



Affinity Labs Team & Homefront Fan Team

CONNECTING WOMEN VETERANS THROUGH INNOVATION



Ariel Batungbacal, White House Fellow

NATIONAL CIVIC DAY OF HACKING: WOMEN VETERAN DATA CHALLENGE

NATIONAL DAY of CIVIC HACKING

06/01-02/2013
Somewhere near you



Search events, challenges, datasets

ABOUT EVENTS CHALLENGES DATASETS NEWS PARTNERS PRESS SUBMIT



WOMEN VETERAN DATA CHALLENGE

[\[Collaborate on this Challenge! Join the Hack Pad\]](#)

Develop open and transparent tools for public use to reach the broadest demographic of women veterans utilizing interactive experiences that offer personalized and actionable information



Civic sector:

Governance, Human Services, Veterans Services



Organizer name

U.S. Department of Labor (DOL)



Email

hughes.xavier@dol.gov



<http://www.hackforchange.org/challenge/women-veteran-data-challenge>



Mandy Silverman

HOMEFRONT FAN TEAM SAN FRANCISCO

homefrontfan



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Background

Women veterans are the fastest growing segment within the veteran population. In 2012 the Bureau of Labor Statistics reported that women veterans have an unemployment rate of 8.3% versus 6.9% for men veterans. Many public and private sector tools, services and programs for

Unemployment rate vets

8.3%

women

6.9%

men

ref: bureau of labor stats

5.7%
mid war periods

17%
442,000
women

despite available resources,
veterans are unemployed.

our female heroes are worse off -
with 30% higher unemployment.

source: U.S. Department of Labor,
Female Veterans Data Challenge for
National Day of Civic Hacking, June 2013



our mvp hypothesis:

- Resources are all there - just too much friction
- Common citizens with no personal connection will help

homefrontfan



homefrontfan campaigns:
a new way to get ahead when you get back home.

We help women veterans like you fund your job search. Here's how it works:

1. Tell us what's standing in your way, (*\$200 for childcare, etc.*)
2. The homefrontfan community donates funds to your campaign
3. You get one step closer to landing a great job

We're just getting started. [Check out the campaigns](#)

Like You, Mollie Ricker and 547 others like this.



Sign up to launch a campaign:

Veteran's Name *

First

Last

Veteran's Email *

What's standing in your way?

SIGN UP

[CL > cincinnati > all resume > resumes / job wanted](#)

★ 12 favorites

[Reply](#) ebfes-3938823772@res.craigslist.org

flag : [miscategorized](#) [prohibited](#) [spam](#) [best of](#)

Posted: 2013-07-16, 2:31AM EDT

★ House Cleaning (Kenwood/Blue Ash)



My name is Jessi
I have cleaned h
friendly, and ho

- Location: Kenwo
- it's ok to contact
- Principals only.
- it's NOT ok to co

Posting ID: 393882

[CL > gulfport > all resume > resumes / job wanted](#)

[Reply](#) danielle.reed87@ymail.com

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Posted: 2013-07-25, 7:28PM CDT

★ Admin/Clerical/Receptionist

I am an US Air Force veteran of 7 years. I am currently seeking a job as an administrative assistant, receptionist, office manager, or data entry clerk that will allow me to blossom and still use my skills. I worked in the emergency management career field, but I also have experience safeguarding and using sensitive information. I have listed some of the skills I have below. I have a complete resume that I can send you for reviewing upon request. Please contact

[CL > SF bay area > san francisco > all resume > resumes / job wanted](#)

★ 13 favorites

[Reply](#) r8zmv-3942671798@res.craigslist.org

flag : [miscategorized](#) [prohibited](#) [spam](#) [best of](#)

Posted: 2013-07-17, 4:26PM PDT

★ Graphic Arts Student seeking PT work (Veteran) (San Francisco)

Hi there,

I am a graphic arts student who's new to the city and I am currently enrolled at the Academy of Art University. I have a passion for all kinds of art and would love to get acquainted with the arts industry here in the city. I am a Veteran having formally served in the United States Marine Corps from 2004 to 2008 with two deployments to Iraq. I have a creative mind and spirit and have a great work ethic. If you, or your company could use an artistic addition like me, I would be very interested in hearing from you.
I can send my resume upon request if need be.

Thank you

- Location: San Francisco
- it's ok to contact this poster if you are a potential employer or other principal
- Principals only. Recruiters, please don't contact this job seeker.
- it's NOT ok to contact this poster with services or other commercial interests

Posting ID: 3942671798

Posted: 2013-07-17, 4:26PM PDT

[email to a friend](#)



homefrontfan @homefront_fan

1h

Female vet? Homefront fans want to help your job search.
[#backahero](#) [@reallocate](#) [homefrontfan.com/campaigns](#)

 Retweeted by [craignewmark](#)

 [from Hayes Valley, San Francisco](#)  Reply  Retweet  Favorite  More



homefrontfan @homefront_fan

1h

Help crowdfund two amazing women veterans as they return home
and re-enter the workforce. [homefrontfan.crowdhoster.com](#)
[#backahero](#) [@Crowdtilt](#)

 Retweeted by [craignewmark](#)

 [from Hayes Valley, San Francisco](#)

Launch your campaign

homefrontfan

Bridget T. of Mesa, Arizona



4 fans

\$96 of \$75

No days left!

128% funded

Back this hero

Show this hero you've got her back.

Become her Homefront Fan.

Like 6

Tweet 2

Pin it

Launch your campaign

homefrontfan

Danielle R. of Biloxi, Mississippi



12
fans

\$450
of \$450

No
days left!

100% funded

Back this hero

Show this hero you've got her back.

Become her Homefront Fan.

Like 5

Tweet 0

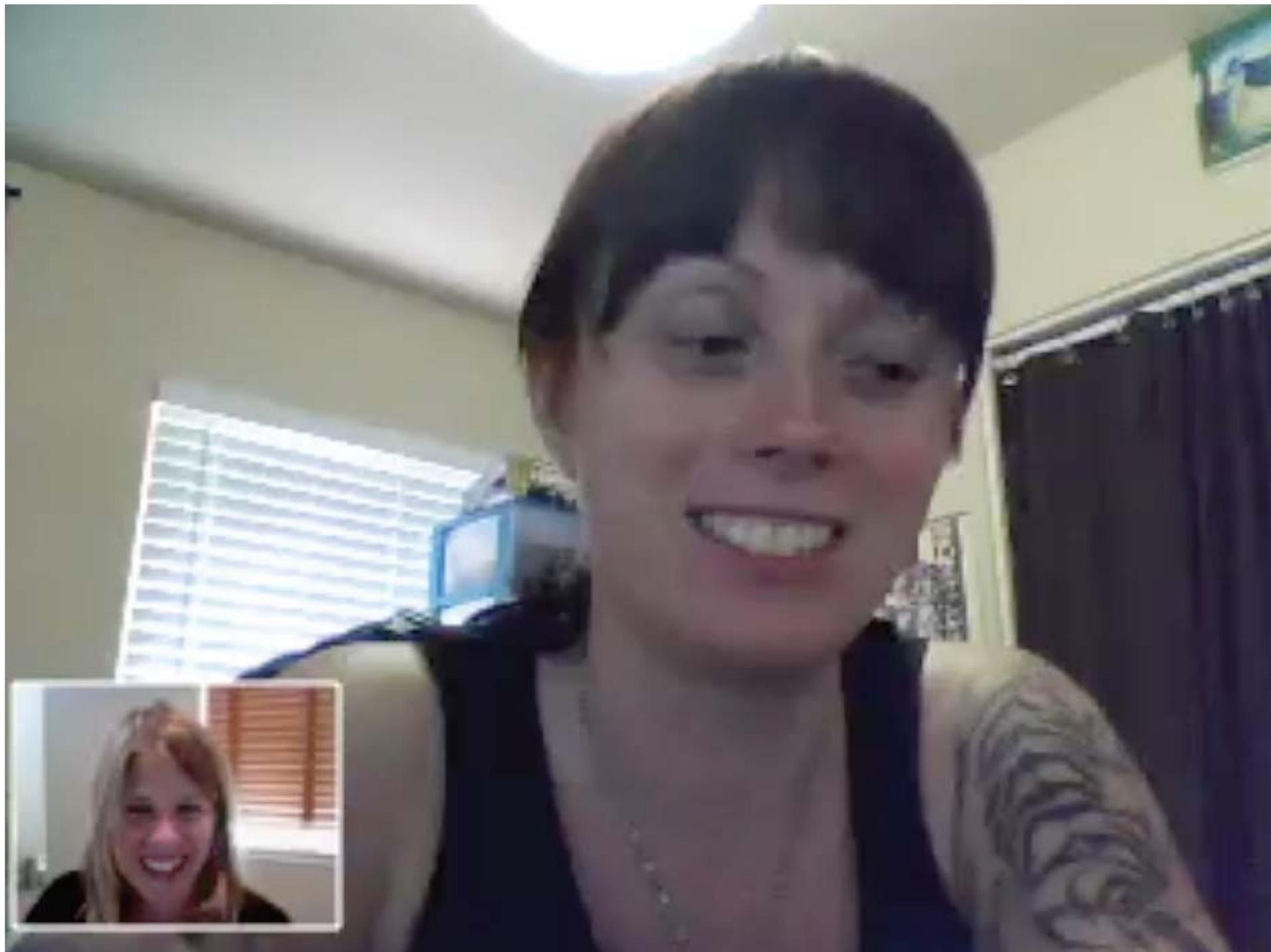
Pin it

quick crowdfunding is a powerful,
attractive hook for veterans.

select enhancements:

- Compile existing (federal, state, local, private, etc.) resources
 - Curate experience to encourage discovery - heroes don't use crowdfunding in place of what's already out there
-

homefrontfan supporters asked
how else they could help.



user insights re: impediments

- Women's issues
- Mental health therapy (including PTSD & MST)
- Means to get by (including childcare)
- Lack of civilian professional network (for qualifying career options and job opportunities)
- Personal selling and professional acumen
- Employer savvy

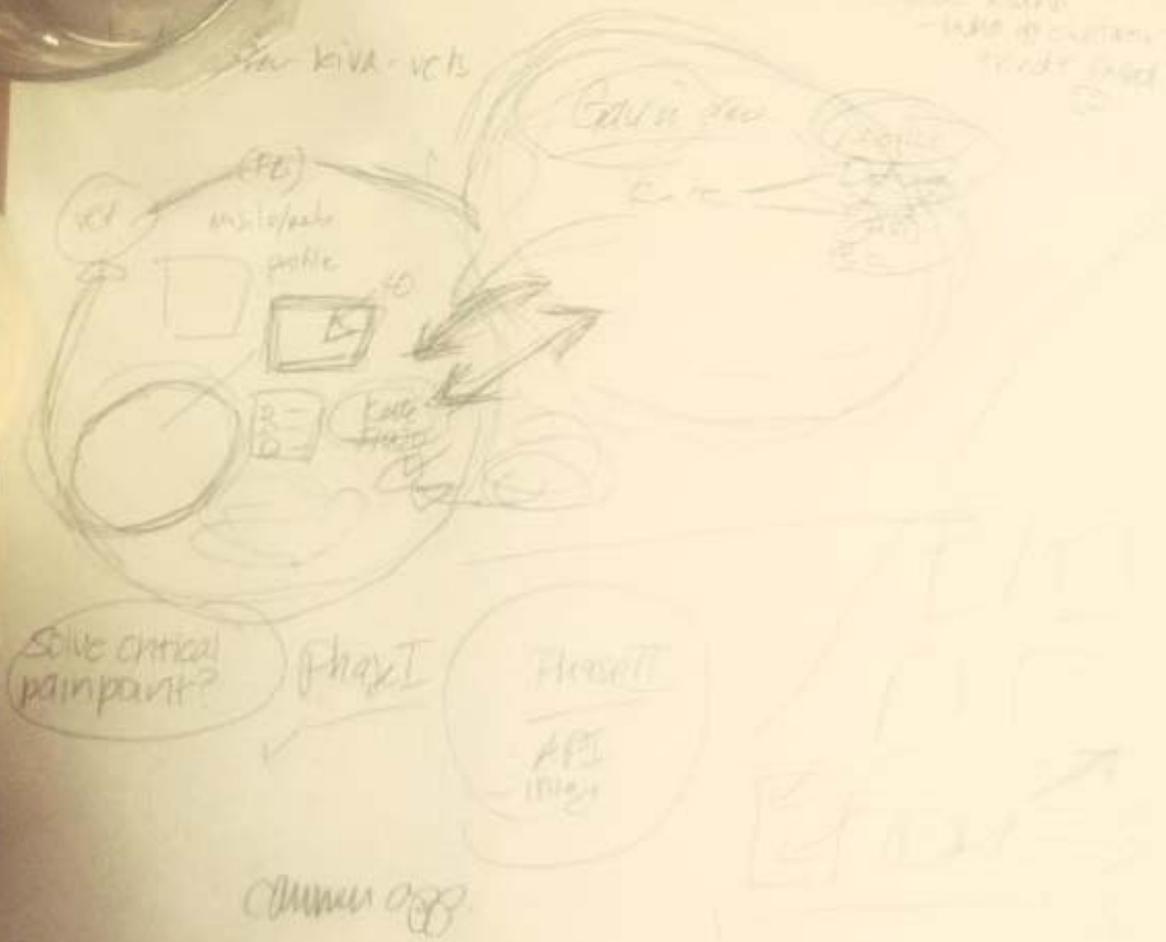


resources are already out there -
keep removing friction...
make even easier to use, more convenient.

complement rich resources by mobilizing
mainstream, common citizens.

for kiva - vcs

some work
- take 10 minutes
to get good 100



opportunity to mobilize the mainstream, common citizen

- Recruit homefront fanbase with grassroots campaign and no-skin-off-back CTA that maps to impediments.

our wish list

- Harvest more insights on impediments faced by women
 - Marketing partners to grow homefront fanbase
 - Public and veteran service organization collaborators
 - 1:1 database marketing option for female veterans
-

we're just getting started.



Dan Jeffers, Sean Perkins, Arielle Baker

AFFINITY LABS TEAM WASHINGTON, D.C.

RECONNECTING WOMEN VETERANS

Our teams
response to
the Women
Veteran Data
Challenge

OUR TEAM

- **Team members:**
 - **Sean Perkins (Veteran – USA) of Mobility Labs**
 - **Arielle Baker of Elevate**
 - **Dan Jeffers (Veteran – USN) of Bolt Digital Strategies**
- **Development support:**
 - **Marlon Nelson**

*“You’re just lost, not having
any resources and anyone
you can trust.”*

An Anonymous Woman Veteran

Photo by: [Ragesoss](#)



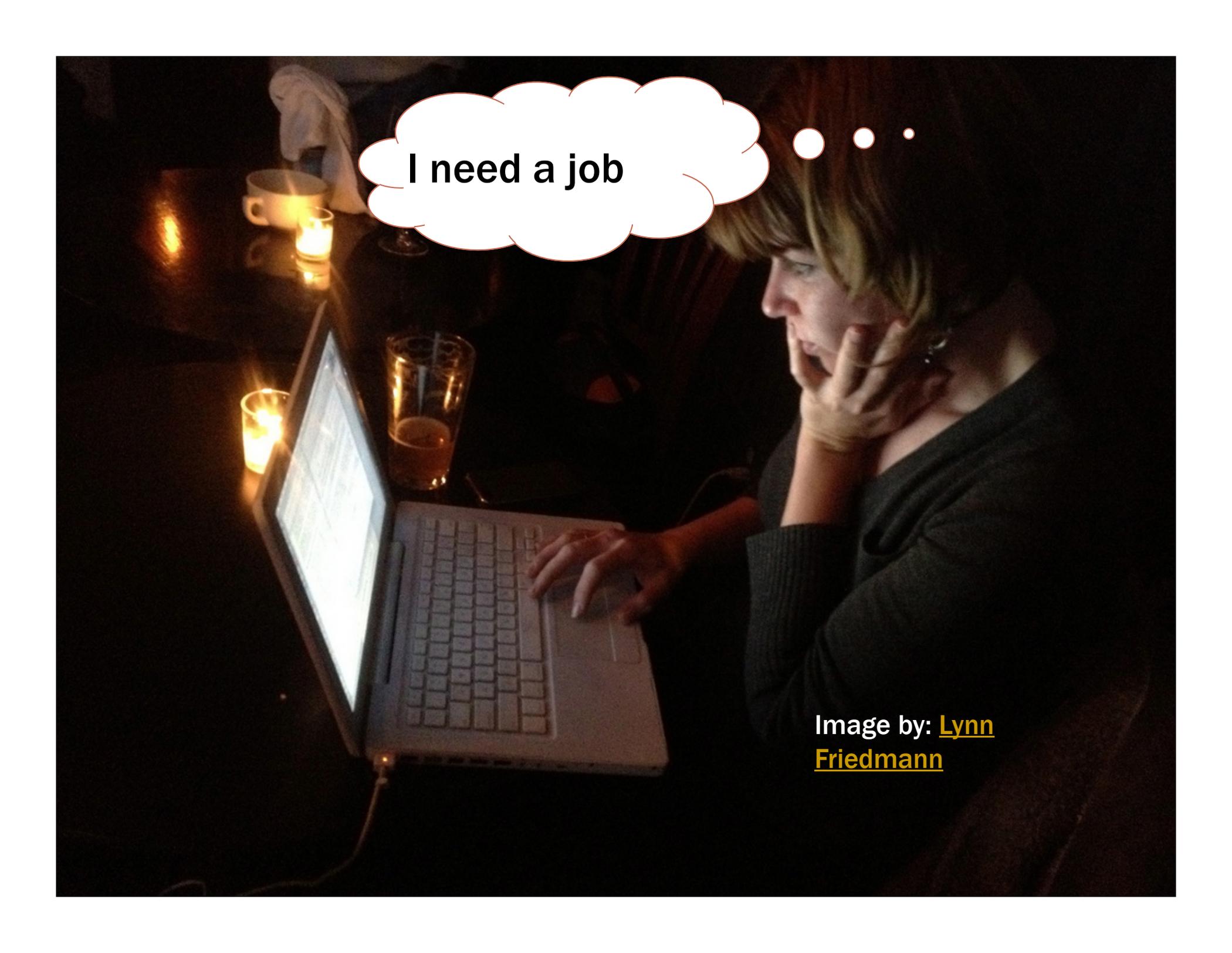
Age Range

**Educational
Barriers**

**Military
Affiliation**

**Possible distrust of
the military**

Image by: [Nichola](#)

A woman with short blonde hair is sitting at a table in a dimly lit room, looking at a laptop. She has her hand to her chin in a thoughtful or stressed pose. The room is lit by several small candles, creating a warm but somber atmosphere. A thought bubble above her head contains the text "I need a job".

I need a job

Image by: [Lynn Friedmann](#)



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Ad

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Search & apply for DC jobs now.

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We would like to show you a description here but the site won't allow us.

[American Job Centers - Activity Calendar and ... - Washington, DC](#)

does.dc.gov/service/american-job-centers-activity-calendar-and...

We would like to show you a description here but the site won't allow us.

[The Dc Center Jobs, Employment in Washington, DC | Indeed.com](#)

www.indeed.com/q-The-DC-Center-l-Washington,-DC-jobs.html ▾

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jobcenter.usa.gov ▾

Job Search. Featured Blog. VA gives Veterans another chance to serve. ... Find Centers within: Share. Facebook. Twitter. Google. LinkedIn. RSS. Blog. Home; USA.gov ...

[Virtual DC Works! Career Center - Department of Employment ...](#)

does.ci.washington.dc.us/does/cwp/view,a,1233,q,538373,doesNav... ▾

Virtual One-Stop Abstract: Virtual DC Works! Career Center Find jobs, employees, benefits, and training via the Internet DC's Department of Employment Services (DOES ...

RELATED SEARCHES

- [Veterans Medical Center DC Jobs](#)
- [United Medical Center DC Jobs](#)
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Ads

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DC Has Your Job Waiting Search Thousands Of Jobs Today!

[Center Jobs \(Hiring Now\)](#)

Center.Jobs-to-Careers.com

Positions Open in Center. Hiring Now - Apply Today.

[Local Jobs Hiring](#)

www.HiringLocally.com

Jobs hiring near your local area. Part-time, Full-time, Work at home.

[Job Center - Job.com](#)

www.Job.com

Search Jobs & Find Employment Here. Register For ...

Side ad

[Women servicemembers](#)

reconnecting-womenveterans...

Did you serve in the military?

Are you looking for help with employment?

Top ad

[Women servicemembers - Did you serve in the military?](#)

reconnecting-womenveterans...

Are you looking for help with employment?

**Are you a female
who served in
the military?**

Yes

**We would like to
help.**

Learn about career counseling at One-Stop Career Centers, our JobQuest search tool, training resources, and more!

No matter what your age or stage in life, you may be wondering how to find a job, advance your career, or make a career change. Whether you're a student and a [work permit](#), a layoff casualty [exploring career options](#), a [disabled worker needing a job](#), a [veteran transitioning to civilian work](#), or a recent college graduate, we have resources to help.

Experienced career counselors at our [One-Stop Career Centers](#) can work with you on your job search, help you access online employment resources including [JobQuest](#) and [America's Service Locator](#), connect you with hiring employers, and explain the benefits of taking part in [Career Center Seminars](#) and reemployment programs. You can also find [job-related workshops, upcoming job fairs, and recruitment events](#). And take advantage of resources to help you craft [cover letters](#), create [job-winning resumes](#), and find recommended [training to upgrade your skills](#).

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Home » Resources for Veterans

Resources for Veterans

 <p>National Resource Directory #P The National Resource Directory (NRD) provides access to services and resources at the national, state and local levels that support recovery, rehabilitation and community reintegration.</p>	 <p>Veterans Job Bank #P Provides a central resource that allows Veterans to access jobs available specifically for them. Enter keywords, your MOS/MOC and/or location on the left to begin your job search.</p>
 <p>Gold Card Initiative #P Provides unemployed post-9/11 era veterans with the intensive services and dedicated follow-up they need to succeed in today's job market.</p>	 <p>My Next Move for Veterans #P Looking to make the transition from the military to a civilian career? This online tool provides comparable skills, salary information, job listings, and more for over 900 different careers.</p>
 <p>VA for VETS #P The Department of Veterans Affairs is committed to adding and retaining Veterans to our workforce.</p>	 <p>VETSUCCESS #P VetSuccess connects employers to Veterans and puts jobs geared toward Vets in an easily accessible place on the web.</p>
 <p>My Career @ VA #P The Department of Veterans Affairs (VA) brings to you MyCareer@VA - a powerful career exploration and development resource you can use to manage your career.</p>	 <p>Feds Hire Vets #P A single site for federal employment information for Veterans, transitioning service members, their families, and federal hiring officials.</p>
 <p>eBenefits #P eBenefits a portal - a central location for Veterans, Service Members, and their families to research, find, access, and, in time, manage their benefits and personal information.</p>	 <p>Veterans Portal on CareerOneStop #P Offers tools to assist veterans with employment, training, career planning, financial and emotional help after military service.</p>

use to find current
ent information. Or
Massachusetts Bay
Resource Authority.
e for a scheduled

state college and
industries such as

- Ownership
- Apprenticeship, Licensing, Credentialing & Certification
- Resources Specifically for Military Spouses

Specialized Support & Information for Wounded Warriors

- Employment Support Programs & Related Services
- Workplace Accommodations for Acquired Injuries

Resources for Employers & Veterans' Employment Service Providers

- Help Finding Veteran Job Candidates
- Employment Laws & Regulations
- Employer Associations
- Supporting Veterans in the Workplace
- Information for Federal Employers & Federal Contractors

atory
s, Veterans,
upport

NRD.GOV

SEARCH FOR A JOB

Find jobs from employers who want to hire Veterans

u need as you transition from the military to a civilian
rms and workplace supports for wounded warriors, and
oyment rights, protections and responsibilities.

k for a job, please visit the [Veterans Job Bank](#).

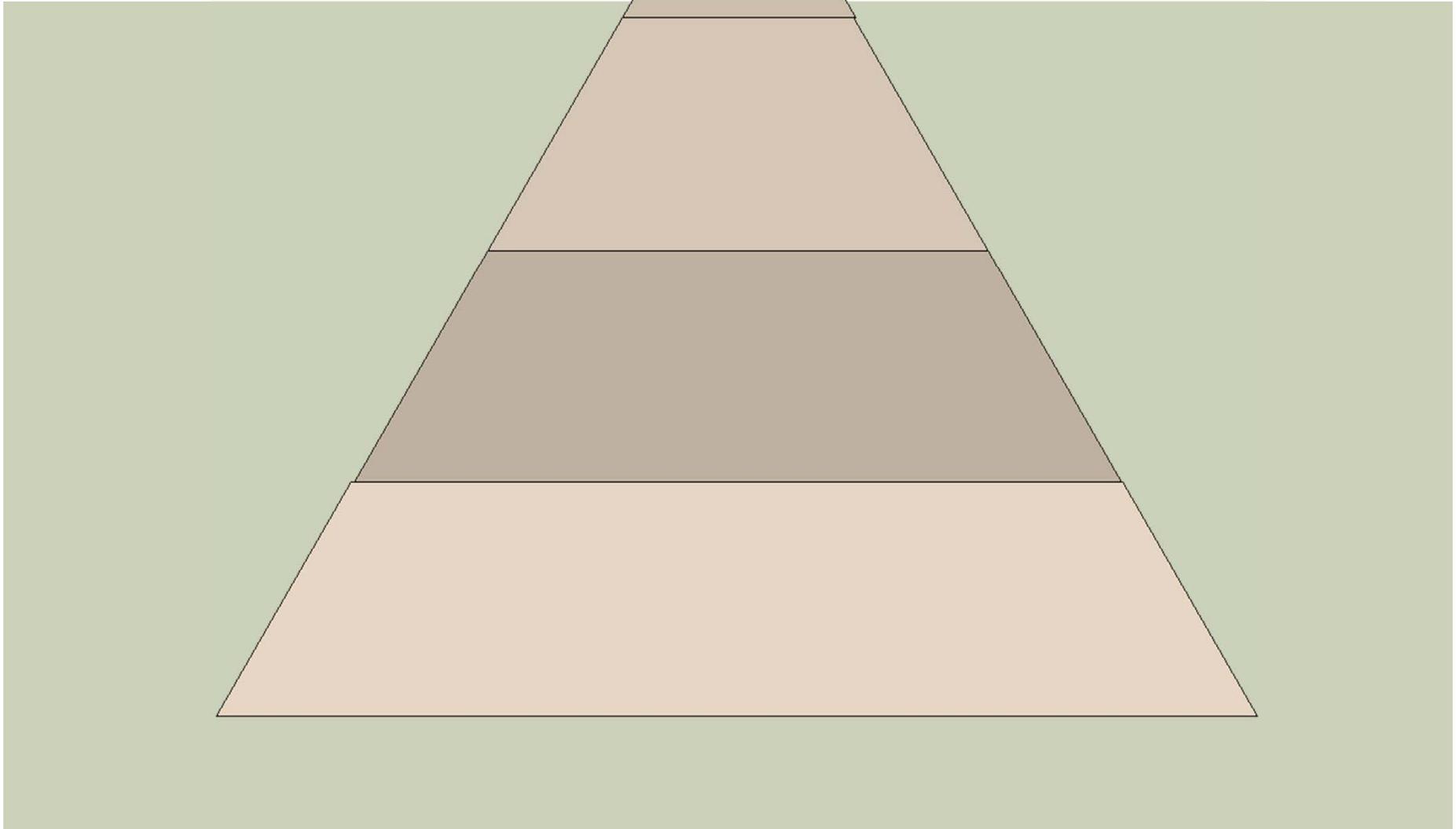
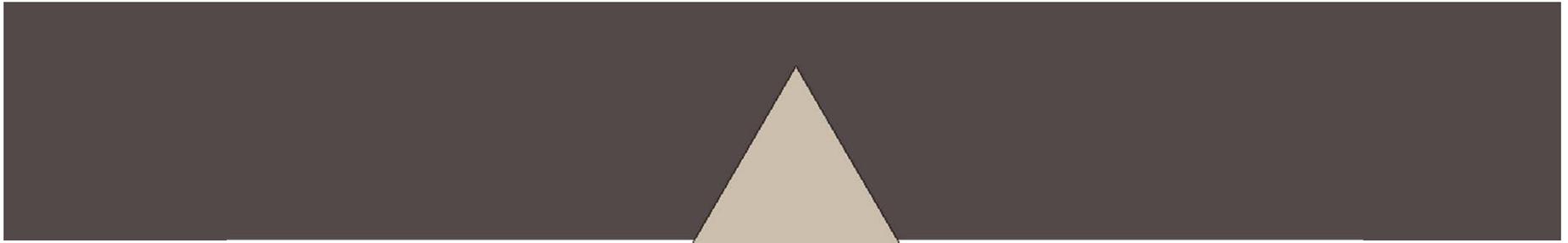
VeteransJobBank

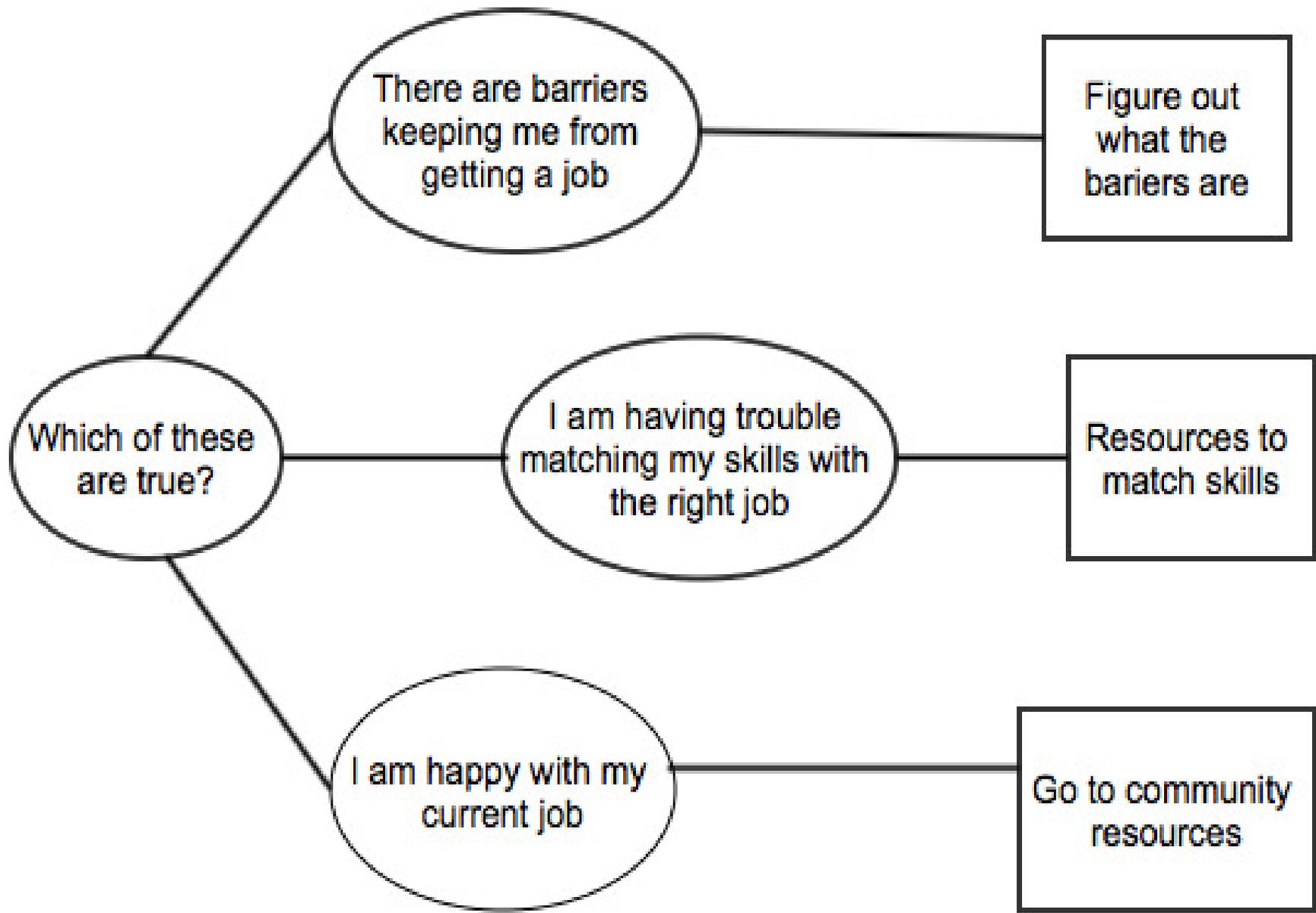
the Military to a Civilian Career

- | | |
|-----------------|---|
| Tools | • Military to Civilian Skills Translators |
| es | • Job Listings & Placement Assistance |
| eral Government | • Industry Specific Career Training |
| Business | • Mentoring & Internships |
| | • Employment Laws & Veterans' Preference |
| | • Information on Unemployment Benefits |



Image By: [Victor1558](#)





Which of these are true?

There are barriers keeping me from getting a job

Figure out what the barriers are

I am having trouble matching my skills with the right job

Resources to match skills

I am happy with my current job

Go to community resources

**[HTTP://RECONNECTING.MOBILITY-
LABS.COM/UX/QUESTIONS/1](http://reconnecting.mobility-labs.com/ux/questions/1)**

Are you currently employed?

Yes

No

Resources

Which of these is true?

I just haven't found the right job yet

I'm having trouble matching my skills with the right job

There are barriers keeping me from getting or holding job

I am happy with my current job

I would like to continue my education before finding a job

Resources

- [American Job Centers](#)

You are not alone. 93,000 other women veterans are looking for work right now.

Which of these is true?

I could hold a job if I had help with childcare

I don't think I could hold a job right now

I need help getting to and from work

Resources

- American Job Centers
- Academy Women
- Transportation Careers
- Veterans Inc

Here are the resources we've found for you

Resources

- Veterans Inc

Veterans Inc. can help you with financial support, legal services, and childcare.

- Transportation Careers

Links for Jobs in Transportation

- Academy Women

AcademyWomen is a global leadership and professional development organization providing award-winning eMentor Program Services, world-class events, and extensive networking and development opportunities

- American Job Centers

American Job Centers are located around the U.S. and will help you find a job.

- US Vets Inc

U.S.VETS is the nation's largest nonprofit provider of comprehensive services to homeless and at-risk veterans. We are dedicated to the successful transition of military veterans and their families.

Pathway	Actions	Question	Answer	Goto pathway	UX
College Education	<div>Edit</div> <div>Destroy</div>	Would you like help finding a way to pay for school? (ux)	Yes	College Education	Next
			No	College Education	Next
		Would you like recommendations on a school? (ux)	Yes, please!	end of path	Final
			No thank you	Job Focused Education	Next
Community Involvement	<div>Edit</div> <div>Destroy</div>	Would you like to be connected to other women veterans in the area? (ux)	Yes	end of path	Final
			No	Community Involvement	Next
		Would you like to be connected to community events in your area? (ux)	Yes	end of path	Final
			No	Mentoring	Next
General Education	<div>Edit</div> <div>Destroy</div>	What is your highest level of education? (ux)	High School or GED	General Education	Next
			Some College	General Education	Next
			Associates Degree	General Education	Next
			Bachelors Degree	General Education	Next
			Masters Degree	General Education	Next
			Doctorate	General Education	Next
		Are you interested in college or job specific training? (ux)	College	College Education	Next
			Job Specific	Job Focused Education	Next
		Are you currently employed? (ux)	Yes	General Employment	Next

Listing resources

Name	Description	Link	Starting Weight	Category	Actions
Academy Women	AcademyWomen is a global leadership and professional development organization providing award-winning eMentor Program Services, world-class events, and extensive networking and development opportunities	http://academywomen.org/index.php	2	Mentoring	Edit Destroy
American Job Centers	American Job Centers are located around the U.S. and will help you find a job.	http://jobcenter.usa.gov/	2	Employment	Edit Destroy
Business and Professional Women's Foundation	Career coaching and professional guidance for Women Veterans	http://bpwfoundation.org/	1	Employment	Edit Destroy
Department of Education Information	Resource Links	http://www.ed.gov/veterans-and-military-families/information%23benefits	3	Education	Edit Destroy
GI Bill	The Home for All Educational Benefits Provided by the Department of Veterans Affairs	http://www.gibill.va.gov/	3	Education	Edit Destroy
	Helmets to Hardhats connects				

Add a new resource

Name

Description

Link

Starting weight

Category

Save

VISIT THE DEMONSTRATION:

<http://reconnecting.mobility-labs.com>

<http://bit.ly/154STq2>