

# Career Development Specialist Tool Kit

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The Major Group, Inc.  
Virginia Beach, VA  
1-800-298-5226

[www.themajorgrouptraining.com](http://www.themajorgrouptraining.com)

Facebook page – <https://www.facebook.com/TheMajorGroupMyCAA>

Facebook student group- <https://www.facebook.com/groups/themajorgroup/>

Facebook TMG Rep group- TMG Rep Connect. (Secret group, join through another rep to keep our discussions private)

TMG Twitter- [https://twitter.com/TMG\\_Training](https://twitter.com/TMG_Training)

## **Important contact information:**

[Tmg.reps@themajorgrouptraining.com](mailto:Tmg.reps@themajorgrouptraining.com) is an email distribution list to all reps.

If you find a prospective student who is not in your area, please email the student's contact information to [amy.roberts@themajorgrouptraining.com](mailto:amy.roberts@themajorgrouptraining.com)

Brent Major, CEO [brent.major@themajorgrouptraining.com](mailto:brent.major@themajorgrouptraining.com)

Amy Roberts, SVP [amy.roberts@themajorgrouptraining.com](mailto:amy.roberts@themajorgrouptraining.com)

Kimberly Bolton, Office Manager [Kimberly.bolton@themajorgrouptraining.com](mailto:Kimberly.bolton@themajorgrouptraining.com)

Sandy K. Major, Payroll [kay.major@themajorgrouptraining.com](mailto:kay.major@themajorgrouptraining.com)

## **What to Expect as a new TMG Team Member**

- TMG kit will be mailed to you to include
  - Business cards
  - TJC & LIT printed brochures (will need labels)
  - When your first batch is running out, please email [Kimberly.bolton@themajorgrouptraining.com](mailto:Kimberly.bolton@themajorgrouptraining.com)
- You will receive a TMG Email account
  - Erin Gendron will set up and email login credentials
- You will have access to TMG rep portal on the website (access documents, training, info)
  - Login – firstname.lastname (kay.major)
  - Password: Information will be sent to you via email
- **Getting Started**
  - Suggested voice mail script
  - Suggested signature for emails
  - Sample phone scripts and email templates
  - Electronic Documents personalized with Career Development Specialist contact information
    - MyCAA program flyers (TJC and LIT)

- Application for each school
  - Book agreement for each course
  - Learning Plan for each course
- Pipeline
- Base Contact Manager
- Outreach Suggestions
- **Enrollment Process**
  - Sample enrollment email template
  - Electronic signature loan documents
  - TJC/LIT application
  - Learning plan with students Name and start/end dates
  - Send to [enrollments@themajorgrouptraining.com](mailto:enrollments@themajorgrouptraining.com)
  - Copy to Career Development Specialist
- **Student Follow-up and Referral Process**
  - Sample email for Shipment Notice/Referral
- **Email to Student From School**

## SUGGESTED VOICE MAIL RECORDING

Hi, you've reached (*your name*) with The Major Group, your local representative for military spouse Career training programs. I'm sorry I've missed your call, but please leave a name and number, so I can return your call very soon. **Students are turned off by music or generic voicemail recordings.**

## SUGGESTED EMAIL SIGNATURE

You may want to include the 800 number as well in your signature, as we have found that students sometimes call the office to get a question answered when they cannot reach you. We are your back-up support. If you insert this as the signature in your webmail, it will attach to each email you compose.

Your Name  
 Career Development Specialist  
 The Major Group, Inc.  
 Your phone number  
 Your.name@themajorgrouptraining.com  
[www.themajorgrouptraining.com](http://www.themajorgrouptraining.com)  
 1-800-298-5226  
*"Helping military spouses acquire MyCAA approved training for rewarding and portable careers"*

## SAMPLE PHONE SCRIPTS / EMAIL TEMPLATES

Remember – books are provided on loan to students – helping spouses train anywhere, and have access to the best materials.

My name is \_\_\_\_\_. I'm an army (or military) spouse, and I work for an organization that offers Career Training Opportunities to military spouses.

You may ask: Who would I speak with to reach out to the spouses in this area? (This is typically best when calling the Ed. Center, Fleet & Family Services etc.)

Do you have a few minutes to discuss the training opportunities? Our programs provide certification training to military spouses. The courses are offered through Tyler Junior College and Lamar Institute of Technology, all of which are MyCAA approved schools. Eligible spouses can utilize the grant to cover 100% of their tuition. The programs are virtual and self-paced, and can be completed from home in 3-6 months. Once they've completed the coursework, our student support will assist them in registering for their certification exams, and the exam fees are covered.

Would you be willing to help in my outreach effort? I can provide a pdf of our program brochures and/or provide hard copies for distribution as you see fit. Also, if you have any upcoming FRG meetings or events, I'd love to attend!

### **As a follow up, you may want to send something like this in an email:**

Hi Jon,

Thank you for taking the time to speak with me today. As I mentioned on the phone, I'm an army spouse and I work with an organization that partners with regionally accredited universities to offer online certification training opportunities to military spouses. Our programs, offered through Tyler Junior College and Lamar Institute of Technology qualify for MyCAA grant funds. Therefore, eligible spouses can utilize their funds to pay 100% of the tuition for the programs. Spouses may choose between many medical, business, legal, and many other courses, with some offering clinical externships. The programs can be completed from home in 3-6 months. Once they've completed the course work, we'll provide vouchers to pay for the certification exams.

Under the most recent MyCAA guidelines, the grant funds are available to spouses of active duty members and Reserve or National Guard members on Title 10 orders in the ranks of E1-E5, 01-02, W1-W2.

Many eligible spouses are unaware of the grant funds so I thank you for your assistance in our outreach. Please feel free to contact me with any further questions. I've attached our informational brochures for you to circulate as well. As a military spouse, I can appreciate the benefits afforded to us and I make every effort to work with other spouses.

While spouses have many choices in schools to utilize their MyCAA, we seek to provide the most effective use of their \$4000.

*You can 'tweak' it to work with the individual you are calling. I always ask if they have a newsletter in which to add our info.*

## SAMPLE – TMG Blog/Social Media Info

Military Spouses may take advantage of government financial assistance to complete Online Certification programs through Tyler Junior College and Lamar Institute of Technology. The virtual programs qualify for 100% tuition assistance for spouses who qualify for MyCAA funding. The flexible, online programs can be completed in 3-6 months from home allowing you to set your own learning schedule to fit your own needs and career goals. All courses include a nationally recognized certification exam. Contact a Career Development Specialist from The Major Group, Inc at 800-298-5226 or visit [www.themajorgrouptraining.com](http://www.themajorgrouptraining.com) .

For more specific posts change the end to:

Contact your name, Career Development Specialist with The Major Group, Inc. for more info at your number or [your.name@themajorgrouptraining.com](mailto:your.name@themajorgrouptraining.com) .

**\*\*\* The Major Group is a proud member of the Military Spouse Employment Partnership and was a finalist for the 2012 Hiring Our Heroes Military Spouse Employment and Mentoring Award.**

## DOCUMENTS WITH CAREER DEVELOPMENT SPECIALIST CONTACT INFORMATION

- The MyCAA program flyers in PDF and TJC and LIT applications will be sent to you via email with your contact information included
- Save to your computer for attaching to outgoing emails
- Each student who enrolls will need an application for the school, a book agreement and the learning plan for their school. We HIGHLY recommend that you create folders on your desktop to keep the documents organized so it isn't overwhelming when your students are ready to enroll. Suggestions:

Create a TMG Folder; this folder will have subfolders

- Save pipeline report, personalized brochures, sign in sheet, and base contact manager
  - SUBFOLDER – TJC
    - APPLICATION
    - BOOK AGREEMENTS
    - LEARNING PLANS
  - SUBFOLDER – LIT
    - APPLICATION
    - BOOK AGREEMENTS
    - LEARNING PLANS
  - SUBFOLDER- NEW SCHOOL
    - APPLICATION
    - BOOK AGREEMENTS
    - LEARNING PLANS

**\*The Learning Plans and Book Agreements can be downloaded from the Employee Portal**

- When mailing hard-copy fliers, be sure to attach business card or label with contact information.

## PIPELINE

\*\*\*Your Pipeline is your key to success!!! Weekly pipelines MUST be submitted to [Kimberly.bolton@themajorgrouptraining.com](mailto:Kimberly.bolton@themajorgrouptraining.com) and [amy.roberts@themajorgrouptraining.com](mailto:amy.roberts@themajorgrouptraining.com) on Thursdays in order to receive student leads for your areas.

The pipeline is simply an excel spreadsheet used to track your prospects and students and where they are in the process. It is a working document that will enable us to keep up with the potential students that we speak to and work with. **We want to make sure you get credit for the students you work with so it is important to document your contacts and send the pipeline to The Major Group weekly (send to [Kimberly.bolton@themajorgrouptraining.com](mailto:Kimberly.bolton@themajorgrouptraining.com) and [amy.roberts@themajorgrouptraining.com](mailto:amy.roberts@themajorgrouptraining.com) . )** They will be uploaded to the main TMG database for use in tracking enrollments and maintaining contact with students. The pipeline report is a saved format, please complete the fields as labeled and do not try to change the format. Any potential student you contact will go on the PIPELINE tab. Once they've submitted their application and book agreement, you can copy/paste the info and move the name to the tab for the school in which they are enrolling.

## OUTREACH SUGGESTIONS

- Your first contact should be the education center near the base. Everyone seems more willing to distribute the info if they know it's been approved by the Ed center. The base may tell you that you cannot get a Memorandum of Agreement; this does not mean that you cannot put your information out there. There are limited MOA's for each base.
- Reach out to the highest level Spouse Group (FRG/FRSA/FRO) you can find on base. Often this information is available via the base website under "units", or some sites have a specific tab for Spouses. You may have to be creative, but the contact info is almost always available online. When you call this person INTRODUCE YOURSELF AS A MILITARY SPOUSE! There is an amazing difference in the feedback we receive from people once they know we are military spouses. You can send them an email with the program info in the body and attach the brochures as a pdf to be distributed.
- Utilize social media. We have had really good feedback from our outreach on Facebook. You can do this through your personal facebook or link our page/ tmg. Most admins appreciate if you ASK before you post anything on their site. Please just

remember that you are representing The Major Group! Most Spouse Groups have Facebook pages, plus there are a lot of independent people out there who want to reach out to other mil spouses on Facebook and host their own pages.

- Contact your state's Reserve / National Guard units. They can be difficult to locate, but I've found that there is info available via
  - OperationHomefront <http://www.operationhomefront.net/map.aspx>
  - JointServicesSupport <http://www.jointservicessupport.org/ResourceFinderSearchFilter.aspx>
- Each state has a Military One Source Rep, try to find them!
- Seek out events. There are many Yellow Ribbon events, Spouse Group trainings, Military Appreciation Day, Career/Education Fairs (Ed center or ACS). The groups hosting these events want to provide a large selection of useful information for the military families and most events are free! Also, JSS (above) has events listed for NG/Reserve units. These include Pre deployment and During Deployment meetings.
- Talk to your friends! Even those who may not be affiliated with the military often know someone else who is.
- *Please remember to offer suggestions to other Reps. If you find a great avenue of outreach, let's share! We are all creative and will have a different approach, but we can help many more spouses enroll if we work together!*

## Possible resources and opportunities to get MyCAA grant information to Military Spouses

### Support Groups

- **Family Readiness Group:** ([www.armyfrg.org](http://www.armyfrg.org)) This resource gives access to a network of support groups that can be divided by base, by battalion or any number of other communities related to the military. Like most support groups each chapter has meetings, events and activities that are typically advertised on the base or on their websites. The Family Readiness Groups often partner with community organizations to assist with the challenges faced by many military families.
- **Fleet and Family Support Center:** ([www.nffsp.org](http://www.nffsp.org)) Fleet and Family Support Centers provide programs and services that meet the needs of Sailors and Soldiers, and their families. Their information, referrals, education, training, counseling and advocacy programs are available to all active-duty, reserves, retired military, and their family members.
- **Navy Wives Clubs:** (<http://navywivesclubsofamerica.org>) This is the country's only National Federation of Sea Services Spouses. It is represented on the Navy Wifeline Association Advisory Board and is a member of the Navy/Marine Corps Council. Composed of thirteen Navy oriented volunteer organizations, the Council is dedicated to improving life in the Naval Services. The Navy Wives Club has local chapters on almost every major base for the Navy. It is there to support the ENLISTED Navy, not the Officers. Contacting the local chapters is an excellent place to start as it is going directly into the enlisted spouses, usually female.

### On Base

- **Ombudsman:** The Ombudsman is a volunteer, appointed by the commanding officer, to serve as an information link between command leadership and Navy families. Ombudsmen are trained to disseminate information both up and down the chain of command, including official Department of the Navy and command information, command climate issues, local quality of life (QOL) improvement opportunities, and “good deals” around the community. This is an excellent primary contact at any military base. There may be more than one at each base as there can be several commands located on a particular base. Each command and each ship will have its own Ombudsman and will coordinate with all others on base.
- **Family Resource Center:** All bases have a similar resource center for the family members of military affiliates where brochures and flyers can be distributed. This center is easy to find on the website of any military base.
- **Base Exchange Manager/ Army Community Service:** This position is typically filled by a civilian and can be a very valuable resource. These are the people that grant permission to set up tables and hand out literature during events involving the base. Centers have been using their contacts in this position to allow for setting up demo tables and information stations outside of common areas on base such as the Base Exchange (on site department store) or outside of the commissary on pay days.
- **Yellow Ribbon Events:** Also known as Reintegration Fairs, Yellow Ribbon Events are offered to National Guard members whom are often required to attend 2-3 such events after returning home from overseas. One center set up table at one of these events with a demo iPod and literature which resulted in 30 leads. Go to [www.ng.mil](http://www.ng.mil) to locate your states contacts for these groups. Another online resource for locating Yellow Ribbon and other events is <http://www.jointservicesupport.org/FP/Default.aspx>

## Advertising

- Look into Commissary coupon advertisements. Most commissaries will advertise specials the same way that civilian grocery stores do. Enlisted people will pick up these coupon books when coming in to grocery shop. Be sure to ask your base contact before posting flyers in inappropriate or unauthorized locations.
- Consider advertising in local civilian shopping centers. Military people do not always shop at the commissary for everything. Coupon books, local papers and newsletters or kiosk stands for local advertising are all good to contact in regards to placing ads.
- Put up flyers within your school, it is very likely that you currently have military personnel, spouses, family or friends in attendance.
- Consider the local Chamber of Commerce. Many military personnel with children check with the local Chambers on school districts to live in, local job market and other important information as they transfer into the area. This may be a good place to advertise, on the Chamber’s website, if they allow.
- ([www.cinchouse.com](http://www.cinchouse.com)) There is a monthly meeting for new families at each military base; try to get flyers/brochures into this group.

## Other Helpful Information

- Make sure to use all existing lead sources, ask all callers if they or anyone they know are active duty in the military or spouse.
- TMG will keep website updated with relevant information regarding MyCAA program

## More Helpful Websites

- <http://www.militarylife.com>
- [http://en.wikipedia.org/wiki/List\\_of\\_United\\_States\\_military\\_bases](http://en.wikipedia.org/wiki/List_of_United_States_military_bases)

- [http://benefits.military.com/misc/installations/Browse\\_USMap.jsp](http://benefits.military.com/misc/installations/Browse_USMap.jsp)
- <http://www.marforres.usmc.mil>
- <http://www.army.mil/info/a-z>
- <http://www.afrc.af.mil>
- <https://www.navy-nex.com>
- <http://www.militaryspousesupport.net/>
- <http://www.militarywives.com/>

## ENROLLMENT PROCESS

### \*New MyCAA Enrollment Process as of May 2013\*

MyCAA now requires that the learning plan must have the student's full name and start date on it. Due to the changes with MyCAA, the TMG process will also change.

- On the Education & Training Plan, the student needs to add their full name and start and end dates in the editable fields, then save as and change the – Student Name to their first and last name, example – Jane Doe
- The students should put their start date on the Learning Plan no sooner than 21-60 days from the day they upload it into the portal, this will allow enough time for it to be approved by a counselor and then fall within the 15-60 day window for them to apply for their Financial Aid.
- The student may have to speak with a counselor to discuss their Individual Career Plan (ICP). This can be several questions over the phone or may be a test given to determine if they have chosen the right career path.
- The student will now need to submit their application, book agreement and education & training plan documents to enrollments ([enrollments@themajorgrouptesting.com](mailto:enrollments@themajorgrouptesting.com)). All documents will be saved to our database so in the event there is an issue with anything, we will have them for reference.

When your student is ready to enroll in the training program, you can provide them with the electronic signature versions of the loan documents for the books and the application as well as the learning plan. It is a good idea to provide them with a direct link to the AI Portal (MyCAA) because if they GOOGLE it they may land on another school's sponsored link.

### Sample email:

Hi Ashley,

I have attached your TJC Application and Book agreement and the learning plan for TJC-CM02. Please fill out the application, book agreement, and learning plan and email to [enrollments@themajorgrouptesting.com](mailto:enrollments@themajorgrouptesting.com) and CC me on them. The learning plan holds all of the information you'll need to create your Education and Training plan on the AI Portal. It is also the document you'll upload when it asks for the program plan document file. I recommend that you select a start date 21 days from today to ensure time for your plan to be approved prior to applying for financial aid. You can access the AI portal (MYCAA) here: <https://aiportal.acc.af.mil/mycaa/>. Please remember to check the box indicating that you'll need a waiver to cover all of your tuition.

Once your career plan has been approved, you'll be able to apply for your Financial Assistance. The search option for the school doesn't always work, so you may choose to enter the info manually. When

entering your course, the entire program is billed as one course (TJC-CM02) and you will select the start/end dates previously chosen on your learning plan. When your FA has been approved, please email me a copy of the document as an attachment so that I may submit it to complete your enrollment.

You can find us on Facebook to connect with other students at:

<https://www.facebook.com/groups/themajorgroup/>

Please let me know if you have any questions, and Good Luck!



The most common errors are circled above. The student may forget to check the waiver box or choose the wrong school. These are easily corrected by a call to MYCAA (by the student) at 800-342-9647. Once you have verified that the document is complete, please email to [enrollments@themajorgrouptraining.com](mailto:enrollments@themajorgrouptraining.com) .

At that point, the Office Manager (Kimberly) will submit the completed file to the school to be processed. She will also send out an email notifying the student that their enrollment is complete, you will be cc'd on this email. This is what you can expect to see:

***Hello xxx,***

***We have receive all necessary documents, your enrollment is now COMPLETE!  
Congratulations on taking this step to better your future. You will receive a Welcome Letter email from the school with your login credentials, student support contact numbers and helpful information to get you started. Your books should be mailed approximately 10 days prior to your start date. Rep Name & I are here to help should you need anything along the way, just let us know.***

***Thank you so much for choosing The Major Group as part of your Career Development!  
Congratulations again & Good Luck!***

When you have submitted the FA to Kimberly, please send an acknowledgement of receipt to your student. This will ensure that the student knows they can come to you for help and to send referrals back to you. Your email should look something like this:

***Congratulations on completing your enrollment. I am so excited for you and I'm here to help you with any questions you may have along the way. During your schooling, you will have access to student support for course content questions and technical support, and our student Facebook group at <https://www.facebook.com/groups/themajorgroup/>. MyCAA is a wonderful resource and opportunity and I wish you the best of luck in your schooling. Please take a moment to think about any other military spouses you may know who would benefit from our programs. The grant funds are available to spouses of ranks E1-E5, O1-O2 and W1-W2 on active duty or Guard/Reserve components on Title 10 Orders. There are many eligible spouses who don't even know that that the grant money is available! Please feel free to share my contact information with any interested students. I look forward to your SUCCESS!***

The Office Manager is here to help each rep and our students and to make sure their student experience is top notch. She will periodically correspond with the students and will CC the rep on any correspondence so that everyone is 'in the loop'.

## EMAIL TO STUDENT FROM SCHOOL

The students will receive their login credentials via email from the school. This welcome letter will also contain the phone numbers/ emails that the students will use for student support and tech support. You can view a sample of these letters in the TMG Portal under TRAINING.

### Student support contact info (only for enrolled students)

**TJC-** Student Support [support@healthtoday.com](mailto:support@healthtoday.com) or (888) 574-6218

**LIT-** Student Support is accessed via student login

### IMPORTANT NOTES:

- Please always adhere to our base coverage guidelines and respect the work that others may be doing in other areas. If you encounter a student who is not at your base(s), it is our policy to pass that lead on to the rep in the particular area. Any questionable leads can be passed on to Amy Roberts for review and distribution either back to you or to the rep for the area.
- We cannot use the words “FREE” or “GUARANTEED” in our postings or literature
- It is important that we always identify ourselves at TMG, not MYCAA or a school official. The schools cannot have enrollment reps in the field.
- We cannot link to the schools’ websites, Facebook etc. If you have any question, please ask before posting! It’s always safe to post to our website.
- Social Media guidelines: We encourage you to utilize social media; however, we ask that you follow our guidelines. Please name your page: **REP NAME, The Major Group-MyCAA Approved Military Spouse Training**. This will maintain consistency among the rep pages, allow flexibility for Rep PCS or coverage changes, and not compete with our main TMG Facebook page. Ultimately, everyone benefits if our main page is heavily populated with the bulk of our followers as it provides credibility and a common place to distribute information. If you do not currently have an individual page, we support any interest you may have in creating one. Please use the naming guidelines above and ensure that you also recommend that your students like both the TMG main page and the TMG student group. If you choose to venture to Twitter or any other groups, please use the name guidelines above as well.