Director, Workforce Pathways



*“My goal is to give them what they need to be strong leaders for their teams and to prepare them for their next roles”*

“I am a tenacious leader focused on building strong leaders, programs, and partnership”

Internally, I’m focused on developing our team.

To me, that means mentoring and supporting the leaders on my team...being present for them. It also means challenging them to stretch and grow, to always be looking through a different set of lenses.

My goal is to give them what they need to be strong leaders for their teams and to prepare them for their next roles.

When I first started at HOH, I was stunned at the talent on the team. I still feel that way. Our team is mission-driven, dedicated, and so very smart.

If you ever wondered why hiring military talent is good for business, take a good look at our team.



Crystal: What is success as you see it for yourself and for those who seek your expertise?

*“He told me that HOH changed his life. I couldn’t ask for more”*

So many threads go through my head on that question.

As a military family, we have experienced first-hand where the employment needs are. My husband and I went to college together and dreamed about our future careers.

Through 12 military moves, John could measure his career in achievements. I mostly measured my career by how flexibly I could apply my degrees to just get my foot in the door.

Now, being able to build programs that address those exact needs head-on has been incredibly fulfilling.

*“As a military family, we have experienced first-hand where the employment needs are.”*

## Senior Director, Workforce Pathways



“Success is found in achieving that kind of impact at scale”

“I am mission-focused, team-oriented, and travel-obsessed.”

For me, success is found in achieving that kind of impact at scale. In terms of those we serve, success is ultimately connecting them to a job or a new career. We’ve had over 11,000 transitioning service members and military spouse fellows. But the key is that over 90% of them have received job offers. We’ve also enabled 4,000 learners to complete professional certificates that open doors to new careers or promotions through our Career Forward program. Being given the opportunity to lead the team that is creating that impact, our fellowship team is both humbling and rewarding. Contributing to their success and sharing in their wins feeds me.

Picking up groceries last weekend I bumped into one of my original fellows. Hugs, smiles, catching up. He told me that HOH changed his life. I couldn’t ask for more.

# COLLABORATIVE EFFORTS

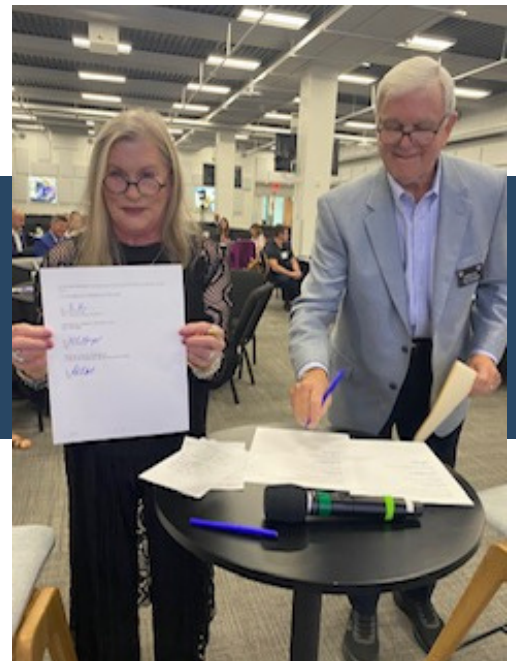


VetJobs & Military Spouse Jobs signed a significant MOU with Hiring Our Heroes, U.S. Chamber of Commerce, which aligns both organizations to provide wrap-around resume and job placement services of peer support and custom career assistance, at no cost to all military-affiliated candidates, to last their career lifetime. Special thanks to Eric Eversole, President at HOH, and Liz O'Brien, Executive Director at HOH for helping make today a reality.



“This MOU sends a shout-out to those special VSOs and Nonprofits willing to work together in unity and transparency for the betterment of military families. That is our pledge to our donors, clients, and champions of our missions. Hiring Our Heroes, VetJobs, and Military Spouse Jobs will remain metrics-driven and transparent in all that we do, separately and together”.

Deb Kloepfel



RADM Dan Kloepfel ((ret) & Deb Kloepfel

# GROWING MEANINGFUL CAREERS WITH HOH FELLOWSHIPS



HOH Fellowships are a top-notch workforce development initiative that places transitioning service members, veterans, military spouses, and caregivers with employers committed to hiring them. These programs offer an array of benefits, including networking opportunities, professional training, and hands-on experience in the civilian workforce.

HOH internship programs, lasting between six to twelve weeks, provide military-affiliated individuals with experiential learning opportunities. The programs include Corporate, Military Spouse, Skills-Based, and Caregiver Fellowships.

HOH Fellowships presents a range of industry-focused programs to provide opportunities to acquire new skills and gain professional experience through internships with innovative employer partners. The programs available are:

- Applied Technology/Salesforce Cybersecurity
- Data Analytics, UX Design, and IT Support
- Digital Marketing & E-commerce
- Project Management
- Solar & Renewable Energy

This industry-focused program offers internships that provide fellows with education, training, and employment opportunities to build their skills. Fellows also receive industry-recognized training and expand their networks, aligning their skills with industry standards.

Host companies participating in these programs gain access to the best military talent through internships, enabling them to evaluate and hire exceptional candidates.

They come to us to learn how to earn lifelong income

Deb Kloeppe

## Hiring Our Heroes Fellows

# HIRED by VetJobs and Military Spouse Jobs



# HIRED

## Career Success Journey



# HOH FELLOW SPOTLIGHT



Candice Moore

*Talent Sourcer for Recruiter Connect Team  
Vet Jobs & Military Spouse Jobs*

“As a recently retired veteran, it was an extremely overwhelming experience for me. With questions such as what type of company I want to work for, who is hiring, how to interview, resume help, and so many more, but most importantly, where to begin. VetJobs and Military Spouse Jobs is that middle ground to help guide military, veterans, and their spouses through the process.

VetJobs and Military Spouse Jobs is a beacon for us; a team committed to helping us transition to the civilian sector. I was honored to be an HOH Fellow with VetJobs and Military Spouse Jobs! I was able to use my skill set from Active Duty and apply it in my current role to help guide those who like me needed guidance through their own journey. I am proud to be on a team that gives so much to help military, veterans, and their spouses alike!”

# HOH FELLOW SPOTLIGHT



Tiffany Kelvin

## *Career Specialist*

### *VetJobs & Military Spouse Jobs*

At the end of the day, my job is about people. We are all complex, we are always changing, and choosing a new career is ALWAYS a big deal. While I have tried my best to turn challenges into opportunities, our constant relocation has negatively impacted my career. I chose Hiring Our Heroes fellowship program because I ran into the same challenge again, moving to a new isolated area. I knew I needed to tap into a bigger network and HOH provided that door.

As a military spouse, I know what it feels like to be stigmatized immediately by companies. I wanted to be a part of the VetJobs team that was breaking that stereotype, connecting with companies that found value in these candidates and rooted for them fiercely. I am so aware that I am where I am today because I stood on the shoulders of prior military spouses before me who said we need better. I am forever grateful for my fellowship experience!

# HOH FELLOWS IMMEDIATE POSTIVE IMPACT WITH VETJOBS AND MILITARY SPOUSE JOBS

## 01.



Candice has been a great asset to the team. She works well with the team and has fit right in from the beginning of her fellowship. Candice works with our recruiter connect specialist team and our talent matcher in sourcing military-affiliated candidates and connecting them with our company partners. She brings experience as a talent sourcer and great knowledge of sourcing candidates to the team. I'm grateful that Candice decided to continue her career with VetJobs and Military Spouse Jobs.

Tiffeny is an amazing asset to VetJobs and Military Spouse Jobs. She is very hands-on with her candidates and meets them where they are. She has received some raving reviews from her candidates via LinkedIn. She has done well since she started her fellowship with VetJobs and Military Spouse Jobs and then as an IC at VetJobs and Military Spouse Jobs. Tiffeny has a great background working with military members and families and brings a wealth of knowledge and experience to the team. I'm grateful she has continued her career with VetJobs and Military Spouse Jobs.



## 02.

# Nonprofit Partner Highlight

# HIRING OUR HEROES

## Hiring our Heroes and Military Spouse Jobs Honors our Employers!



## Become a Military Spouse Fellowship Host

Is your company looking for qualified candidates?

Look no further than the **Military Spouse Career Accelerator Pilot** program.

The Military Spouse Career Accelerator Pilot is a paid fellowship program for spouses of active-duty service members. The program places select military spouses across a variety of industries and locations where they receive professional training, mentoring, networking and hands-on experience.

Participating employers gain access to a pipeline of highly skilled military spouse talent, who are equipped with education, transferable skills and experience in a variety of roles and industries. Once the military spouse fellow completes the 12-week program, you have the opportunity to bring them onto your team full time.



### Join Us in Expanding Career Opportunities for MilSpouses

Candidates of the fellowship will be evaluated and matched with organizations based on their skill set.

Once matched with a host company, fellows undergo exclusive on-the-job training at their host company, gaining firsthand experience in the private sector.

<b>Eligible Fellows</b>	Spouses of currently serving members of the U.S. Army, Navy, Marine Corps, Air Force and Space Force to include active, reserve and National Guard components
<b>Duration</b>	12 weeks
<b>Job Locations</b>	In-person or remote

### Benefits of being a host employer

- Early access to a highly skilled, educated and diverse workforce.
- Opportunity to host military spouses at no cost. This pilot program is fully subsidized by the Defense Department.
- Recognition through promotional activities and social media engagement.

By joining the pilot program, you can support the Spouse Education and Career Opportunities program's mission of providing information, tools and resources to assist military spouses in finding meaningful career opportunities.

Sign up at <https://www.hiringourheroes.org/employers/hosting-a-fellow/mscap-host-interest-form/> or contact [mscap@uschamber.com](mailto:mscap@uschamber.com) to learn more.



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Viera, FL 32955

Be the reason we continue  
to thrive: [donate here](#)



## Number's Don't Lie



**93,232**

# of military service members, vets, and their families placed since 2010

**2.8 Million**

Total jobs available from Direct Employers and all employer partners

**700 - 900**

Candidate registrations per week

**\$4.6 Million**

Total revenue in 2022

**290,000+**

Candidates currently in databases

**31,000+**

Candidates Registrations YTD 2023

**34,321**

Training courses completed

**9,959**

# of candidates registered in training programs

**\$0.96**

Amount of every dollar donated on the mission

**\$6.6 Billion**

ANNUALLY in economic impact

<https://vetjobs.org>

<https://militaryspousejobs.org>



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

FEDERAL TAX ID: 20-1130252



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

FEDERAL TAX ID: 20-2071552