Adapting to our New Environment

Although our core competencies of outreach, connections and partnerships remained unchanged, COVID-19 shifted our focus.

Blue Star Families launched the COVID-19 Military Support Initiative (CMSI) and a series of virtual events to help military spouses, both which provided military spouses with up-to-date resources and support!
Meet the Blue Star Families Careers Team

careers@bluestarfam.org
Spouseforce: https://spouseforce.bluestarfam.org/auth/signup
Careers Center: https://bluestarfam.org/for-mil-families/careers
COVID-19 Military Support Initiative (CMSI)

Blue Star Families and the Association of Defense Communities joined forces to lead an initiative that would provide coordinated response to – and information regarding how – COVID was impacting the military community.

The effort sought to bring together civilian stakeholders, military service members, veterans and families, nonprofits, corporate partners and government representatives.

The results, informed by our Pain Points Poll (PPP) and real-time situational data collected by collaborative partners, have been nothing short of astounding, establishing a new model for cross-sectoral efforts and impact.

We made significant accomplishments in the following areas:
- Polling/data delivery
- Town halls/information sharing
- Advocacy and Policy Change
- Coalition building for collaborative benefit
Pain Points Poll
Pain Points Poll Research

- Fielded a Daily Pain Point Poll over the course of 2 + months
- ~ 7,000 respondents from Active, Reserve, National Guard, Veteran, Civilian populations (to include military spouses)
- Shared and analyzed by 60 partners including major nonprofits and leaders in the military services and DoD
- Raised key issues that became subjects of town hall meetings, news articles and referenced in Congressional briefings; spurred policy changes
# Pain Points Poll Demographics

## 7,421 Respondents

### Branch of Service

<table>
<thead>
<tr>
<th></th>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
<th>Week 5</th>
<th>Week 6</th>
<th>Week 7</th>
<th>Week 8</th>
<th>Week 9</th>
<th>Week 10</th>
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<tbody>
<tr>
<td>Air Force</td>
<td>26%</td>
<td>24%</td>
<td>24%</td>
<td>30%</td>
<td>25%</td>
<td>19%</td>
<td>25%</td>
<td>28%</td>
<td>35%</td>
<td>7%</td>
</tr>
<tr>
<td>Army</td>
<td>38%</td>
<td>54%</td>
<td>43%</td>
<td>25%</td>
<td>38%</td>
<td>33%</td>
<td>57%</td>
<td>41%</td>
<td>39%</td>
<td>12%</td>
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<tr>
<td>Coast Guard</td>
<td>2%</td>
<td>1%</td>
<td>3%</td>
<td>7%</td>
<td>3%</td>
<td>2%</td>
<td>4%</td>
<td>4%</td>
<td>3%</td>
<td>9%</td>
</tr>
<tr>
<td>Marine Corps</td>
<td>7%</td>
<td>9%</td>
<td>6%</td>
<td>7%</td>
<td>14%</td>
<td>22%</td>
<td>4%</td>
<td>9%</td>
<td>14%</td>
<td>4%</td>
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<tr>
<td>Navy</td>
<td>29%</td>
<td>13%</td>
<td>26%</td>
<td>23%</td>
<td>21%</td>
<td>25%</td>
<td>12%</td>
<td>18%</td>
<td>11%</td>
<td>70%</td>
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### Military Affiliation

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<tr>
<th></th>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
<th>Week 5</th>
<th>Week 6</th>
<th>Week 7</th>
<th>Week 8</th>
<th>Week 9</th>
<th>Week 10</th>
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<tr>
<td>Active-duty family</td>
<td>89%</td>
<td>88%</td>
<td>83%</td>
<td>80%</td>
<td>78%</td>
<td>79%</td>
<td>54%</td>
<td>78%</td>
<td>61%</td>
<td>86%</td>
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<tr>
<td>Veteran family</td>
<td>14%</td>
<td>14%</td>
<td>19%</td>
<td>18%</td>
<td>17%</td>
<td>23%</td>
<td>23%</td>
<td>17%</td>
<td>26%</td>
<td>18%</td>
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<tr>
<td>National Guard or Reserve family</td>
<td>5%</td>
<td>5%</td>
<td>6%</td>
<td>6%</td>
<td>7%</td>
<td>36%</td>
<td>17%</td>
<td>17%</td>
<td>5%</td>
<td></td>
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<tr>
<td>Civilian / DoD Civilian</td>
<td>8%</td>
<td>11%</td>
<td>13%</td>
<td>9%</td>
<td>9%</td>
<td>10%</td>
<td>7%</td>
<td>13%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Other military affiliation</td>
<td>9%</td>
<td>4%</td>
<td>5%</td>
<td>6%</td>
<td>8%</td>
<td>9%</td>
<td>8%</td>
<td>5%</td>
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</tr>
</tbody>
</table>

Polling and analysis made possible by Booz Allen Hamilton and USAA

Pain Point Poll Data - COVID19 Impact on Military Spouse Employment

Reference point: > 90% of military spouses are female

18% of females working prior to the crisis, on average, reported that their work quality has declined* as compared to 11% of male respondents

17% of active-duty spouse respondents, on average, report they have lost their job and/or unable to work as a result of the crisis

6% of military spouse respondents, on average, report they have applied for unemployment benefits

7% of military spouse respondents, on average, report they are struggling to pay off student loans due to the crisis

* Attributed to having to care for children while working
Town Hall Meetings
<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Military Families Service Members</td>
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</tr>
<tr>
<td>Government Officials</td>
<td>10%</td>
</tr>
<tr>
<td>Nonprofits</td>
<td>10%</td>
</tr>
<tr>
<td>Civilian Community Members</td>
<td>10%</td>
</tr>
</tbody>
</table>

Town Hall Registrants: 10,433
Town Hall Meetings - Top Speakers

Senators Elizabeth and Bob Dole, The Elizabeth Dole Foundation

The Honorable Robert Wilkie, U.S. Secretary of Veterans Affairs

General John Hyten, USAF, Vice Chairman of the Joint Chiefs of Staff

Major General Dawne L. Deskins Director, Manpower & Personnel, Natl Guard Bureau

Congressman John Garamendi (D-CA), Chairman, House Armed Services Readiness Subcommittee

Jenny Korn, Special Assistant to the President and Deputy Director, White House Office of Public Liaison

Reporters and Anchors from CNN, Fox News, ABC, Washington Post, Military Times, Politico

“I watched the webinar Blue Star put on yesterday and was so impressed at the resources you were able to provide for military families in such a short period of time”
Town Hall Meetings - Celebrating Military Spouses

Blue Star Families CEO Kathy Roth-Douquet and CNN Anchor Brianna Keilar were proud to host “Military Spouse Appreciation Day with Mrs. Karen Pence” and other senior spouse leaders.

Mrs. Karen Pence, Second Lady of the United States

Hollyanne Milley, Spouse of Gen Mark Milley, Chairman of the Joint Chiefs of Staff

Laura Hyten, Spouse of Gen John Hyten, Vice Chairman of the Joint Chiefs of Staff

Maria McConville, Spouse of General James McConville, Chief of Staff of the Army

Dawn Schultz, Spouse of Admiral Karl Schultz, Commandant of the Coast Guard

Kelly Hokanson, Spouse of Lt General Daniel Hokanson, Director, Army Natl Guard
Town Hall Topics

3/19: Military Support Town Hall
3/24: Managing the Impact of School Closures for Military Families
3/27: Supporting Early Child Care & Education During the COVID-19 Crisis
3/31: Understanding the $2 Trillion CARES Act: What’s in It for the Military, and What Happens Next?
4/7: Managing the Financial Impact of COVID-19 on Military Families
4/9: The Impact of COVID-19 on Service Member Transition and Separation
4/14: Working as One Community: How the Military, State, and Local Governments are Working Together to Respond to COVID-19
4/16: Supporting the National Guard During COVID-19
4/28: Self Care & Resilience for Military Families During COVID-19
4/30: Our Military Community Healthy: Innovative Partnerships to Confront the COVID-19 Crisis
Town Hall Topics

5/7: What is Congress Doing to Support Military Families, Installations, and Defense Communities?
5/12: Healthcare for Military Families During COVID-19
5/14: Addressing the Needs of Veterans During COVID-19
5/19: Addressing Caregiver and Wounded Warrior Needs During COVID-19
5/21: How Will COVID-19 Change the Military?
5/26: A Media Perspective: COVID-19 & The Military
6/4: Defense Communities in Recovery
6/11: Strategies for Resuming K-12 Education
6/18: Strategies for Career & Family Post COVID-19
7/16: Relying on Creativity to Cope with Stress
7/23: Life is in the Transitions
7/30: The Evolution of Healthcare for Veterans During the Pandemic
Policy Efforts
Policy & the Pain Points Poll

Pain Points Poll = qualitative and quantitative data used to influence policy change.

Advocacy efforts underway across a broad spectrum of topics.

➢ Servicemembers Civil Relief Act
➢ Tricare
➢ Commissary Issues
➢ Food Insecurity

“BSF’s response to COVID-19 is absolutely impressive... you are leading the way and bringing really relevant content and information to your audiences.” – Military Spouse

Full Report
Policy Efforts – Relief for Military Spouses

**Expanded Eligibility for Childcare Assistance** (April 7, 2020) - Within two weeks of raising an issue on a town hall meeting, OSD facilitated a key change in the services that allowed families to avoid previously-mandated disenrollment from Child Development Centers on affected bases and temporarily suspended requirements for Statement of Non-Availability (SNA) to receive financial assistance.

**Worked with Sen. Blumenthal's office (D-CT) to develop the Command Accountability for Military Family Readiness Act of 2020,** which would ensure that military commanders across the services are prepared and able to assist military family members within their units by mandating comprehensive training and requiring that military commanders be evaluated in command climate assessments on their efforts to support military families – including their efforts to inform military spouses of employment and educational opportunities on or off installation.

**Worked with Sen. Blumenthal's office (D-CT) to develop the Child Care Affordability and Accessibility for Military Families Act of 2020,** which would (true to its name) make child care more affordable and accessible for military families. Insofar as our 2019 annual Military Family Lifestyle Survey found that the availability and affordability of childcare are barriers that negatively impact military spouses’ pursuit of employment and/or education, this bill would positively affect military spouse employment.
Coalition Building
## Coalition Building for Collaborative Benefit*

*Sample of our Coalition Partners

<table>
<thead>
<tr>
<th>Government National, State, Local</th>
<th>Corporate, Foundations, Media</th>
<th>Military</th>
<th>Non-Profit</th>
<th>Academia/Think Tanks</th>
</tr>
</thead>
<tbody>
<tr>
<td>White House</td>
<td>USAA</td>
<td>Office of the Joint Chiefs of Staff</td>
<td>ASYMCA</td>
<td>Institute for Veterans and Military Families (IVMF)</td>
</tr>
<tr>
<td>Texas Governor’s Office</td>
<td>Booz Allen Hamilton</td>
<td>HQ National Guard Bureau</td>
<td>Elizabeth Dole Foundation</td>
<td>George W Bush Institute</td>
</tr>
<tr>
<td>Senate Armed Services Committee</td>
<td>Starbucks</td>
<td>Uniformed Service University</td>
<td>Wounded Warrior Project</td>
<td>American Enterprise Institute</td>
</tr>
<tr>
<td>Veterans Administration</td>
<td>CNN</td>
<td>Office of the Commandant of the Coast Guard</td>
<td>Operation Gratitude</td>
<td>RAND</td>
</tr>
<tr>
<td>State of Missouri Military Advocacy Office</td>
<td>Politico</td>
<td>Army Transition Assistance Program</td>
<td>USO</td>
<td>Bipartisan Policy Center</td>
</tr>
</tbody>
</table>

*Sample of our Coalition Partners*
Driving Impact in the Military Spouse Employment Space – Events

Hosted over 105 In-Person & Virtual Events
Driving Impact in the Military Spouse Employment Space – Reach

Our Social Media channels including Facebook, Twitter & LinkedIn have reached over 132k of our followers.

Our national newsletter reaches over 160k members monthly and keeps spouses informed on the latest virtual tools and resources available during these uncertain times.
Driving Impact in the Military Spouse Employment Space – Economic Impact

On top of the $55M Spouseforce has injected into local economies since inception, during the first 6 months of 2020, Spouseforce hires contributed an additional $2M.
**Key Partners**
- Elizabeth Dole Foundation
- The Schultz Family Foundation
- FINRA
- Hiring Our Heroes
- Onward to Opportunity
- Adecco
- Software.org
- With You With Me
- AFCPE
- Score
- Hire Heroes USA
- The Rosie Network
- American Corporate Partners
- Veterati
- Military Spouse Employment Partnership

Our Spouseforce platform enables us to connect candidates to our training and job placement partners

**Spouseforce pipeline:** 6,140

**New training partners include:** Fortinet Cyber Security Training, LeaderQuest and more!

**Training Value Delivered:** Over $15M

**Referrals:** 784
“I have never been so ready for an interview after speaking with the Jacksonville Careers Manager.”

- Vicki McClellan
Branding on Blue Star Families Careers Webpage

570,063
Annual Website Viewers

BSF Careers Website
Thank you!

Although much has changed in the world, one thing remains constant...

Our GRATITUDE to our sponsors who enable us to make a difference in the lives of military spouses and military families!