

FourBlock Mission and 2025 Vision

(a) FourBlock's mission is to provide service members in transition, veterans, spouses, and military-connected individuals the necessary information, opportunities, and relationships needed for them to reach their career potential and continue to live lives of significance.

(b) Our vision is to become the leading national professional community that all service members in transition, veterans, spouses, and military-connected individuals may connect with locally in order to learn the best career transition and development practices, explore career opportunities, and build their own professional networks, for the purpose of beginning new careers.

Our goals for 2025:

1. Double the number of the Veteran Career Readiness Programs to 35 program locations across the country through collaborating with local veteran service organizations, colleges and universities, and enabling local leaders to be able to give back to the community in a meaningful way. We are also beginning to expand program seats to veterans and service members who do not have a college degree or who are not currently pursuing a four-year degree as well.

a. Target number of expansion locations by year are listed below and subject to change based on local employer/grant investments. Selecting program locations are based on three main criteria: employer support and career opportunities; veteran population and demographics; and availability of program instructors.

- 2020 (current year) – 18 locations; 550 students, 440 obtain internships/full-time employment
- 2021 – 21 locations; 600 students, 500 obtain internships/full-time employment
- 2022 – 24 locations; 650 students, 520 obtain internships/full-time employment
- 2023 – 28 locations; 750 students, 600 obtain internships/full-time employment
- 2024 – 31 locations; 875 students, 700 obtain internships/full-time employment
- 2025 – 35 locations; 1,000 students, 800 obtain internships/full-time employment

(2) Provide meaningful opportunities for our program alumni to give back to the veteran community and to FourBlock. FourBlock now has over 2,500 program alumni nationally. Due to our very high touch program, we have created loyalty with many of our alumni, who have expressed a desire to want to give back to our program. Organically, many of our alumni have already come back to FourBlock to teach, mentor, coach, and hire current veteran students. We have created the following formal opportunities for our alumni to give back:

a. Become a Career Readiness Instructor or Coach. We have created formal positions for alumni to be the lead Career Readiness Instructor for a city or to be assigned to a current

FourBlock student to provide regular coaching sessions throughout the semester. FourBlock staff provides training and support for all instructors and coaches, and also provides oversight to ensure everyone is having a meaningful experience.

b. Hire current veterans and/or host a class for a cohort. Many of our alumni have inquired about how they can get their current company to host a FourBlock class or to hire transitioning veterans.

c. Serve on the FourBlock Leadership Council. The leadership council is the “on-deck” circle for our board of directors. It is a formal advisory board that provides advise, council, and support to the FourBlock board of directors and staff. It also provides our alumni board-level experience that they are able to put on their resumes and help support them in the advancement of their careers. We ask all council members to: (1) advocate for FourBlock and conduct outreach to their networks on social media, at their companies, and at their alma mater. (2) Participate on leadership council meetings and provide candid feedback to the board and staff. (3) And contribute financially to FourBlock (become a monthly donor) and also raise money through peer-to-peer fundraising on social media for our annual reception.

d. Contribute financially to FourBlock. Some alumni do not have time to give back but have decided to make FourBlock part of their annual charitable giving. With many starting new jobs and starting families, their time is very valuable. However, they have chosen to give back through a financial commitment for the time being. We certainly welcome this commitment as a meaningful form of giving back!

Below are our target alumni engagement goals by year. These numbers include alumni who are contributing to FourBlock in one of the four ways listed above. These numbers are cumulative by year.

- 2021 – 150 alumni engaged
- 2022 – 300 alumni engaged
- 2023 – 500 alumni engaged
- 2024 – 750 alumni engaged
- 2025 – 1,000 alumni engaged

(3) Become the leading professional community and provider of career transition and development content for the military community.

a. Achieve 75,000 downloads annually of the FourBlock Podcast to deliver relevant and meaningful career transition content that focuses on bridging the military-civilian divide. Below are our target downloads by year (these are unique downloads):

- 2021 – 15,000 downloads
- 2022 – 30,000 downloads
- 2023 – 45,000 downloads
- 2024 – 60,000 downloads
- 2025 – 75,000 downloads

Additional engagement metrics include:

- Quantitative user ratings (1-5) and qualitative comments on the iPhone and Android podcast app.

- Production of episodes (number and length)
- Alumni and employer interviews
- Themes or series that address specific issues or topics (industries, career paths, military spouse employment, career transitions, leadership, military-civilian divide)