

# Growing Your MyCAA Business

Keosha Rembert, ed2go

Danell Reilly, Texas A&M University, Corpus Christi

Greg Jenkins, eMentor Program

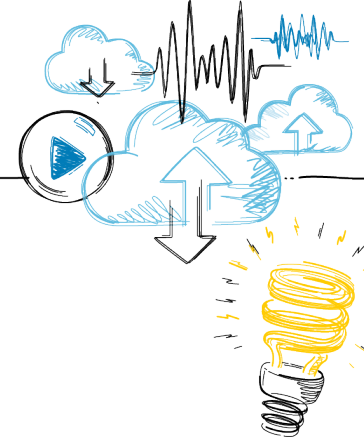
Thursday, September 7<sup>th</sup>, 2017



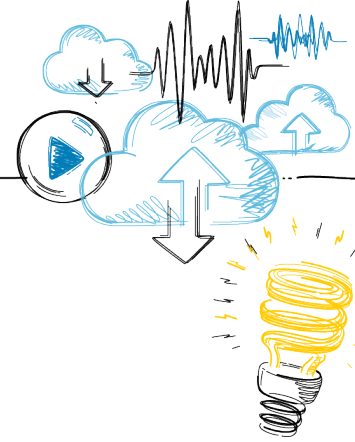
# Agenda

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- Partner Success Danell Riley
- Empower: eMentor Program
- Raising Awareness
- Make Connections
- Cultivate
- Stay Connected
- Question & Answer Session



# Partner Spotlight: Texas A&M, Corpus Christi



Danell Reilly  
Career & Professional Education  
Office of Community Outreach  
Texas A&M University, Corpus Christi

## Avenue to Success:

- Benefits of connecting with military community
- Raise Awareness



In recognition of the sacrifice of military families, we are proud to offer the following education funding opportunities.

### **Career Training Scholarships for Veterans and Military Families**

Joining Forces is a national White House initiative calling on Americans to rally around service members, veterans and their families and support them through wellness, education and employment opportunities. Texas A&M University-Corpus Christi, Community Outreach - Career & Professional Education recently joined ed2go, a Cengage company, to fulfill the Joining Forces commitment to provide veterans and military families with workforce training opportunities and resources for securing employment. We have a strong relationship with the local veteran and military community and offer a variety of programs tailored to military students, making us a strong partner for this program.

Vice President Joe Biden explained the goal of *Joining Forces* when [he stated](#), "I have always said we have lots of obligations as a nation – but only one truly sacred moral obligation: to prepare and protect those we send into harm's way, and to give them every bit of care they, and their families, need when they return."

Get the training you need to succeed. [To apply](#) for this scholarship, please fill out and submit your information.

### **My Career Advancement Account™ (MyCAA) Scholarship Program**

Thanks to the Department of Defense, Spouses of Active Duty Military Members around the world are able to enjoy a \$4,000 career education benefit known as MyCAA. [MyCAA](#) is a workforce development program that provides financial assistance to eligible military spouses who are pursuing a license, certification or Associate's degree in a portable career field and occupation.

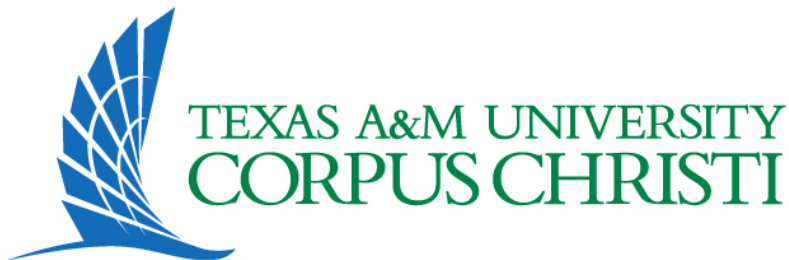
Review [Fire Up Your Future](#) to find out how MyCAA can help get the education you need for a portable career! If you are interested in gaining direct approval and need help, speak with a SECO | MilitaryOnesource certified Career Counselor - call 800-342-9647 to establish an account, then select your course from many of our diverse fields. **Note:** *School Campus is Texas A&M University Corpus Christi - Community Outreach (Career and Professional Education).*

Resources:

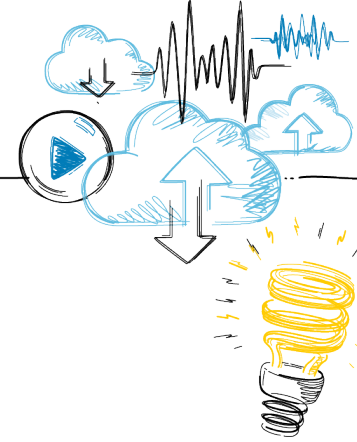
[MyCAA Facts](#)

[SECO YouTube](#)

[MSEP YouTube](#)



# Empower - eMentor Program



Greg Jenkins  
eMentor Program Manager

Provide students with resources to connect with mentors and assist them with career pathways

eMentor Program

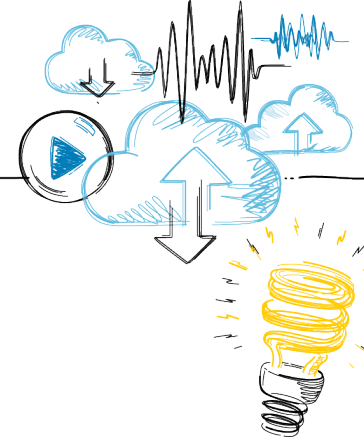
- Dedicated team of military veterans and military spouses
- Consist of five tailored distinct communities
- No cost for proteges to join



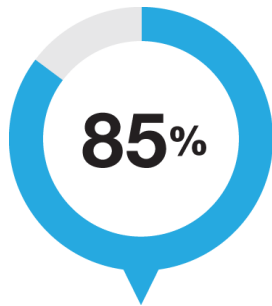
[www.ementorprogram.org](http://www.ementorprogram.org)



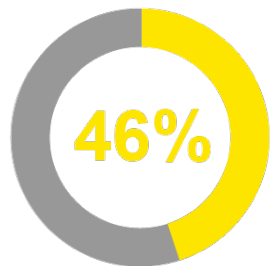
# Raise Awareness: Discuss the Why



## Why do we need to raise awareness?



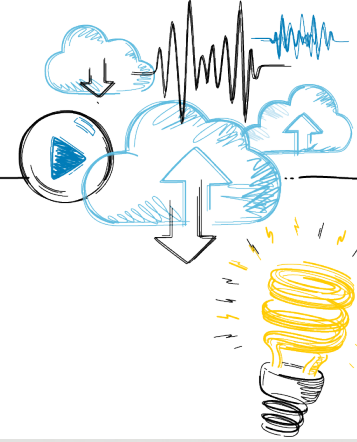
Of military spouses are unaware of the scholarship



Of military families seek educational benefits, during and after their service

# SECO Education Training Plans

## Guidelines



### Certificate Program

We offer online education programs designed to provide the workforce skills necessary to enter a new field or advance your current career. Our Online Career Training Programs in the Allied Health, Computer-Internet, Business, Technical and Construction industries provide the most effective online training.

The amount of time to complete our programs varies from student to student. Students are assigned a Career Counselor who assists the students with setting an achievable study/completion schedule, within the given 3 to 12 month completion window (per program).

To earn a certificate in **GES179 Veterinary Office Manager**, students must complete **485** hours of training.

**Student Name:** [Click here to enter text.](#)  
**Start Date:** [Click here to enter a date.](#)  
**End Date:** [Click here to enter a date.](#)  
**Program Fee:** \$3995  
**Training Status:** [Choose a Training Status.](#)  
**POC Name:** [Click here to enter text.](#)  
**Phone Number:** [Click here to enter text.](#)  
**Email:** [Click here to enter text.](#)  
**Address:** [Click here to enter text.](#)

**PROGRAM NAME: Veterinary Office Manager**

#### Objectives:

- Understand the duties of the veterinary assistant.
- Learn the anatomy and physiology of the major organ systems.
- Master office communication skills and see how to handle medical records.
- Learn how to determine age and gender of animals.
- Find out how to restrain animals seen at the hospital.
- Discover how to take vital signs such as temperature, pulse, and respiration rate.
- Learn how to trim nails, empty anal sacs, and properly bathe animals.
- Identify the hazards you'll face in a veterinary hospital from anesthetics, infections, and X-rays.
- Explore the reproductive cycles, diseases, and sterility procedures in cats and dogs.
- Find out how vaccines work, when to give them, and how to administer them.
- Learn the basics of feline and canine nutrition, including prescription foods.
- Create, edit, format, and print Microsoft Word documents
- Learn advanced formatting, drawing tools, create and manage tables, and work with column layouts
- Learn working with tables of contents, footnotes, and endnotes, adding comments, tracking changes, comparing and combining documents, creating envelopes and labels, using Mail Merge, and protecting documents.
- Create, modify, and format Excel worksheets, perform calculations, and print Excel workbooks.
- Learn to use advanced Excel formulas, work with lists, work with illustrations and charts, and use advanced formatting techniques.
- Learn to work with pivot tables, audit worksheets, work with data tools, protect documents for collaboration with others, and work with macros.
- Know bookkeeping and collection procedures

### Campus Information

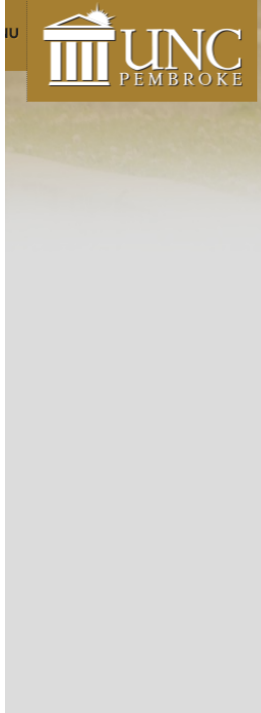
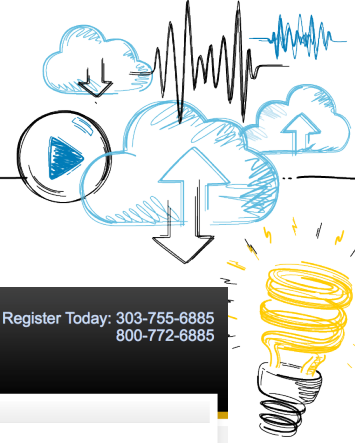
**Campus Name:** University of North Carolina at Wilmington, Swain Center - Professional and Continuing Education (Online Programs)  
**Campus Website:** <http://www.gatlineducation.com/mycaa.php?id=1704>  
**Address Line 1:** ATTN: Jennifer Mackethan  
**Address Line 2:** University of North Carolina at Wilmington, Swain  
**City:** Wilmington  
**State:** North Carolina(NC)  
**Zip:** 28403-5678  
**Campus Rating:** ☆☆☆☆☆

[Back To Search](#)

[Ratings](#) [Programs](#) [Contacts](#)

Available Programs at this campus	Type
3ds max (GES 501-Online: Technology, Gaming, Animation)	License, Certification or Technical
Administrative Dental Assistant (GES 101-Online)	License, Certification or Technical
Administrative Medical Specialist with Medical Billing and Coding (GES 102-Online)	License, Certification or Technical
Administrative Medical Specialist with Medical Billing and Coding + Medical Terminology (GES 123-Online)	License, Certification or Technical
Administrative Professional with Microsoft Office 2010 Master (GES 829-Online: Business)	License, Certification or Technical
Administrative Professional with Microsoft Office Specialist 2010 (GES 907-Online)	License, Certification or Technical
Advanced Administrative Medical Specialist with Medical Billing and Coding plus Medical Terminology (ECP 2102 - Online)	License, Certification or Technical

# Website Visibility



- Programs of Study
- Colleges, Schools & Departments
- Opportunities, Programs & Resources
- Military Outreach**
  - › Student Veterans
  - › Active Duty Service Members
  - › **Military Family Members**
  - › Benefits
  - › Upcoming Events
  - › UNCP Student Veterans of America
  - › Contact Us
- Research
- Outreach

## Military Family Members

Welcome to the University of North Carolina at Pembroke. We are here to assist you in the application process and provide [instructions](#) for applying and receiving education benefits.

These forms are required by Financial Aid for students receiving VA education benefits:

- [Memorandum of Understanding for Veteran Students receiving VA benefits](#)
- [Enrollment Worksheet for VA certification](#) (Must be completed every semester.)

Our staff is ready to assist you in a smooth transition from the military to the classroom. Contact one of our military friendly representatives to assist with your specific interest:

- [Undergraduate Admissions](#)
- [Office of Financial Aid](#)
- [Distance Education](#)
- [Registrar](#)
- [Graduate Studies](#)

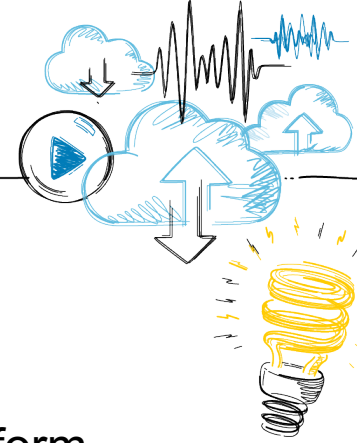
### Other Helpful Resources

- [VA Form 22-1995](#) Request for Change of Program or Place of Training.
- [Veteran Liasons/Advisors](#) by academic department.
- [Scholarship Guide for Military Spouses & Children](#)
- [MyCAA](#) - Free training opportunities for military spouses.



Make the details prominent on your website. Include the scholarship details, eligibility requirements and how to apply.

# Hosted Page Visibility



**ATTENTION MILITARY SPOUSES!**

**\$4,000 MYCAA SCHOLARSHIP IS WAITING FOR YOU!**

Landing page with a lead form and information for a military tab on your ed2go hosted site.

## Utilize Military Spouse Benefits to Get In-Demand Career Training

As a military spouse, you are eligible to receive a \$4,000 scholarship towards enhancing your skills. We offer a wide variety of Career Training Programs that can prepare you to work in some of the fastest growing, most in-demand industries in the country. Improving your likelihood of finding career opportunities, no matter where you get stationed.

### Career Training Programs features include:

- ✓ Dedicated admissions counselors will help you find a training program that best fits your interests
- ✓ Start your training immediately
- ✓ 24/7 Access allows you to learn around your busy schedule
- ✓ Earn industry-recognized certifications
- ✓ A subject matter expert Instructor prepares you for a rewarding career
- ✓ Many programs include a voucher to take the certification exam
- ✓ Your Student Support Representatives will guide you through your program and assist you with any questions that arise

### Eligibility Requirements:

- You must be the spouse of an active duty Army, Navy, Air Force, or Marines service member in pay grades E1-E5, W1-W2, or O1-O2
- If your spouse is in the National Guard or is an AGR Member, they must be on federal Title 10 active duty orders
- You must be able to finish your program within 18 months of starting

To get started or for more information, fill out the form on the right.

Jump-Start Your Career Today!

First Name:\*

Last Name:\*

Email:\*

Phone:\*

Program of interest:\*  
Select a Program

Best time:  
Anytime

Question or Comment:

[request info](#)



## Quick Skills

Home > Financial Assistance > Military

Call Now (855) 534-3690

Live Chat

### Military Information:

At ed2go we pride ourselves in our ability to assist members of the military community in continuing their education. We are here to help you find the appropriate funding programs that are available to you as a military spouse, or a current or former member of our armed services. Below is some information on the various military benefits programs that can help you determine which one you qualify for:

### Military Spouse Career Advancement Account (MyCAA)

\*\*Up to \$4,000 is available to eligible military spouses!

Spouses of Active duty military members around the world are able to enjoy a \$4,000 career education benefit funded through the Department of Defense. There are a variety of training options available and we offer programs in all of the approved fields! We have knowledgeable staff available to assist you with making your career decision, so please contact us or visit <https://aiportal.acc.af.mil/mycaa> to establish an account. Please continue the action by accepting the certificates when prompted ("Continue to this website (not recommended)").

### Ask a Specialist

[Click here](#) to request additional information from a Military Benefit Specialist.

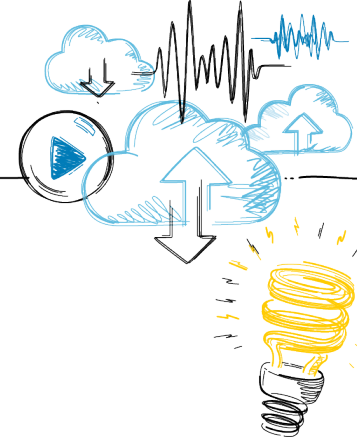
### Benefits

- Learn in-demand job skills
- Start anytime
- Set your own pace
- Affordably priced





# Cultivate

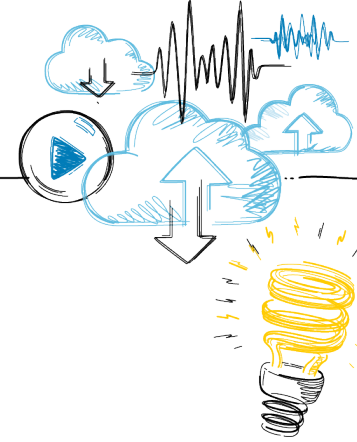


Establish a presence on local military installations by attending college, career and resource fairs.



Connect with your career services on campus to bridge the gap

## Connect with Base Education and Career Centers



Most Institutions have a Department of Defense MOU on file.

To check: <https://www.dodmou.com/Home/InstitutionList>



- Access to military installations
- Advertising at academic events
- Distribute collateral at academic events

If you're not already approved, you can review the MOU to determine your eligibility here: <https://www.dodmou.com/Home>

# Marketing through Social Media



**Accounting & Business School of the Rockies**  
May 2 at 9:11am · 🌐

Like Page

Begin a career that you can get excited about! We offer more than 100 career training programs available to eligible military spouses through the MyCAA scholarship. All expenses are covered so you never pay any out-of-pocket costs! Advancing your career has never been easier. Don't wait, sign up today!



**ACCOUNTING & BUSINESS SCHOOL OF THE ROCKIES**

Every student career ready!  
To view available programs, [click here](#)

9 · 3 Comments 12 Shares

Like Comment Share Top Comments

Write a comment...

## Marketing Site Banners Link:

### MYCAA MILITARY WEB BANNERS

#### MARKETING RESOURCES

- Webinars/Best Practices >
- Instructor-Led Courses >
- ILC Catalogs/Ads/Flyers >
- ILC Web Banners >
- ILC Press Templates >
- ILC Email Templates >
- Career Training Programs >
- CTP Catalogs/Ads/Flyers >
- CTP Web Banners >
- CTP Press Templates >
- CTP Email Templates >
- Career Online High School >
- Logos >
- Get Funding >
- Campaigns >



By ed2go · 30 August, 2016 · CTP Website Banners - Featured, Funding, Military

Download these program specific web banners to help promote your ed2go offerings.

Here are some great places to use these web banners:

- Social Media
- On Your Website
- Paid Ads (such as Google Advertising, Facebook Advertising, etc.)
- In Your Emails

# Stay Connected



Contact your Account Manager (AM)

AM will verify if you are an approved provider

Once verified, Next Steps Training will be scheduled with Keosha Rembert

## Other Resources:

MyCAA Overview <http://partner.ed2go.com/mycaa-webinar/>

- Benefit amount
- Student Eligibility
- How to become a provider

Partner Support Site

<http://support.ed2go.com/>

**For help getting started, contact your Account Manager**

# Questions?

If you have questions or need to connect with your Account Manager, please email Erin Cross and she can get you in touch.

Erin Cross, [erin.cross@cengage.com](mailto:erin.cross@cengage.com)

A copy of the presentation will be available on the partner site within 48 business hours. We will also email a copy of the presentation along with the slides.

