



MARCH 2026

Research Plan



Research Approach



RESEARCH APPROACH

Segmentation and Format

FORMAT

MODALITY

- ✓ **Virtual Discussions**

STRUCTURE

- ✓ **Conversational Discussions** A guide with key topics and possible follow-ups; flexible order based on participant context

INTERVIEW STYLE

- ✓ **1:1 Discussions**

1:1 Discussions

- Target 20-30 1:1 interviews



Employer Discussions

- 2 groups
- 2 – 3 employer representatives per group

Priority Areas for Representation Across Spouse Discussions

SECO EXPOSURE

Not aware / Aware but not used / Used once / Repeat user

Track level of awareness of spouse employment programs and experience with tools and support

PCS MOVE

PCS within 12 months / No PCS within 12 months

Track the difference in experiences with employment-based prevalence of a PCS move

SPOUSE PAY GRADE

Enlisted: 3-5 yrs, 6-9 yrs, E1-E4, E5-E9
Officers: O1-O3, O4-O6

Understand financial motivations for searching for employment

Priority Areas for Representation Across Employer Discussions

MSEP PARTNER

Understand the employer experience with hiring military spouses

NON-MSEP PARTNER

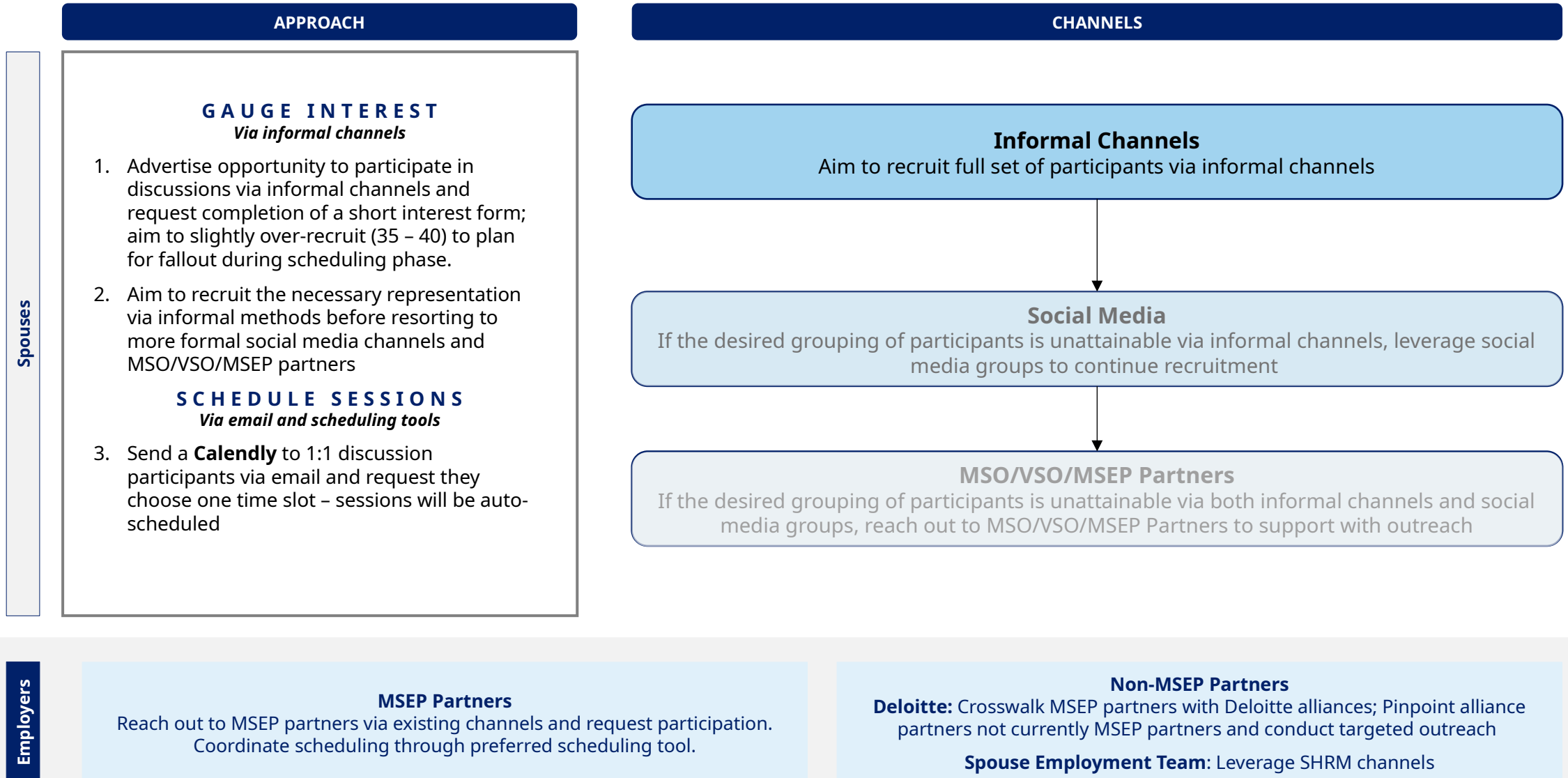
Understand what might incentivize initiatives to employ and support military spouses



Outreach Plan



Outreach Proposal



Primary Communication and Interest Form for Spouses

Communication

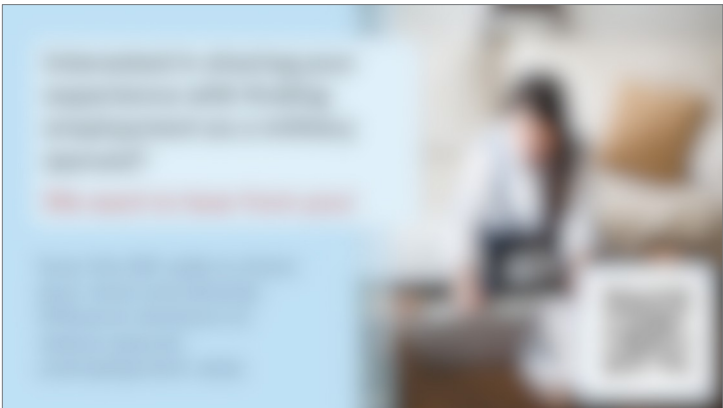
The Department of War's Office of Spouse Employment is interested in your experience with finding employment as a military spouse.

We are looking to collect feedback from military spouses regarding their experiences with obtaining employment. We will be conducting 1:1 conversations during the month of March. Insights from these conversations will be used to inform potential solutions and resources to reduce spouse unemployment.

If you are interested in participating in these discussions, please complete this short (<30 second) [interest form](#). **Please note:** These discussions will remain confidential. Your information will only be used to contact you for the discussion.

Additionally, we encourage you to share this opportunity within your network of military spouses.

Communications to schedule sessions will follow in the coming weeks via email.



Interest Form

Military Spouse Employment Discussion Interest Form

1. First Name
2. Email
3. Employment Status
4. Associated Service (dropdown of all options)
5. What rank is your spouse? (dropdown of all options)
6. Have you completed a PCS move within the last 12 months? (Yes/No)
7. How often have you used SECO programs or resources? (once, multiple times, heard but never used, never heard)

METHODS

- Email
- Informal groups
- Personal LinkedIn

TOOLS

- Google Forms
- Calendly (1:1s)

Interested in sharing your experience with finding employment as a military spouse?

The Office of Spouse Employment wants to hear from you!

Scan the QR code to share your voice and directly influence solutions to reduce spouse unemployment rates.

**PHOTO TO BE UPDATED
BY OSE TEAM**





Primary Communication for Employers

Communication for MSEP Partners

Hello,

The Department of War's Office of Spouse Employment is searching for current MSEP partners to participate in conversations about the employer experience when hiring military spouses.

Areas of interest include:

- Current practices to support military spouses
- Benefits and drawbacks of employing military spouses
- Lessons learned as an MSEP partner

These discussions will be used to identify potential opportunities for reducing spouse unemployment rates and ensuring more successful outcomes for spouses who do obtain employment.

If your company is interested in participating, please respond to this message and include any representatives who should be included in the discussion.

We appreciate any feedback you are willing to provide to support our research efforts.

METHODS

- Existing MSEP Partner Channels (e.g., Email distro)

TOOLS

- Email

Communication for Non-MSEP Partners

Hello,

The Department of War's Office of Spouse Employment would like to connect with employers who are not currently involved in The Department of War's military spouse employment initiatives.

As part of a larger research initiative, we are conducting discussions to understand employer motivation to support military spouse employment opportunities and current talent recruiting/management efforts.

Participation in these discussions is not a commitment to join the Department of War's military spouse employment initiatives- these insights will be used to better understand the circumstances military spouses may face in the workforce.

If your company is interested in this discussion, please respond to this message and include any representatives who should be included.

We appreciate any feedback you are willing to provide to support our research efforts.

METHODS

- Deloitte Alliance Network, SHRM

TOOLS

- Email