

How to Get **MyCAA Funding**

Presented by Clark Crowell



- The Problem
- What is MyCAA?
- Who utilizes the program
- Solutions to enrollment barriers
- Identifying your local opportunity
- Available marketing collateral
- Next Steps

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Regional Account Development Manager

ed2go



- 21%** unemployment rate for military spouses, over four times higher than the national average.
- 51%** of survey respondents cited spouse unemployment or underemployment as a primary obstacle to financial security.
- 79%** of military spouses reported feeling that being married to a service member has adversely impacted on their career.

"Everywhere I go I am forced to start from the beginning. I was an Assistant Director in Virginia. Then a part-time cook in Rhode Island. Now a Records Clerk in California. I feel like I'm going backwards in my career with no help."

What is **MyCAA Funding**

My Career Advancement Account (MyCAA) is a scholarship through the US Department of Defense for **eligible active duty military spouses**. Recipients are eligible to **receive up to \$4,000** for education at any **academic institution approved for participation** in the MyCAA scholarship.

Key Demographics

- 92% female
- 18-24 average age
- Eligible rank: E-1-E-5, W1-W2, and O1-O2
- Some college but no degree
- Army spouses utilize much more than Navy/Air Force
- Live on military base
- Are looking for entry-level careers
- 1 in 5 eligible spouses participate





The goal of MyCAA is to help military spouses gain the education, training, and in-demand skills they need for portable careers that can withstand relocation.

When asked, MyCAA recipients mentioned furthering their careers, job prospects, gaining skills, improving self-esteem, and being able to contribute to family financial well-being.

Enrollment Barriers **and Solutions**



- Lack of awareness
- Family responsibilities
- School location/hours
- Transportation
- Cost
- Work schedule

ed2go is the Solution

Flexibility

Easy-to-use online classroom allows flexibility to take the course from anywhere, at anytime, while continuing to juggle existing responsibilities.

Cost

82% of eligible spouses who reported wanting to be in school but who were not enrolled cited cost as a reason for not pursuing education. ed2go has hundreds of in-demand career training courses, most of which are priced under the \$4,000 allotment.

Portable Career

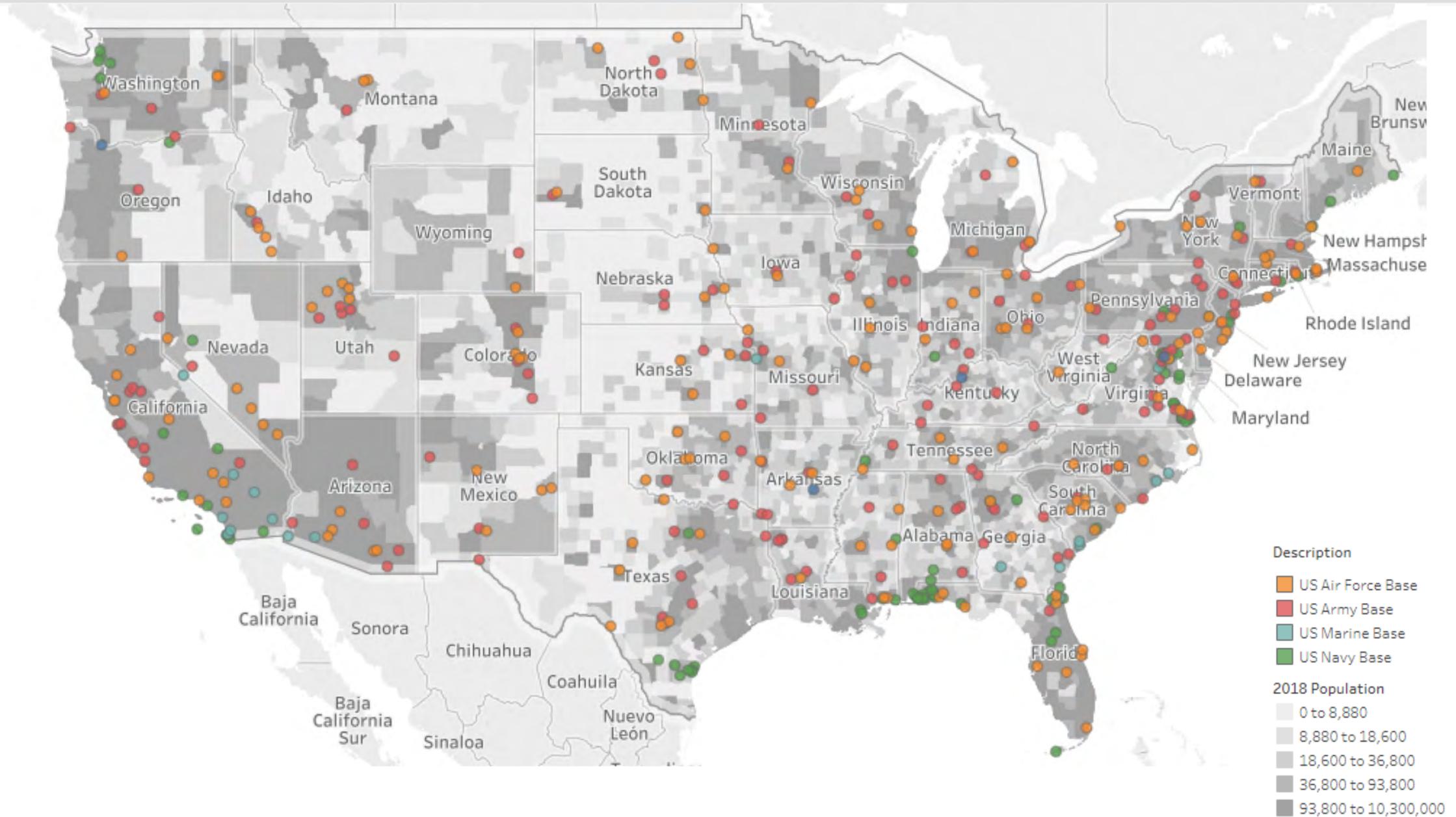
Many courses lead to nationally-recognized certifications, ensuring the industry that students possess the adequate skills, no matter where the students are.

Top Portable Careers for Military Spouses

Human Resources Pro	Pharmacy Technician
Veterinary Assistant	Medical Billing and Coding
Certified Personal Trainer	Clinical Dental Assistant
Certified Childcare Provider	Physical Therapy Aide
Graphic Design	Optician
Photography	Cybersecurity
Event Planning	Software programming

Identifying **the Opportunity**

Your Account Manager can help you identify opportunities in your area. Our extensive mapping locates military bases in proximity to your campus as well as active duty population in your area.



Collateral to help you market



MyCAA promotion should be ongoing. There is a continuous flow of new rank spouses entering the military and more than half are unaware of the MyCAA benefit.

Our partner marketing site has flyers, banners, and ad templates available for you to download and use.

<http://partner.ed2go.com/marketing-resources/funding/>

MyCAA
My Career Advancement Account
Education and Training for a Portable Career

Attention Military Spouses!
You can receive a \$4,000 MyCAA Scholarship to TRAIN ONLINE FOR A NEW CAREER

WANT \$4,000 TO TRAIN FOR A NEW CAREER?
START TODAY)
MILITARY SPOUSES - SEE IF YOU'RE ELIGIBLE!

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WANT \$4,000 TO TRAIN FOR A NEW CAREER?
START TODAY)
MILITARY SPOUSES MAY BE ELIGIBLE!

CAREER TRAINING PROGRAM FEATURES INCLUDE:

- Dedicated advisors and counselors will help you find a training program that best fits your interests.
- Start your training, on your schedule.
- 24/7 Access allows you to learn around your busy schedule.
- Earn industry recognized certifications.
- Many programs include a voucher to take the certification exam.
- Your Customer 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 Marine 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.

CATEGORIES:

- Auto and Field
- Business
- Computer Applications
- Construction and Trades
- Health and Fitness
- Hospitality
- Information Technology
- Language
- Legal
- Teacher/Professional Development
- Writing

Over 200 Programs in a Career Field!

Get Started or Learn More, Visit: mycaa.cc/benefits

enter school name here
First Name Last • (000) 000-0000 • name@email.com

Next Steps

Your Account Manager will be following up with you to answer any questions, walk you through the set-up process, or help you maximize your existing MyCAA enrollments.

<https://aiportal.acc.af.mil/mycaa/SchoolResources/Default.aspx>

The screenshot shows the 'my Career Advancement Account' website. The header includes the logo, the tagline 'Apply. Advance. Achieve.', and contact information for a certified Career Counselor at 800-342-9647. A navigation bar contains links for Home, Resources, Careers, Schools & Programs, and For Institutions. The main content area is titled 'For Institutions' and welcomes users to the Spouse Education and Career Opportunities program's My Career Advancement Account Scholarship. It provides a brief overview of the onboarding process and lists five key resources: On-Boarding, Marketing, Quick Reference Guide, Contact Us, and Collateral Materials. At the bottom, there is a section for 'Schools and Institutions "Tip" of the Month' and a note about program completion data.

We look forward to connecting with you and growing your MyCAA enrollments

Thank you **for Attending**



A recording of this webinar and the slides will be available soon on the partner marketing site, under the webinars/best practices tab