

Monster Canada

Submission to the House of Commons Standing Committee on Finance

2014 Pre-Budget Consultations

Monster Government Solutions recommends that the Government of Canada provide funding for the creation of a Military Skills Translator, as recommended in the June 2014 Report of the Standing Committee on National Defense: Caring for Canada's Ill and Injured Military Personnel. Having successfully developed a Military Skills Translator for the U.S., MGS understands the importance of such a tool which not only prepares veterans for the job market, but also helps them understand the skills they already have that employers are seeking. We would be pleased to present this proposal before the Committee.

Overview

Monster Government Solutions [MGS] is the premier provider of complete workforce solutions for government and education, with offices in Canada, France, the United Kingdom and the U.S. MGS' software solutions vastly improve the recruitment experience by increasing speed-to-hire and accelerating the onboarding process so new employees become more productive, faster.

Monster Government Solutions recommends that the Government of Canada creates a Military Skills Translator tool, based on the June 2014 Report of the Standing Committee on National Defense: Caring for Canada's Ill and Injured Military Personnel – specifically Recommendation 32, to “develop a comprehensive, algorithmic, military skills translation software tool to facilitate CF members to obtain civilian employment upon release”. Based on this report, we believe that a Military Skills Translator is part of the solution to help veterans not only prepare for the job market, but also understand the skills they already have that employers are seeking.

Monster Government Solutions hopes to have the opportunity to present this submission to the House of Commons Standing Committee on Finance in regards to its annual pre-budget consultation process. MGS is pleased to submit its military skills translator proposal under the *'Maximizing the number and types of jobs for Canadians'* key topic theme, and we look forward to being able to discuss our proposal in more detail at a Committee hearing in Ottawa.

Monster has successfully deployed a Military Skills Translator in the U.S.

MGS has created the only proven, cost effective and world-leading Military Skills Translator in the United States. Originally built for U.S. veterans and made available via www.military.com, the skills translator is also available for integration into private sector corporate recruiting websites.

The Military Skills Translator provides significant support in the transition process. This tool translates military experience into civilian terminology and matches veterans' talents to comparable career opportunities as well as to related industry online job postings. It is a tool that has been utilized successfully in a number of other jurisdictions to show support for veterans and their families.

Additional features on the internet portal include tools and resources to help veterans with interview preparation, resume writing, market trends and research data related to each veteran's areas of interest.

Monster's patented skills translator technology leverages the extensive experience that Monster has acquired in connecting job seekers with employers. Based on statistics captured by Monster and in the U.S. by Military.com, the U.S. skills translator is being used significantly by U.S veterans. Monster and Military.com have 800,000 veteran job seeker resumes that provide an overall picture of U.S. veteran's interests and skills.

Adapting Monster's Military Skills Translator to Canada

Our belief is that a Military Skills Translator would be equally successful in Canada. The program is fully developed, and requires only reconfiguration to match the Department of Defense's training and promotion requirements before it could become operational. It is important to note that an accurate, effective skills translator requires a large amount of research to incorporate all the nuances relating to specific promotion requirements and training courses taken by an individual. This is necessary in order to ensure that military skills are properly matched to civilian career paths. MGS would require access to these requirements in order to complete the reconfiguration.

Monster's Military Skills Translator is powered by the same award winning best of breed technology used to deliver accurate translations and matches to the private sector. As a result, the existing infrastructure and global experience of Monster ensures that every nuance and variable is accounted for, and addressed with precision and accuracy. By building on Monster's proven success, Canada can guarantee a fully functional product utilizing the wealth of veterans' employment research that MGS carries out.

After much consultation with stakeholders, employers and elected officials, we believe that the Government of Canada should allocate the necessary funds to create this world class, cost effective and proven tool that is urgently needed. Helping our valued veterans back to work is an initiative at the very core of Monster.ca's mission to help Canadians make the most of their working life.

Working with some of Canada's key veterans' organisations such as Canada Company and True Patriot Love, Monster.ca is ready and able to deliver our Military Skills Translator in a short time frame while providing a cost effective return for Canadian tax payers. Once operational, Monster's Military Skills Translator would provide a near-immediate, substantial and sustainable benefit to Forces personnel, veterans and their families who come from and reside in every province and territory by assisting in reintegration and job seeking and providing a supportive community to alleviate the stresses of such major transitions.

More broadly, this tool would benefit Canadians by addressing the most significant socio-economic challenge Canada faces: the labour and skills shortage. Forces personnel are highly trained and have the potential to be a key part of the solution. The program would also benefit the broader community by assisting veterans with reintegration and addressing problems of joblessness and underemployment.

How Monster's Military Skills Translator Works

Monster's Military Skills Translator allows Forces members and veterans to directly input their service, rank and title into the tool and understand how their experience gained in service to Canada directly translates into a civilian role. Based on algorithms that compare the skills and behaviors needed to be successful in the Forces, to the skills and behaviors in the private sector, the tool offers a direct translation based on actual data compiled from years of research and experience with millions of job postings from the private sector.

By adding in additional information, such as their special training, courses, and skills development, the translator will further narrow their results to specific roles within the private sector. Members will then be able to search and apply for job openings directly from the translator, and ultimately, applying to use their skills in the Canadian economy.

Assisting Veterans Adjust to Civilian Life

The primary beneficiaries of this initiative would be the men and women who have served in Canada's Armed Forces and their families. Veterans Affairs Canada's mission is "to repay the nation's debt of gratitude toward those whose courageous efforts have contributed to our growth as a nation." A part of this includes a stated priority to "help Veterans and releasing military personnel make the best possible transition to civilian life." Despite this mission, prevailing opinion is that; "for too many years our men and women in uniform, and their families, have lived and served far from the thoughts of most everyday Canadians." The most recent annual Nanos Research survey, which examines challenges facing vets after military service, attests to this opinion.

Veterans have a tremendous skill set to bring to the table, such as self-discipline, teamwork, executing orders, staying calm under stress and readiness to accept a challenge. However, it is a proven fact that transitioning service members face many obstacles as they shift from military jobs to civilian jobs: communicating their military skills and experience to the civilian workforce, switching from military processes and structures to those of private industry, and in some cases managing physical and/or emotional trauma in a work environment.

Analyses carried out in the U.S. highlights the differences between the top skills listed on veteran resumes versus all job seeker resumes on Monster.com. The comparison reveals the strengths and improvement opportunities among veteran skill sets, and which subsets of veterans offer distinct skills:

<u>Veteran's Background</u>	<u>Selection of Unique Skills</u>
Army	Human Resources, Standard Operating Procedures, Coaching, Legal, Resolving Customer Issues, Establish Priorities, and Computer Systems
Navy	Aviation Industry, Electronics, Vehicle Fleets, Hydraulic Engineering, Schematics, Test Equipment, Manufacturing, and Blueprints
Senior Veterans (20 year plus)	Cost Control, Manufacturing, Budget Management, Procedure Development, Revenue Growth, Process Improvement, and Quality Management
Junior Veterans (Under 10 years)	Telephone Skills, Interpersonal Skills, Detail Oriented, Data Entry, Resolve Customer Issues, and Secret Clearance

Helping Employers Find Skilled Candidates

A military skills translator would also directly benefit employers who would be able to better reach these job seekers. According to a study conducted for the Veterans Transition Advisory Council in August 2013, which surveyed 850 Canadian employers, most lacked an understanding of veterans' skill sets. For example, 45% of employers agree that hiring a veteran would reflect well on their business, 51% of employers agree that a veteran's comfort level in high-pressure situations would be an asset to their companies. Most importantly, only 13% of employers said that their human resources departments knew how to correctly read the resumes of military applicants.

These results demonstrate a clear need for action. We believe a Military Skills Translator is part of the solution to help veterans not only better prepare for the job market but also understand what skills they already have that employers are looking for. Veterans' experiences, military occupations and military branches provide varying competencies. Awareness of key differences among veterans can help employers gain a needed advantage when considering placement of veterans in the workplace.

Costing

We estimate the cost of providing a fully functional Military Skills Translator to be \$1.7 million in upfront costs, followed by \$400,000 in annual operational support costs.

Our research indicates that funding could be allocated from the Department of Veterans Affairs' Career Transition Services, National Defense and/or Employment and Social Development Canada's jobs and training programs.

We believe the cost of the program will be offset by increased tax revenue accrued as a result of the successful allocation of persons to jobs and the accompanying reductions in reliance on government support and assistance programs.

Conclusion

A military skills translator interprets an individual's military skills, experience and training to find career opportunities that best align with their capabilities. It allows employers to understand how veterans and their skills can be a welcome addition to their company. It is the key to connecting skilled workers to available jobs and therefore contributing to the Canadian economy.

The Canadian veteran pool of talent is unique and skilled, providing an asset to employers. Only a skills translator will help change the current recruiting circumstances, by contributing a self-guided tool for service members to understand, and work within the transition process. The overall benefits are clear and the return on investment is substantial for not only our valued Canadian Veterans but for Canada as a whole. We therefore look forward to presenting our submission to the Committee in person at the earliest convenience.