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Results of the Analysis of the Army Community Service Family Member Employment Assistance Program: CONUS Sites

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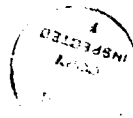
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19. ABSTRACT (Continue on reverse if necessary and identify by block number) This report presents a briefing of the status of the Army Community Service (ACS) Family Member Employment Assistance Programs (FMEAP) in CONUS. An overview of the presence of FMEAPs by MACOM is exhibited, along with a more detailed focus on the FMEAP program components. FMEAP marketing efforts are described and categorized by on-post media and off-post community outreach campaigns. Collaborations between the Civilian Personnel Office (CPO) and FMEAP are detailed. Suggestions for HQDA marketing assistance are listed and ranked.					
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RESULTS OF THE ANALYSIS OF THE ACS FAMILY MEMBER EMPLOYMENT
ASSISTANCE PROGRAM: CONUS SITES

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**RESULTS OF THE ANALYSIS OF THE ARMY COMMUNITY SERVICE FAMILY
MEMBER EMPLOYMENT ASSISTANCE PROGRAM: CONUS SITES**

1. Introduction

This report presents an analysis of the Family Member Employment Assistance Program (FMEAP) survey done for the Family Support Directorate, Community and Family Support Center (CFSC). The findings of this report will be used as part of the preparatory work for the Army Family Research Program (AFRP), Research Area 4, investigation of "What Works." The purpose of the "What Works" initiative is to identify employment assistance program components that are most effective in helping Army spouses to find employment.

2. BACKGROUND OF SURVEY

The data analyzed for this report were collected in May, 1988 in response to a message sent to ACS centers world-wide. FMEAP managers were asked the following questions:

- What statistics are collected?
- What evaluation criteria are used, especially for workshops?
- Is the program automated, and if so, does it include a job bank?
- Are job skills training workshops being held?

In addition, the FMEAP coordinator's name and status, i.e., Government Employee with grade and series, or contractor, was to be submitted.

A second message requesting data on marketing initiatives was sent to the same FMEAP coordinators in June, 1988. Specifically, the following information was requested:

- How is FMEAP information marketed to eligible clients?
- What marketing initiatives are cooperatively pursued by CPO and ACS?
- What could Headquarters, DA do to enhance marketing initiatives at the local level?

3. SURVEY FINDINGS

3.1 Survey Respondents

A total of 69 CONUS installations responded to the CFSC message. The three largest major commands (MACOMS) were represented by the following numbers of installations: AMC (23); FORSCOM (18); and TRADOC (19). Other CONUS MACOMS and number of sites responding were: West Point (1); MDW (1); ISC (2); HSC (3); and MTMC (2).

Of the 69 installations responding, 48, or 70 percent, had a FMEAP. TRADOC had the highest percentage of programs, 95%, followed FORSCOM, 61%, and AMC, 52%. Of the group of small MACOMS, seven out of nine installations reported a FMEAP. Exhibit 1, following this page, presents these findings.

3.2 FMEAP Program Components

The FMEAP program components include:

- Automation support, which included, as a minimum, a word processing package.
- Automated job banks with files that merged clients' skills with employment opportunities.
- Job search skills development workshops that typically included resume writing, interviewing skills and SF 171 preparation
- Job skills training - typing and/or word processing classes.

Exhibit 2 summarizes, by MACOM, the FMEAP components offered. Of particular interest is the availability of three key components: job search workshops, automated job banks, and skills training. As shown in Exhibit 2, a total of 88 percent of the programs reporting provided job search workshops. These workshops were most prevalent in the other MACOMS (100%), TRADOC (95%) and FORSCOM (91%), while AMC offered workshops at only two-thirds (67%) of its installations.

Automated job banks were available at only one-fifth (19%) of the installations, and job skills training was offered even less frequently: only 13 percent of the installations reporting provided typing or word processing classes. Exhibit 3 presents these findings.

EXHIBIT 1
Percentage of CONUS Army Installations
With Spouse Employment Programs by MACOM

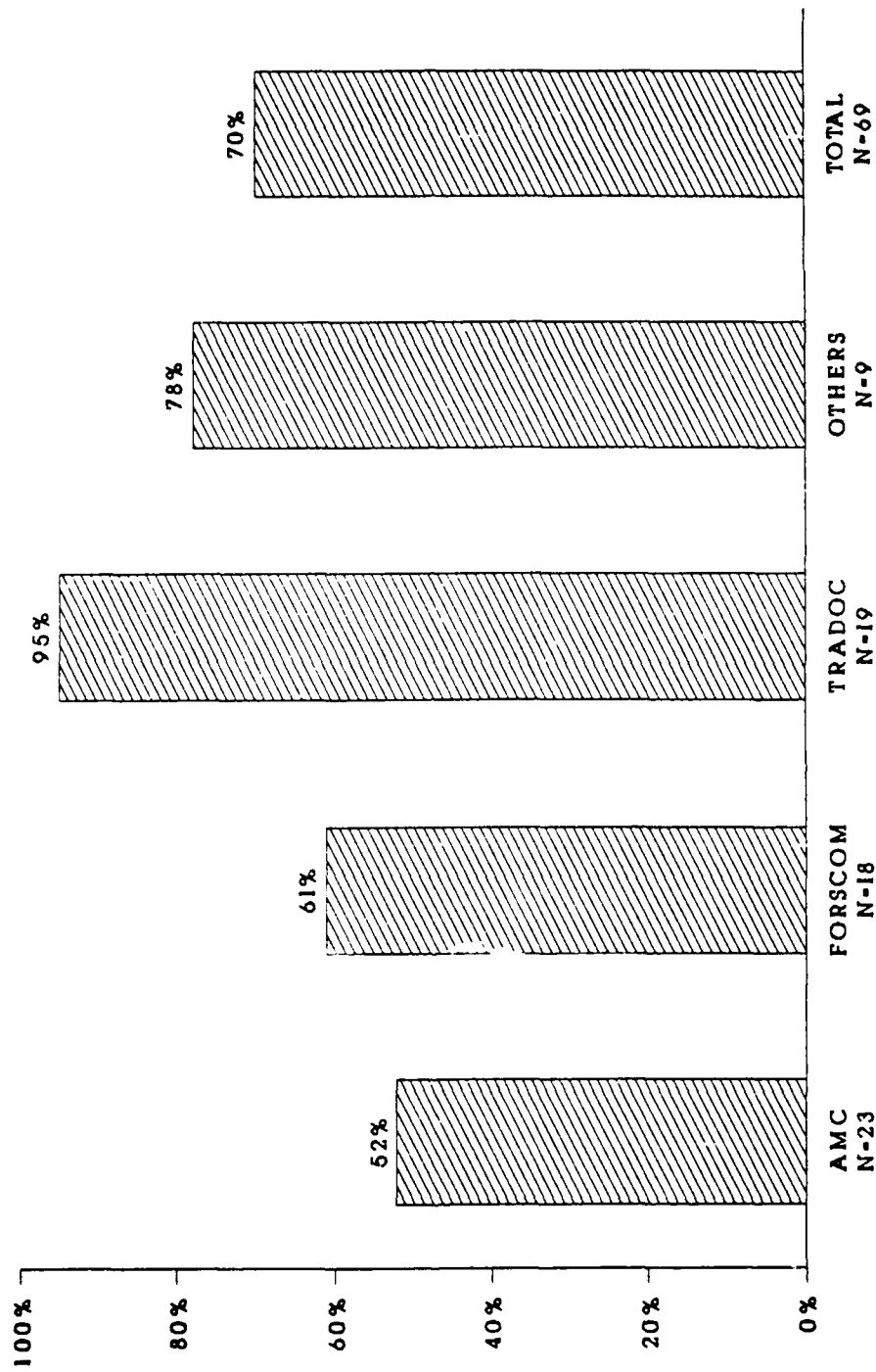


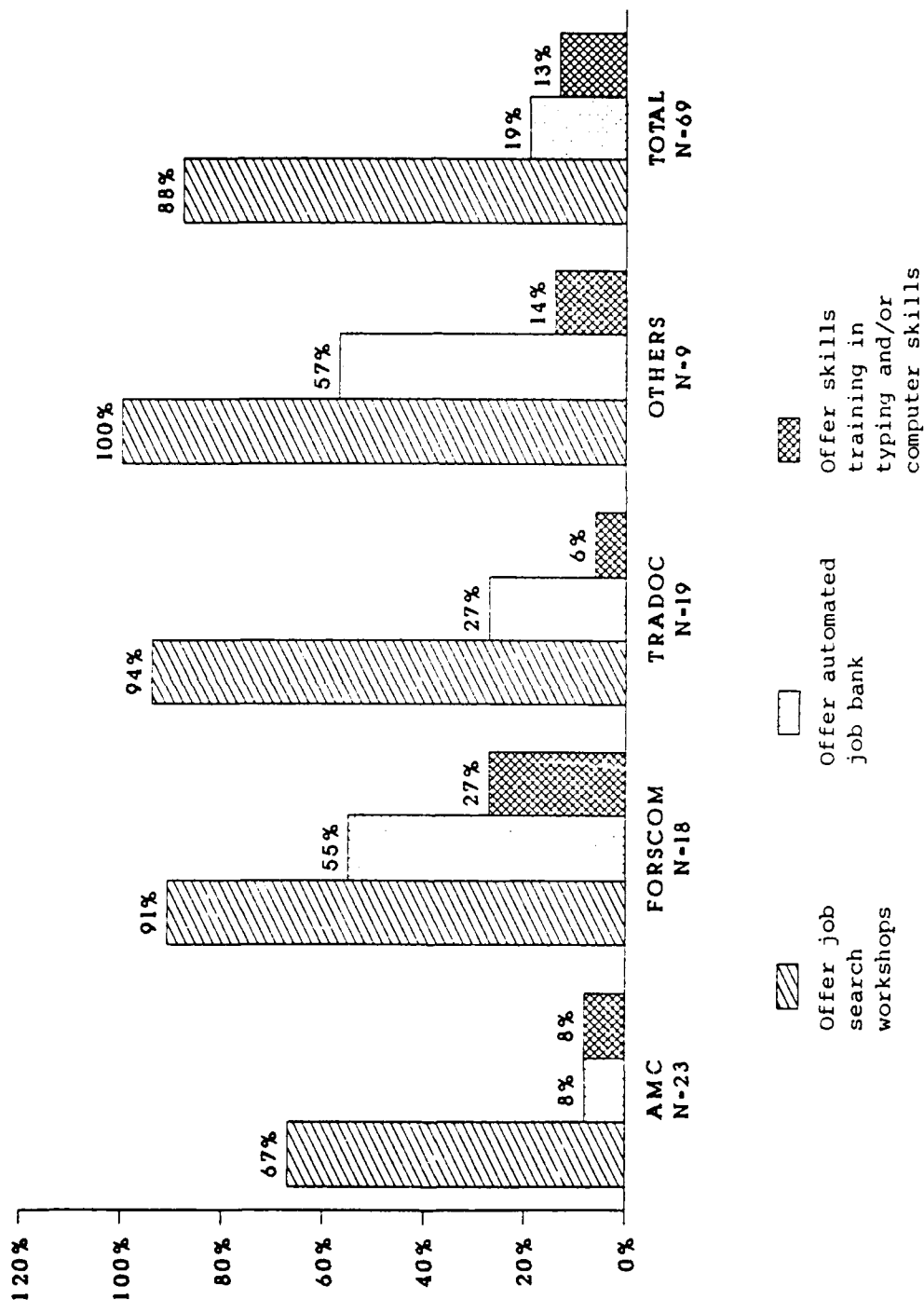
EXHIBIT 2

Numbers and Percentages of CONUS Installations Offering FMEAPs, and Program Components Offered

	Installations Reporting #	FMEAP		Automated		Job Banks		Offer Job Search Workshops		Evaluate Job Search Workshops		Offer Job Skills Training	
		#	%	#	%	#	%	#	%	#	%	#	%
<u>MACOM</u>													
AMC	23	12	52	4	33	1	8	8	67	6	50	1	8
FORSCOM	18	11	61	6	55	2	18	10	91	8	73	3	27
TRADOC	19	18	95	11	61	4	22	17	94	15	83	1	5
OTHERS	9	7	78	4	57	2	29	7	100	7	100	1	14
TOTAL	69	48	70	25	52	9	19	42	88	36	75	6	12

EXHIBIT 3

CONUS Army Spouse Employment Program Components



3.3 FMEAP Marketing Initiatives

The 56 installations responding to the message requesting data on how the FMEAP was being marketed reported under two major headings: how on-post media were used, and how community outreach programs were utilized to reach larger audiences. Exhibit 4 summarizes the results reported.

The most widely utilized post media were daily bulletins and post newspapers, at 93 and 77 percent, respectively. Community outreach efforts were concentrated on the development and distribution of posters and pamphlets (86%), and newcomer orientations (73%).

The coordination of employment assistance programs is critical to the success of these efforts. Exhibit 5 shows the percentage of installations where CPO and ACS cooperated to market their various employment assistance program components to Army spouses. Approximately three-quarters of the installations reported that CPO and ACS cooperated on workshop presentations (75%), and preparation and distribution of flyers, posters and pamphlets (71%).

In addition to providing marketing data, the respondents were asked to suggest ways in which CFSC could assist them at the installation level by developing marketing tools. The suggestions, arranged by frequency of response, are listed in Exhibit 6. It should be noted that the greatest number of respondents (25) thought that pamphlets explaining hiring procedures and policies, and the development of generic posters and brochures, would be most helpful.

4. CONCLUSIONS

This survey provides information which will be useful in two forums: the program development staff of CFSC and the research staff of the AFRP spouse employment research area. Most importantly, this survey effort is a first step toward developing an evaluation procedure to collect program data from the field beyond the DA Annual Report requirements. These data will provide better and more quantifiable information for planning and managing programs to meet program goals.

As has been shown, the CONUS employment assistance program components offered varied by MACOM, and within MACOM by installation. Likewise, marketing initiatives and marketing needs varied among the respondents. The evidence of a lack of consistency in the employment services across CONUS installations provides information that will be useful to CFSC in developing a more standardized service delivery system. Additionally, the marketing needs assessment analysis will provide CFSC with data to support one of its main FMEAP goals, that of developing and implementing an aggressive marketing program.

The spouse employment team of the AFRP will benefit from this survey because they will be able to target their data collection efforts. The team will also build upon the available installation level data to begin the process of identifying the program components that are most effective in assisting Army spouses to find employment.

CONUS FMEAP Marketing Efforts

Installations Reporting #	Utilization of Post Media										
						Other					
	Bulletins #	Newspapers #	Welcome Packets #	Print Media #	TV #	Telephone Job Lines #					
56	93	43	77	36	64	12	21	10	18	2	4

8	Community Outreach						
	Preparation/ Distribution of Flyers, Posters, Pamphlets #		Newcomer Orientations #	Job Fairs #	Community Briefings #	Command Briefings #	
	86	41	73	20	14	25	
48				36	12	21	

EXHIBIT 5 Percentage of Installations Where CPO/ FMEAP Cooperate on Marketing Initiatives

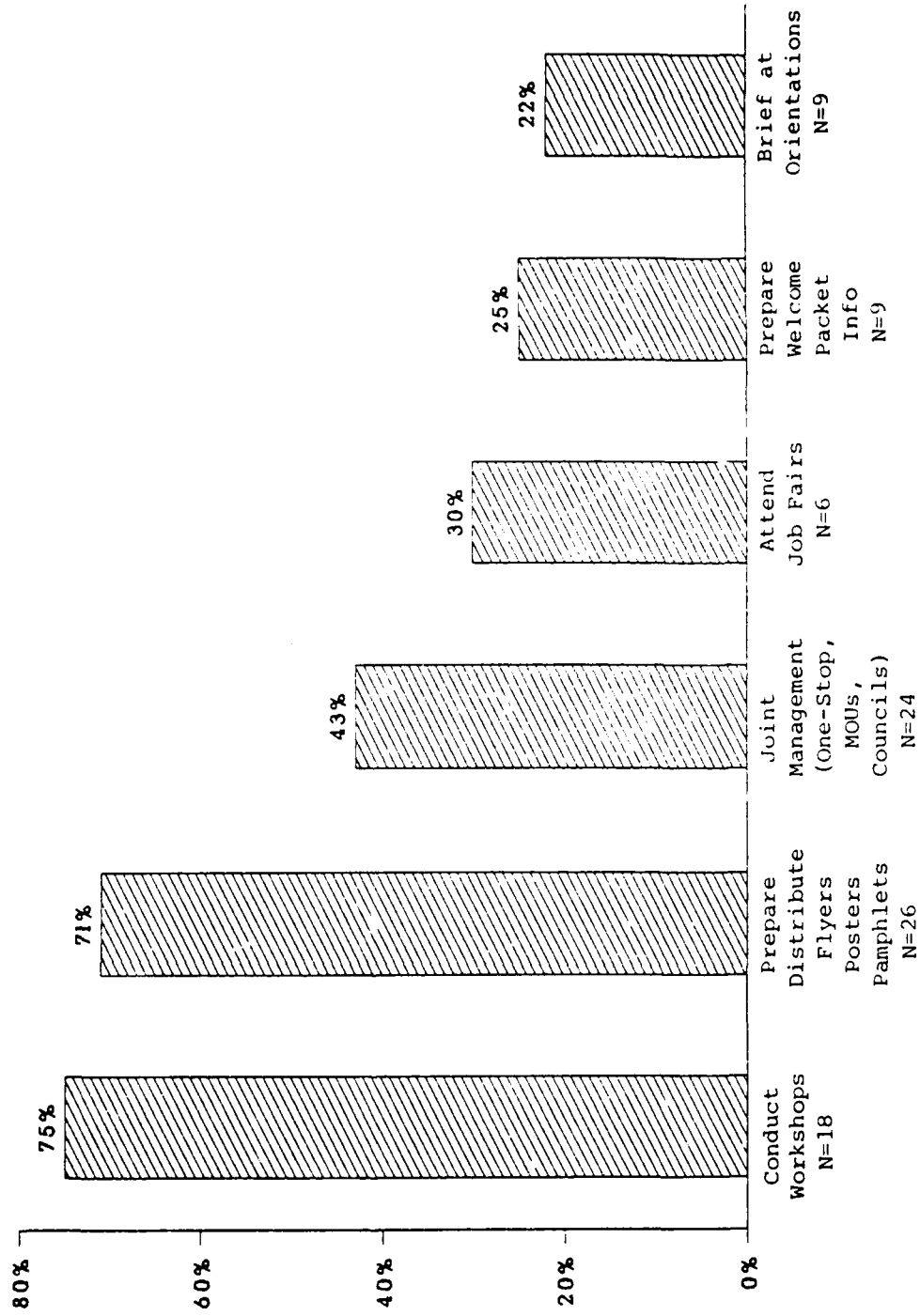


EXHIBIT 6

SUGGESTIONS FOR HQDA FMEAP MARKETING ASSISTANCE

All of the 56 CONUS installations that replied to the marketing message of June 29, 1988 made at least one suggestion of assistance they would like to have from headquarters DA. While not all suggestions pertained to marketing, the suggestions follow in order of frequency of response:

- 25 installations - Develop pamphlets that explain DOD, DA policies and procedures on spouse hiring, including AF, NAF and AAFES. Produce generic posters and brochures that could be used to market program at the installation level and in the local civilian community
- 13 installations - Provide DA level marketing training either by conference or by development of a professional manual and marketing kit
- 12 installations - Increase resource allocations for additional staff upgraded positions, skills training and teenage hire programs
- 10 installations - Develop a world-wide directory of FMEAPs to facilitate networking
- 9 installations - Provide training and marketing materials, including demographic data on military spouses, to assist with outreach to civilian employers and to help overcome the military spouse bias of some employers
- 8 installations - Distribute a newspaper or pamphlet from DA level to clarify policies, tell of future changes in program, share great ideas", and facilitate networking
- 4 installations - Provide software to aid in job search skills and counseling
- 4 installations - Standardize program components and ACS/CPO roles world-wide

- 3 installations - Develop videos for use in FMEAP
- 3 installations - Develop a universal logo
- 3 installations - Disseminate articles on spouse employment initiatives to national military magazines and newspapers
- 2 installations - Provide results of data collected by message to the field
- 1 installation - Provide a marketing resource library at CFSC
- 1 installation - Allow FMEAP to advertise in want ads
- 1 installation - Provide FMEAP with home addresses of military spouses
- 1 installation - Provide computer hookups to FMEAPs world-wide
- 1 installation - Provide a 24 hour job line.