



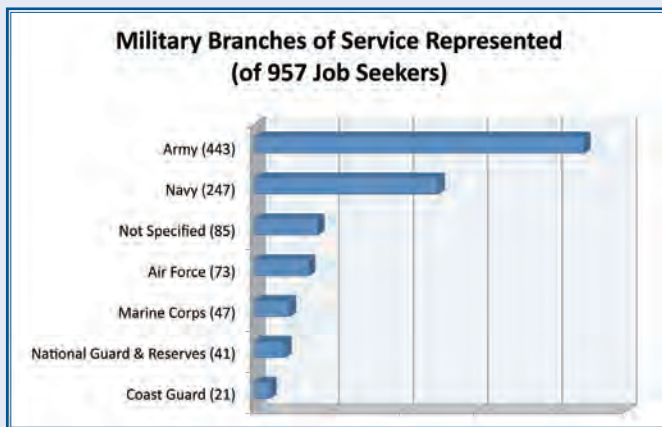
2012 Career Day at CenturyLink Field

Hire America's Heroes seeks to connect America's major corporations with the rich skills and abilities of military service members and their families for the purpose of employment in the corporate workforce. We promote best practices and success strategies in military-to-corporate transitions, recruiting, hiring, on-boarding and retention.

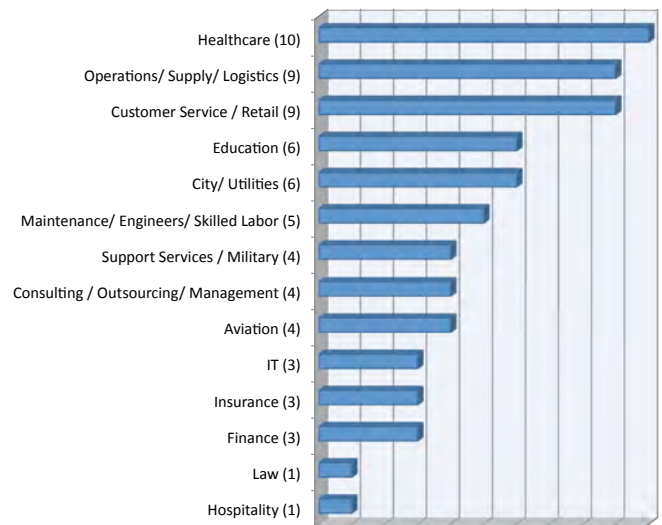
Hire America's Heroes' Career Day events are designed to provide a venue to connect Military Job Seekers with Corporate Employers, discuss specific employment opportunities, learn about corporate employment procedures and improve job search skills. This CenturyLink event featured transition assistance activities in the form of career coaching, videotaped practice interviews and job-seeker panel presentations. On-site recruiting and hiring activities included access to the TA Online resume database and the following exhibitor panel presentations: Regulatory, Partnering with Military Transition Assistance Programs, and Hire America's Heroes Programs.

Descriptive Summary

With space for up to 70 exhibitors, 68 registered and attended, representing 14 industries. Our capacity for job seekers was 1,000 participants, and 957 attended.



Industries Represented (of 68 Exhibitors)



Impact Data: Exhibitors

The data below came from the 20 exhibitors who responded to the survey.

- ★ 93.8% said 50-100 of the visiting job seekers met basic qualifications for their open positions
- ★ 61.1% introduced 1-5 candidates to hiring managers
- ★ 61.1% have had at least 1-10 interviews with candidates met at Career Day
- ★ 50% estimate making 1-10 hires from candidates met at Career Day
- ★ 44.4% had 50-100 job seekers visit their booth
- ★ 27.8% had 201-300 job seekers visit their booth
- ★ 22.2% had 101-200 job seekers visit their booth
- ★ 5.6% had 301-400 job seekers visit their booth



CenturyLink Field photo courtesy Wikipedia and Smart Destinations (www.GoSeattleCard.com)

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Feedback: Exhibitors

Exhibitors rated their overall experience 4.19 out of 5, with 1 being negative and 5 being positive. This included ease of registration, check in and quality of volunteer help on site as well as food and location.

“Overall, a great event, and we already have at least one successful hire in a key position.”

“Keep doing what you are doing!”

“The most valuable aspect(s) of this event for my firm was/were...”

- ★ “Learning more about what the transferability of skills of candidates coming out of the military”
- ★ “The quality of the candidate pool.”
- ★ “Being exposed to the professionalism of the military.”
- ★ “Branding our company name with the Military, showing that there are veterans in the corporate ranks, and in the operations.”



Impact Data: Job Seekers

The data below is from the 79 job-seeker surveys received so far.

- ★ 85.7% had 1-5 exhibitors review their resume and offer suggestions to tailor it to fit their company
- ★ 67.8% had 1-5 exhibitors take a copy of their resume
- ★ 46.8% had 1-5 exhibitors speak with them about opportunities in their company
- ★ 44% visited 11-20 of the 67 exhibitor booths
- ★ 19% have been contacted for an interview by one of the Career Day exhibitors
- ★ 14% of respondents are now employed

Note: At the time of the survey 11 job seekers had become employed since participating in this Career Day. We recently learned that seven others have gained employment.



Feedback: Job Seekers

“Your organization is awesome and I am so thankful for your services, mentorship and opportunities. I gladly recommend your organization to any and all transitioning service members, spouses and veterans.”

“The most valuable aspect of the Career Day for me was...”

- ★ “That the companies represented actually had jobs to fill. It wasn't another typical job fair where you knew that companies were only collecting names for their files.”
- ★ “Networking and learning more about the private sector.”
- ★ “Getting lots of information on different jobs in the area of work that I am looking for.”
- ★ “Networking with other veterans and veteran job seekers.”
- ★ “Meeting with the various companies. All the presentations and interviewing tools were great, but the actual one on one with the various companies was the most valuable to me.”
- ★ “The videotaped interview was a valuable experience and I received great feedback.”
- ★ “The IT Industry Presentation and Customer Service & Retail Industry presentations were highly informative.”

