



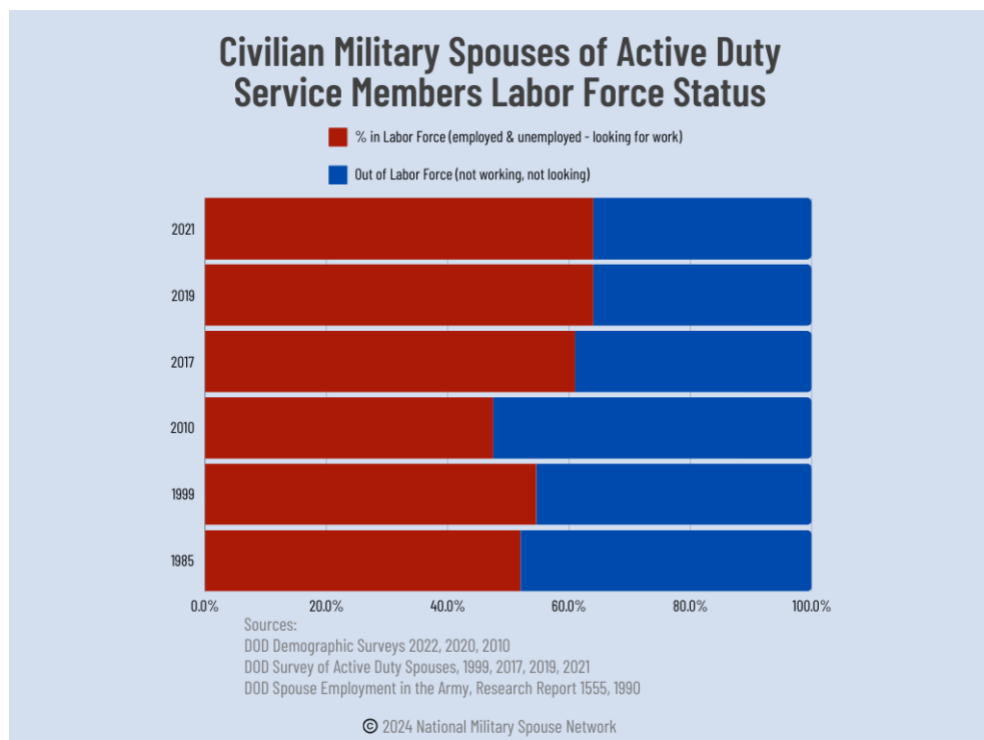
**EMPOWERING TODAY'S MILITARY SPOUSES WITH A CAREER
& LIFE PATHWAY THAT MOVES WITH THEM.**



Answering the Call: Why Military Spouses Need Career Support

Spouses of active-duty military members make significant sacrifices in support of their loved ones. While most Americans are aware of the hardships faced by deployed service members, the daily, quiet sacrifices of their spouses often go unnoticed. Frequent relocations, extended solo parenting during deployments and training, lack of available and affordable childcare, and the constant demands of military life create major barriers to establishing and maintaining a fulfilling career. These challenges can leave spouses professionally neglected, financially strained, and struggling with an identity crisis as their own ambitions are sidelined.

Even when military spouses try to pursue a career, the demands, unpredictable hours, and reoccurring moves mean they often carry a disproportionate share of family responsibilities, limiting their ability to work outside the home. As a result, nearly one-quarter of military spouses remain unemployed, a figure that has barely changed in over a decade, and over half of those who are employed report being underemployed.



The impact of this issue stretches far beyond individual families. High military spouse unemployment correlates with increased mental health challenges, higher dependence on social services, and contributes directly to lower military retention. Dissatisfaction at home can influence whether a service member chooses to stay in the military. If the military is to remain strong, resilient, and competitive, it must fully support not just the service member, but their family by starting with career solutions for spouses who are also answering the call in their own way, every day.

Beyond Jobs: A Pathway to Mobility, Growth & Stability

Traditional employment programs often fall short for military spouses. While connecting individuals to job opportunities is important, it's not enough, especially when spouses face a move every two to three years. What military families need is a career and life pathway that moves with them. "Next Mission: You" is designed to go the distance. We focus on modern, realistic, long-term support that empowers military spouses to thrive in every aspect of life. That includes **job-centric upskilling**—equipping military spouses with in-demand skills tailored to local and national job markets. Whether it's tech, healthcare, or business, upskilling opens doors to careers that are flexible, portable, and future-proof.

Introducing "Next Mission: You"

Our program, a digital platform with courses, workshops, events, community, and resources, is designed to empower military spouses by providing them with the tools, skills, and support necessary to build meaningful careers, no matter where life takes them. Through flexible, self-paced learning, we accommodate the unpredictable nature of military life, offering options

to pause and catch up as needed. The program also includes reputable online certifications, ensuring spouses gain current, in-demand credentials that are transferable across locations and industries. In addition to training, personalized career coaching helps participants start fresh, reenter the workforce, or advance their careers.

We recognize the emotional toll of military life. Our *life-first learning model* prioritizes mental wellness and family balance, supporting participants as they pursue their career goals. We foster a supportive community through mentorship, discussion forums, virtual coffee chats, and networking mixers, creating opportunities for authentic connection and encouragement. To balance out the experience, we offer holistic workshops covering mental health, financial planning, parenting strategies, and time management—because we believe thriving at home and in your career go together.

“Next Mission: You” goes beyond traditional skill-building. It supports the whole military spouse, e.g., career development, mental resilience, community connection, and family life management, because thriving in all areas leads to stronger, sustainable careers. Whether you’re starting fresh, reentering the workforce, or aiming to grow your career, “Next Mission: You” empowers you to pursue your ambitions without sacrificing your role as a military spouse.

While resources like MySECO and Udemy exist, they are designed for broad audiences, not specifically for military spouses. “Next Mission: You” specializes in the military spouse experience. Unlike Udemy, which offers military members a one-year free subscription to thousands of courses in a "buffet" style, “Next Mission: You” provides a curated, PCS-proof career path. We focus on careers that are truly remote or highly flexible, such as freelance writing, virtual healthcare administration, project management, UX design, and tech support, creating pathways that are realistic and sustainable for the unique demands of military life. We

stay on top of career and market trends to provide military spouses with skills and support that are applicable and truly make a difference in the long term.

MySECO offers some valuable resources like career coaching, scholarships, resume building, and job search tools, yet it falls short in providing education, skill development, and interactive support. It is free but often feels clunky, outdated, and lacks the personal, community-driven experience that military spouses need to thrive. “Next Mission: You” aims to bring something truly different, an experience, a community, and support like never before.

“Next Mission: You” brings something different

- Strong, inspiring branding (think empowering mission patches)
- An empowering, focused mission built around real military spouse needs
- Whole-person support: career, confidence, mental wellness, and community
- An “elite club” mentality that builds pride, belonging, and momentum

We don’t just help military spouses find jobs — we help them build confidence, meet them where they are, and support their journey each step of the way.

The Mission: Clear and Impactful

The primary marketing goal for “Next Mission: You” is to build national awareness of the campaign and earn the trust and respect of military spouses by meeting them where they are. We aim to position “Next Mission: You” as the leading, most supportive career and life development program for military spouses. Our objectives are centered around direct engagement within the community, strategic partnerships with reputable organizations, and measurable brand growth.

We will launch a nationwide duty station tour, visiting key military duty installations to host interactive events that introduce the program, provide valuable workshops, and gather real-time feedback from spouses to ensure their voices shape the future of “Next Mission: You.” We will also conduct targeted surveys in military spouse Facebook groups and online communities to better understand their needs and continuously improve our offerings.

Additionally, we will build strategic partnerships with respected platforms like [LinkedIn Learning](#) and [Flex Jobs](#) to expand training options and career pathways. We will explore collaborations with organizations like [Blue Star Families](#), the [Military Spouse Employment Partnership](#) (MSEP), and [USO](#) to strengthen our network, reputation, and visibility.

Key measurable objectives for “Next Mission: You” include:

- Achieve **10,000 website visitors** in the first six months
- Grow social media presence to **25,000 followers**
- Collect **1,000 survey responses** within two months
- Host **live events at 20 major military installations** in the first year
- Generate at least **500 program applications** by year two

Every marketing effort will focus on building awareness, trust, and a sense of belonging, ensuring that “Next Mission: You” becomes a household name among military families seeking career and lifestyle empowerment.

Serving Those Who Serve at Home

In the United States, there are more than 1 million active-duty, Guard, and Reserve military spouses, over 15 million military veteran spouses, and an estimated 5.8 million

surviving spouses of veterans. Despite being highly educated, resilient, diverse, adaptable, resourceful, entrepreneurial, socially aware, civically engaged, team-oriented, and expert multitaskers, military spouses remain overlooked and underserved when it comes to career opportunities. These strengths are unique to the military spouse community, yet there is a lack of research and data that makes a compelling case for hiring them.

Military spouses are three times more likely than civilians to be unemployed, and 33% report being underemployed relative to their education and skill levels. According to a 2021 survey of active-duty military spouses, one in four reported low or very low food security, and the percentage of spouses who favor their service member remaining on active duty continues to decline. Sixty-four percent of military spouses participate in the labor force, yet 21% remain unemployed. On average, unemployed spouses spend 19 weeks searching for work— a sign of systemic barriers, not lack of motivation.

The Department of Defense is facing one of the most challenging environments for military recruitment and retention in the past 50 years. According to the Office of People Analytics, even before the COVID-19 pandemic, key indicators like retention, satisfaction with military life, satisfaction with total compensation, and personal readiness declined compared to the previous years. More than one-third of military personnel reported experiencing heightened personal and professional stress. This increase in



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stress contributes directly to lower active-duty retention. Supporting military spouses, and improving the overall military family experience, would play a critical role in stabilizing and strengthening retention efforts.

“The military does not understand that as our AD members go out and fight the fight, we do everything at home. We lose ‘ourselves.’ Being employed is a way to have something of our own. The military can help with programs for spouses to find jobs in their career field.”
– Junior Officer Spouse, Military OneSource Research & Findings

“My sponsor’s service and assignment overseas has forced me to seek employment OCONUS with little to no support from the Department of Defense...I am now unemployed and have restricted options for continuing employment in my previous career field or with the federal government.”
– Junior Enlisted Spouse, Military OneSource Research & Findings

Meet Our Frontline: The Military Spouse

The primary audience for Next Mission: You is active-duty military spouses, primarily ages 20 to 40, who face frequent relocations, disrupted career paths, and unique identity challenges. Many are highly educated or just starting their professional journey and are seeking remote, flexible, and meaningful work that moves with them. They are motivated, capable, and ready for growth, but need targeted support designed specifically for the military lifestyle.

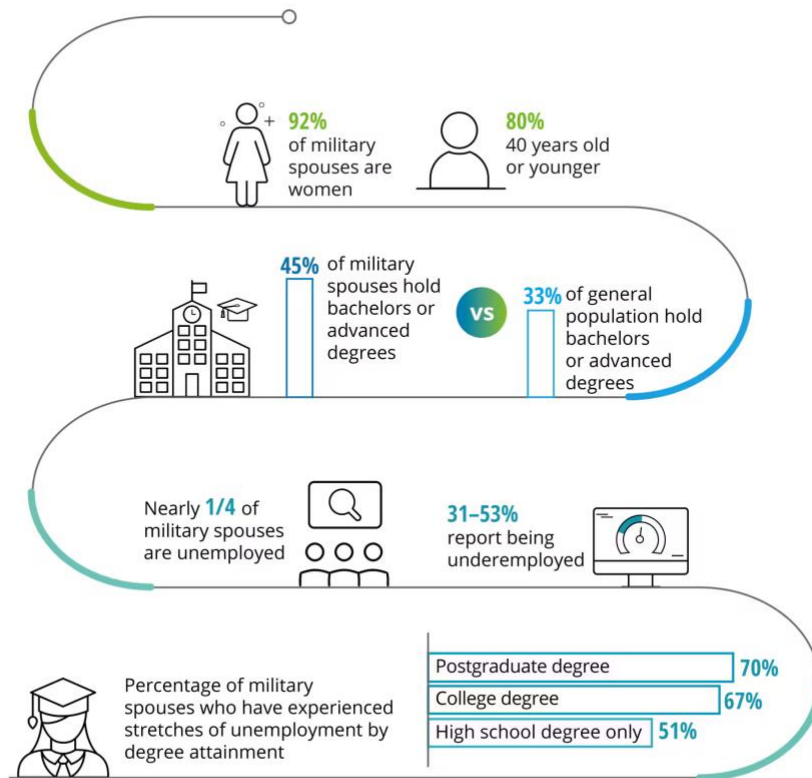
Key characteristics include:

- Frequent relocation and career disruption
- College-educated or career-oriented
- Desire for remote, portable work
- Navigating financial and identity challenges
- Strong motivation for self-development and stability

While the majority of military spouses are women, “Next Mission: You” is built to support spouses of all genders, backgrounds, and experiences.

FIGURE 1

Who are military spouses?



Sources: Blue Star Families, *Military Family Lifestyle Survey*, 2018; Office of People Analytics, *2017 Survey of Active Duty Spouses*, 2017.

Deloitte Insights | deloitte.com/insights

The Secondary Audience

Next Mission: You also recognizes a secondary audience of transitioning military spouses whose partners are nearing separation or retirement and are looking to establish career stability as the military chapter closes. Separation from the military can be a difficult time for spouses, filled with unknown factors and barriers. These individuals may benefit from certifications and job placements, but even more crucial are transitional services that support this shift. These services include financial planning assistance to understand changes in benefits, emotional

wellness workshops to help spouses cope with identity and lifestyle changes, and relocation resources and workshops to ease the stress of major adjustments. These services would ensure spouses and families can thrive during the transition to civilian life.

Pathways to Connection: Mission-Driven Marketing

“Next Mission: You” is positioned as a modern, accessible, and trustworthy resource for military spouses seeking career support, personal development, and community connection. Recognizing the mobile and often unpredictable nature of military life, we are committed to offering multiple access points—both in-person and online—to meet military spouses where they are, when they need it. This section outlines how we will reach, serve, and build trust with military spouses through a mission-driven, multidimensional marketing strategy that prioritizes accessibility and authentic engagement.

How the Mission Comes Alive

1. Nationwide Tour & Local Community Engagement

We will launch a nationwide tour to visit 20 military duty stations within the first year. These interactive events will introduce “Next Mission: You,” deliver career and life workshops, provide in-person support, and gather real-time feedback to refine the program. This dynamic, community-centered approach ensures we remain responsive to the evolving needs of military spouses—something many government-run programs fail to do.

2. Digital Outreach & Social Media Campaigns

We will leverage Facebook, Instagram, and LinkedIn to reach military spouses with

targeted ads and organic content focused on their unique challenges. Authenticity is key and our content will steer clear of salesy language and instead foster a tone of transparency and genuine support. Social media will also promote live events, share testimonials, and inspire engagement.

3. Surveys & Focus Groups

We will gather insights through targeted surveys in military spouse Facebook groups and other online communities. Virtual focus groups and “town halls” will allow for deeper, more personal feedback and connection, helping us shape the program based on real experiences.

4. Strategic Partnerships & Collaborations

Collaborations with trusted platforms like LinkedIn Learning, FlexJobs, the USO, and Blue Star Families will expand our reach and resources. These partnerships enhance credibility and provide access to additional training, networks, and tools for military spouses.

5. Email Marketing & Community Engagement

We will build a strong email list through live events and in-person pop-ups (e.g., at Exchanges), enabling us to stay in touch with updates, success stories, advice, and encouragement. Our tone will be consistently supportive and non-commercial.

6. Content Marketing & Blog

A regularly updated blog will offer content on career growth, mental health, parenting, and navigating military life. This not only drives traffic to our website but also builds trust and thought leadership. Blog content will be amplified via social media and newsletters.

7. Ambassador Program

Military spouses will be invited to serve as program ambassadors at their local duty stations. These volunteers will host pop-ups at local events and markets, helping grow the community through word-of-mouth and peer connection—one of the most trusted forms of communication in military life.

By combining a robust in-person presence with meaningful digital engagement, “Next Mission: You” can become a trusted and sought after resource in military spouse communities. No matter where they are on their journey, spouses will be able to discover, connect with, and benefit from the platform.

From Isolation to Empowerment Promotion Strategy

While the marketing strategy focuses on how the program is delivered, the promotion strategy defines how we communicate its value in a way that resonates deeply with military spouses. Our approach is informed by extensive research and real feedback gathered from military spouse communities, including Facebook groups, forums, and launch events. Our promotional strategy centers on three pillars: authenticity, accessibility, and community. We aim to break through noise, mistrust, and overwhelm by being a source of clarity, encouragement, and meaningful support.

Mobilizing the Mission

1. Social Media Campaigns

We will develop social media content using real language and stories from military spouses. Instead of polished corporate marketing, our posts and ads will emphasize relatability and sincerity. This tone will set us apart from sales-driven outreach many spouses are wary of, helping us build trust and long-term engagement.

2. Email Marketing and Newsletters

Through email sign-ups at events and online channels, we will deliver regular newsletters offering career advice, program updates, free workshops, and personal stories. Content will always focus on support, not sales. Regular communication will help reinforce connection and value.

3. Local Events and Community Engagement

In-person workshops and pop-up events will bring the program into physical spaces where military spouses live and gather. Our volunteer ambassadors, spouses themselves, will be central to this grassroots strategy, providing peer-to-peer encouragement and building credibility within their communities.

4. Strategic Partnerships

We will highlight collaborations with respected organizations like Blue Star Families, FlexJobs, the USO, and LinkedIn. Co-branded content and joint initiatives will extend reach and build trust.

5. Blog and Content Marketing

Our blog will be a key promotional tool, offering content that addresses military life, mental health, parenting, organizational skills, and career growth. These posts will be

distributed through social media and newsletters, reinforcing our identity as a knowledgeable, compassionate, and mission-centered resource.

Insights That Inspire Action

- **Military spouses value authenticity.**

They are often targeted by multi-level marketing and skeptical of anything that feels sales-driven. Promotions must prioritize transparency, real stories, and community support.

- **Flexibility is non-negotiable.**

With frequent relocations, including international ones, military spouses need online programs accessible from anywhere, at any time. Our messaging will emphasize this.

- **Community and connection matter deeply.**

Feelings of isolation are common, especially after relocation. Our promotions will emphasize belonging, shared growth, and supportive networks.

- **Spouses are wary of bureaucratic programs.**

Many have had disappointing experiences with outdated, rigid government programs. “Next Mission: You” will be positioned as modern and responsive to real needs.

- **They rely on peer recommendations.**

Word-of-mouth and social proof matter. Our testimonials, ambassador program, and community-building tactics will encourage referrals and deeper engagement.

By aligning with the real values, behaviors, and needs of military spouses, “Next Mission: You” will stand apart, not as just another program, but as a trusted ally.

Where Military Spouses Can Find “Next Mission: You”

Military spouses can discover Next Mission: You through multiple convenient and accessible channels. We'll promote it across military spouse support networks, through ambassadors at pop-up events and community gatherings, at career centers on bases, and on social media platforms. Partnerships with organizations like Blue Star Families, USO, and LinkedIn will further amplify the reach. Leadership within Family Readiness Groups will be briefed on the program, helping spread the word quickly to both newcomers and current families.

The “Next Mission: You” Experience

“Next Mission: You” is delivered entirely online to maximize flexibility and accessibility for military spouses. Upon enrollment, users gain immediate access to a self-paced digital platform with interactive modules, downloadable resources, video tutorials, and live support — available 24/7 from anywhere in the world. Understanding that not everyone is ready to commit right away, we offer an extensive range of free, high-value content including blogs, resource lists, webinars, and community forums. Our goal is to serve all military spouses, meeting them exactly where they are and supporting them at every stage of their journey.

Funding Strategy

“Next Mission: You” is built on the belief that when individuals invest in themselves, even modestly, they’re more likely to stay committed and fully engage with the experience. At the same time, we recognize the financial strain many military families face. Our funding model balances both realities through a hybrid approach:

- **Low-Cost Program Fees for Participants**

Core programs will include a small enrollment fee (e.g., \$25–\$100) designed to promote accountability and commitment. This fee reinforces the value of the program while remaining affordable.

- **Sliding Scale & Scholarship Options**

To ensure no motivated spouse is turned away due to financial hardship, we will offer sliding scale pricing and full scholarships funded by partners and donors.

- **Government Grants & Nonprofit Partnerships**

We'll apply for federal and state grants aimed at military spouse employment and family resilience, and collaborate with nonprofits aligned with career advancement and mental health.

- **Corporate Sponsorships**

Brands committed to military communities will be invited to co-sponsor a program, offer their own services (like resume platforms or learning tools), and participate in live events.

This approach ensures that participants are both invested and supported, helping “Next Mission: You” foster real growth, deeper engagement, and long-term impact.

Identification of Media Resources and Strategy

To effectively reach and engage military spouses across the country, “Next Mission: You” will employ a strategic mix of digital, social, and community-based media channels. Each outlet is selected for its accessibility to our audience, ability to build trust, and capacity to promote engagement. This multifaceted media strategy is designed not only to raise awareness, but also to foster meaningful connection, establish program credibility, and drive ongoing engagement and

participation. We will implement a monthly content calendar to ensure consistency and strategic alignment across all media channels. Content themes will rotate around empowerment, career tools, success stories, upcoming events, and user interaction to maintain engagement.

Instagram: Visual Storytelling & Community Building

Instagram is an essential platform for reaching millennial and Gen Z military spouses, offering high engagement rates and a strong culture of storytelling. We will post 4–5 times per week, using a mix of reels, carousels, and story content. Our posts will feature uplifting testimonials from participants, career tips tailored to mobile lifestyles, visuals that reinforce identity, confidence, and growth, and reminders for events and application deadlines. Our goal is to grow our Instagram following to 25,000 within the first year, with an average engagement rate of 3% or higher.

Facebook: Localized Engagement & Group Interaction

Facebook remains a highly relevant platform for connecting with family-focused audiences, especially for local and installation-specific community building. We will maintain an active Facebook page and also participate in spouse-focused groups near military installations. Content will include live Q&As, spouse spotlight features, and downloadable resources. Paid Facebook ads will also target key locations and demographic profiles to raise awareness.

LinkedIn: Professional Credibility & Employer Visibility

LinkedIn provides professional credibility and is especially relevant for spouses pursuing corporate careers or remote roles. We will use this platform to highlight employer partners, announce new training programs, and highlight military spouses hired through successful

completion of our programs. This strengthens professional perception of the program and helps build bridges with hiring companies.

Email Marketing: Personalized, Ongoing Engagement

Email remains one of the most reliable ways to engage and retain interest over time. After initial sign-up, users will receive a welcome sequence that introduces them to our mission and offerings. We'll follow this with a weekly newsletter that includes upcoming events, resources and tips, success stories, and motivational content such as goal-setting prompts, confidence-building exercises, and personal development stories.. We aim to achieve a 35% open rate on email campaigns and convert at least 5% of recipients into program applicants.

Paid Ads & Search Marketing: Expanding Targeted Reach

To expand reach beyond organic traffic, we will allocate a budget to targeted paid ads across Facebook, Instagram, and Google. Search engine marketing will focus on keywords like “remote jobs for military spouses,” “flexible careers,” and “military spouse support.” Social ads will be geo-targeted to ZIP codes surrounding active-duty installations. These efforts will drive traffic to our website and event registration pages.

Guidelines for Implementation: Considerations, Constraints, and Ethical Concerns

Successfully implementing “Next Mission: You” requires a thoughtful approach that considers the unique needs and challenges of military spouses. One of the most important factors is accessibility. Given that many spouses relocate frequently or live in remote areas, the program must be mobile-friendly and low-bandwidth compatible to ensure everyone can participate

regardless of location. In addition, staff and instructors must be well-versed in military culture, as cultural competence is key to building trust and providing relevant support.

There are also significant constraints to consider. Funding and long-term sustainability will be critical challenges, especially if the program is nonprofit or government-funded. It must be scalable while maintaining high-quality resources. Collaboration with military institutions can involve complex bureaucratic hurdles, and all content must align with Department of Defense regulations. Additionally, because participants often juggle deployments, caregiving, and unpredictable schedules, all program elements should remain flexible and self-paced.

Ethical and legal concerns must also be implemented in the program's design. Protecting participant privacy is essential, especially when discussing mental health. All data must be handled in compliance with HIPAA and other applicable regulations. The program should also promote non-discrimination, welcoming spouses of all backgrounds and identities. Finally, transparency in marketing and communication is vital—the campaign should never overpromise results but instead focus on empowerment and realistic growth.

By proactively addressing these issues, “Next Mission: You” can remain not only effective but also trustworthy and inclusive, ensuring that military spouses feel seen, supported, and valued.

The Evaluation of Effectiveness

Evaluating the success of “Next Mission: You” requires a multidimensional approach, as the campaign's success relies on long-term personal growth, connection, and empowerment among military spouses. Therefore, the evaluation should blend both quantitative and qualitative metrics to capture the full impact.

One of the most immediate indicators of success will be participation and attendance rates. Tracking how many military spouses sign up for a program, complete modules, attend virtual sessions, engage with services, and ultimately secure a career, will provide baseline data on our impact. These analytics should be monitored monthly to identify growth trends.

Social media activity will also be a vital measurement tool. By analyzing likes, shares, comments, and click-through rates on campaign content, “Next Mission: You” will be able to monitor the level of engagement and how well the messaging resonates with the audience. A spike in shares or tagged posts, for instance, may indicate a strong emotional connection to the mission. Metrics such as follower growth, hashtag usage (e.g., #NextMissionYou), and sentiment analysis from comments can offer deeper insight into audience perception.

Another key area of evaluation is user feedback and satisfaction. Post-program surveys can ask participants to rate their experience, perceived value, and likelihood to recommend the program to others. This qualitative data can uncover themes around what participants found most meaningful and where improvements can be made. Including open-ended responses will allow for more personal and actionable feedback. Including a feedback link in the footer of email marketing and the website will allow user evaluation at any time in their journey.

To evaluate broader impact, the campaign could also look at pre- and post-program self-assessments of confidence, career readiness, or sense of community. Participants could complete short reflective questionnaires at the start and end of their involvement. This would help determine if the program is meeting its deeper goals of helping spouses feel more confident, connected, and prepared for the demands of the military lifestyle.

Ultimately, no single data point will define the campaign’s effectiveness. Instead, a balanced approach that includes participation rates, social media analytics, satisfaction surveys,

and outcome-based reflections will provide a full picture of whether “Next Mission: You” is making a meaningful difference in the lives of military spouses and their families.

The Mission Starts Here

“Next Mission: You” isn’t just a platform, it’s a commitment to empowering military spouses to rediscover their purpose, build a future that feels like their own, and shine a light on an overlooked community. By providing meaningful, applicable resources, fostering genuine connection, and uplifting individuals, we aim to create a movement that says: *You matter. Your goals matter. And your next mission starts now.*

Together, we can build a campaign that supports, strengthens, and celebrates the resilience of military spouses, ensuring they are seen, valued, and no longer left behind.

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