

Economic Mobility for Veteran and Military Families Case Study: Building a Hub for Opportunity

Challenge: Veterans, military personnel, and their families face significant barriers to economic mobility, including high unemployment, challenges in translating military-acquired skills to civilian roles, and limited access to support services. Statistics underscore the issue: a substantial percentage of veterans transition out of their civilian careers within a short period, and many military spouses encounter underemployment. These challenges highlight the need for streamlined access to services and innovative solutions to enhance economic mobility for this community.

Strategic Direction: To address these challenges, JFF Labs partnered with D. E. Williams & Company and IncioX to develop a comprehensive strategy and implementation plan for the Economic Mobility for Veteran and Military Families initiative. This collaboration aimed to position JFF as a central hub within the military and veteran ecosystem, facilitating connections to existing services and fostering innovative solutions to improve economic outcomes.

Acceleration: The team refined the initiative's vision and strategy through consultations with veteran and military experts, military spouses, and relevant organizations. They collaborated with JFF Labs to define success metrics and identify potential partnerships, culminating in an executive brief and presentation to the JFF Labs Advisory Committee, which included the JFF CEO, board members, and independent advisors. The Advisory Committee approved the strategy and recommended immediate funding for execution.

Product Development: The initiative was publicly announced through a virtual salon hosted by JFF Labs, featuring subject matter experts, veterans, military spouses, and employers connected to the military community. This event marked a significant step toward enhancing economic opportunities for veterans and military families.

Impact: The collaborative efforts of JFF Labs, D. E. Williams & Company, and IncioX have laid the groundwork for a transformative approach to supporting veterans and military families. By streamlining access to services and fostering innovation, the initiative aims to improve economic mobility and career outcomes for this community significantly.