

VETERANS TALENT: AN OPEN DATA COLLABORATION – FACTSHEET

SUMMARY

Imagine a world in which a veteran returning home from service can immediately determine where her skills are most in demand, where she is most likely to find employers eager to hire her.

Imagine a world in which employers can find pools of untapped talent throughout the country – places where hardworking and highly-skilled veterans have been unable to find open jobs that match their skillset.

Veterans Talent demonstrates the power of open data, when visualized in a compelling manner, in helping bridge the gap between our men and women leaving military service and the employers who want to hire them.

As a proof of concept for that principle, the interactive maps built by Chris Walker of Mic, a leading news and media company for young people, and featured on the *Veterans Talent* website allow a user to toggle between data sets and quickly compare and contrast the supply and demand of veterans' skills at a county level.

The Duffield Family Foundation, in collaboration with Hunch Analytics and a voluntary network of partners, including LinkedIn, Monster, PayScale, Glassdoor, and Georgetown University, is proud to present this unique digital snapshot of the labor market in support of veterans around the country.

Veterans Talent, hosted at www.VeteransTalent.io, presents an easy-to-use, nationwide skills map of more than 600,000 veterans across the country. It also provides a unique means of comparing these skills to those in demand by employers who have made a veteran hiring commitment. Combined with data on pay ranges, regional occupation growth, veteran educational and credential attainment, *Veterans Talent* provides, in an open source manner, the richest snapshot of the American labor market currently available to policymakers, researchers, human capital professionals, veterans and their advocates.

COMPONENTS

Veterans Talent features:

- An interactive national map, visualizing data on unemployed veterans and employers who have made a veteran hiring commitment
- Introductory video with former United States Chief Technology Officer Aneesh Chopra, Senior Fellow at the Center for New American Security Phil Carter, Vice President

“The pool of returning service people is full of diverse and talented individuals who find it difficult to translate their skills, experience and competencies into the language of business. It proves frustrating because so many American employers are committed to hiring our heroes, yet have trouble executing on this promise and continue to struggle in finding enough qualified workers to stay competitive. We believe there is an opportunity to bridge this skills gap by applying the best of American ingenuity to this vexing problem. Veterans Talent harnesses the power of modern data harvesting and analysis techniques to bring greater transparency to the largely untapped talent pool of veterans.”

Leighanne Levensaler, Vice President of Human Capital Management Products, Workday

at Workday Leighanne Levensaler, and Senior Employment Advisor at the U.S. Department of Veterans Affairs Rosye Cloud.

- Insightful blog posts authored by leaders in academia, pioneering firms at the intersection of technology and the workforce, public sector leaders, and advocates for veterans
- Five key policy recommendations developed in conjunction with the Center for American Progress and collected in a white paper, “Five Policies for Improving Data Use to Accelerate Veteran Employment”

“The growing emphasis on data-driven jobs research, such as the work that is being done by the network of partners that built Veterans Talent: An Open Data Collaboration, means we are moving closer to understanding what it takes for job seekers to succeed, even in a competitive economy.”

**- Martin Scaglione,
President and CEO, Hope
Street Group**

THE DATA VIEWS ENABLED BY *VETERANS TALENT* INCLUDE:

Veterans – Click on a county on the map to find:

- Skills taken from resumes of more than 600,000 self-identified veterans posted on Monster.com
- Educational credentials and years of experience
- A snapshot of a state’s veteran unemployment data and an illustration of what is possible when state leaders open their data – information on the group of veterans enrolled in Virginia’s unemployment insurance

Employers – Click on a county on the map to find:

- Skills extracted and inferred from more than 500,000 job postings tagged with a “veteran hiring commitment,” aggregated at the county level across the U.S.

SOME INITIAL FINDINGS

VETERANS:

The most frequently listed skills¹ from veterans who had posted a resume in Monster in the spring of 2014 were:

1. English Language
2. Customer Support/Service
3. Training/Teaching
4. Sales
5. Microsoft Excel
6. Time Management
7. Microsoft Word
8. Analysis Skills
9. Problem Solving Skills
10. Military

EMPLOYERS:

The most common skills² requested by employers who made a veteran hiring commitment in the spring of 2014 were:

1. Leadership
2. Analysis
3. Human Resources
4. Training
5. Recruiting
6. Problem Solving
7. Networking
8. Presentations
9. Access
10. Finance

“Veterans Talent is one of the first tools of its kind that captures and maps skill data onto veteran skills-gap visualization maps by pulling from virtually every source of tagged career data.”

Eric Eversole, Executive Director, Hiring Our Heroes, U.S. Chamber of Commerce Foundation

¹ Monster.com allows users to self-populate their own skills

² LinkedIn allows users to choose from a library of skills

Around 14% of the entry level IT-related jobs in the top 10 cities could be filled by veterans

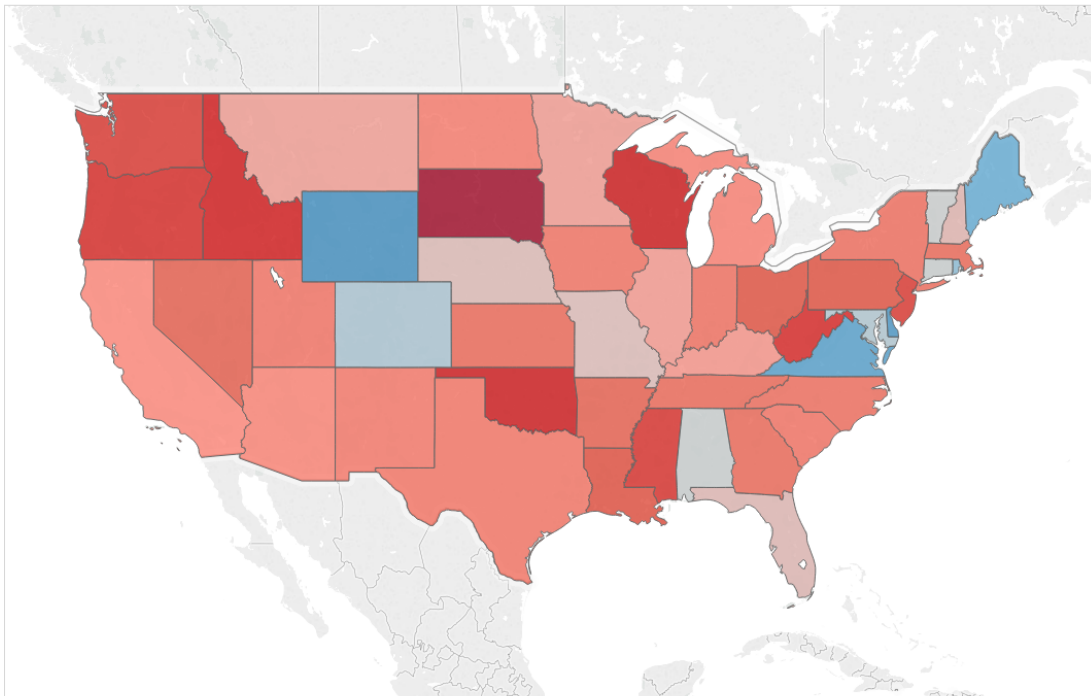
Fifty-three percent of today's IT-related jobs are concentrated in ten cities – the Bay Area, Philadelphia, New York, Chicago, Dallas, Washington, Atlanta, Seattle, Boston, and Los Angeles. According to research conducted by the Corporate Executive Board, there are nearly 9,253 veterans in these cities with the demonstrated aptitude to learn IT and related skills, and to fill those jobs quickly.³

Veterans are more likely to report underemployment

Workers with military experience report being “underemployed” 14 percent more often than nonveterans. Navy veterans report being underemployed 19 percent more often than all U.S. workers, and Air Force veterans report being underemployed 26 percent more.⁴

Veterans are more likely to be overeducated for their current job

Difference in Veterans vs Non-Veterans Overeducation by State



Map based on Longitude (generated) and Latitude (generated). Color shows sum of Difference. Details are shown for State.

Figure 1: Credit - Robert K. Ackerman (red = more veterans overeducated; blue = more nonveterans overeducated)

Job seeking veterans are younger, and attend schools with worse outcomes than nonveterans

These resumes tend to be posted by younger veterans, with an average estimated age of 31. In the Monster database, the average veteran has conducted his or her highest level of education at an institution with an on-time graduation rate of just 24 percent, whereas the U.S. rate is 38 percent.

³ Jesse Levin, Corporate Executive Board, “Veteran Workforce”

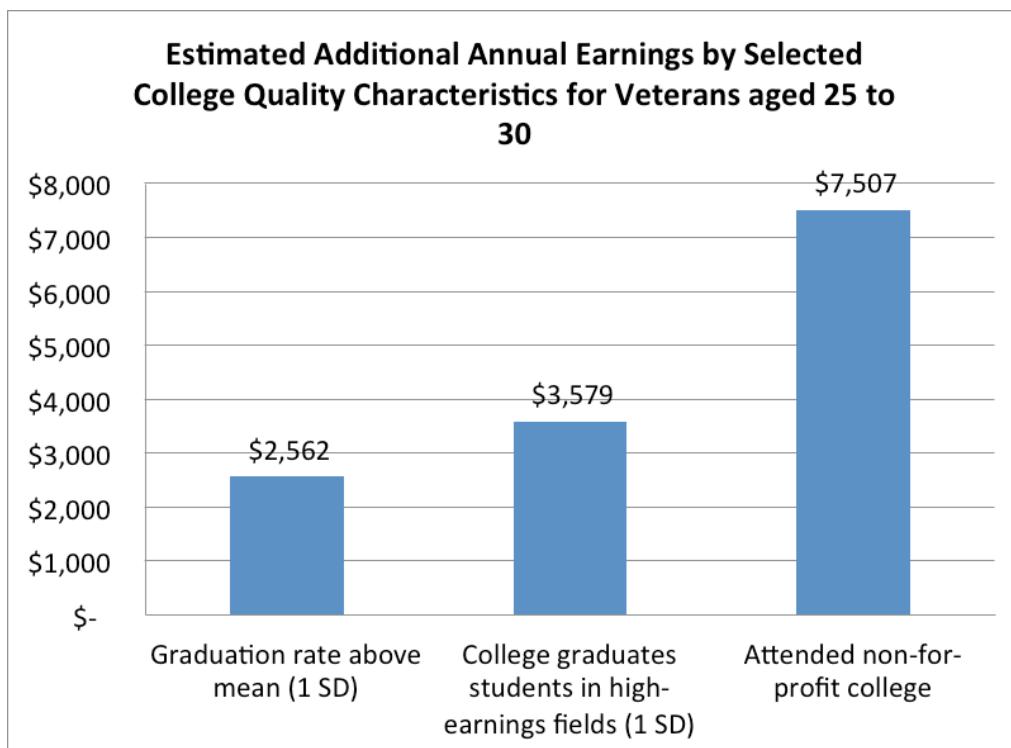
⁴ Lydia Frank, PayScale, “Underemployment Among Military Veterans”

Compared to older veterans, younger veterans are significantly more likely to have attended a for-profit college, one with a lower graduation rate or lower test scores.⁵

Private-for-profit colleges reduce expected earnings, and non-for-profit colleges increase expected earnings for job seeking veterans

Attending a private-for-profit college reduces expected earnings (based on the average earnings of the occupation listed in the resume) by 19 percent. A 20 percentage point increase in the graduation rate lifts earnings by 4 percent. Even attending a school in which more students study in higher-paying majors increases expected earnings.

These findings are translated into dollars of additional earnings in the figure below, using mean earnings of \$66,000 as the baseline. The additional earnings hold constant the level and field of degree, age, work experience and metropolitan characteristics.⁶



⁵ Jonathan Rothwell, The Brookings Institution Metropolitan Policy Program, "What's Going on with Young Veterans in the Labor Market?"

⁶ Ibid.

Counties with greater economic mobility tend to have a lower share of unemployed veterans

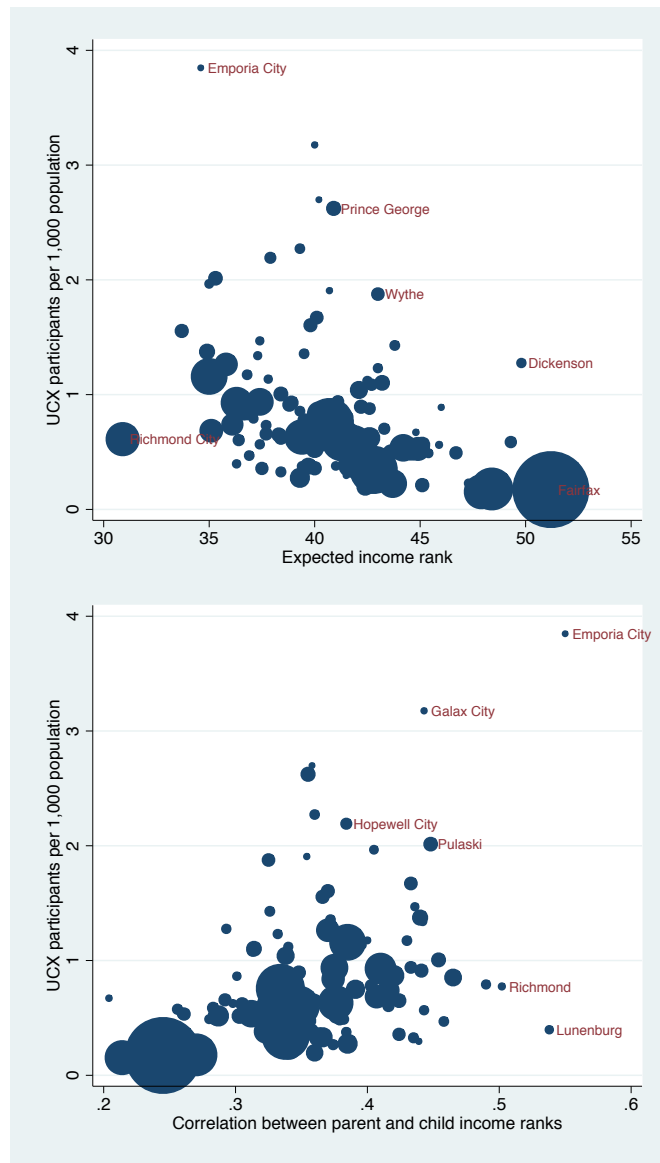


Figure 2: Virginia veteran UCX and UI participants per capita by county-level economic mobility, 2012 (Credit: John Parman)

More economic mobility benefits veterans less than nonveterans

Using the unemployment rates by county in Virginia from the American Community Survey, one finds that an increase in mobility is associated with a small reduction in veteran unemployment rates while it leads to substantially larger reduction in non-veteran unemployment rates. A one standard deviation increase in absolute mobility reduces veteran unemployment by one percentage point while it reduces non-veteran unemployment by 2.4 percentage points.⁷ (Credit: John Parman)

⁷ John Parman, College of William and Mary and NBER, "Why Veteran Unemployment is Different: Social Mobility and Unemployment Claims Data"

POLICY RECOMMENDATIONS

Veterans Talent has inspired a deep reflection on the policy framework around the labor market for veterans, and recommendations based on those reflections are provided in a white paper authored by Aneesh Chopra, published by the Center for American Progress, and entitled “[5 Policies for Improving Data Use to Accelerate Veteran Employment](#).”⁸

The policy paper outlines five key recommendations:

1. Open more government data, such as timely, aggregate information on the skills profile of unemployed veterans
2. Launch a JobsData.gov platform that pools together job market data and encourages app developers to use that data
3. Modernize O*NET, the current primary database for information on occupations, skills, and related variables
4. Convene the private sector to populate an open-source, ground-up taxonomy and hierarchy for job skills
5. Encourage accelerated learning pathways

PARTNERS AND CONTRIBUTORS

This project was sponsored by The Duffield Family Foundation and executed by volunteers at Workday and Mic.com, as well as Hunch Analytics and a broad coalition of data partners, including:

- LinkedIn
- Monster.com
- Glassdoor
- PayScale
- Georgetown University’s Center on Education and the Workforce
- The Commonwealth of Virginia State Council of Higher Education for Virginia

Valuable partners for review and analysis of this data include:

- United States Department of Veteran Affairs
- Iraq and Afghanistan Veterans of America
- Center for American Progress
- Center for a New American Security

“This project reflects the Center’s and other partners’ commitment to the goal of helping veterans make smooth and effective job transitions. It also shows the potential of assembling and integrating an array of public and private datasets that are typically disconnected.”

**- Anthony Carnevale,
Director and Research
Professor, Georgetown
University Center on
Education and the
Workforce**

⁸ Available at <http://www.americanprogress.org/issues/labor/report/2014/09/17/97333>