



The following established style guidelines reflect the practices of developers and editors of content for the Office of Spouse Employment SpouseWorks program. They are consistent with the rules and guidance outlined in The Associated Press Stylebook and reflective of both SpouseWorks and the Office of Military Community and Family Policy and usage preferences.

## SpouseWorks Launch Language Matrix

The following provides guidance on changes from Spouse Education and Career Opportunities to SpouseWorks. From launch through approximately six to 12 months post-launch, references will include “formerly” to help audiences connect legacy program names to the new SpouseWorks experience. This matrix will be reviewed and updated approximately six to 12 months after launch to phase out transitional references as brand recognition grows.

### Key Terms (alphabetized)

Use	Replace	Notes
career coaches OR SpouseWorks career coaches	SECO Career Center; SECO career coaches, Career Center	On SpouseWorks website/materials use “career coaches” or “our career coaches.” On Military OneSource website/other materials use “SpouseWorks career coaches” as needed for clarity. Do not reference the Career Center.
employer partners OR Military Spouse Employer Partner	MSEP partners	Do not capitalize “employer partners.” Use the full title using title case in materials used to self-identify, such as on badges (e.g., Committed Military Spouse Employer Partner). Avoid MSEP acronym when possible.

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Use	Replace	Notes
fellowship host	Career Accelerator host	
Military Spouse Employer Partnership	Military Spouse Employment Partnership	Avoid using the acronym when possible. See the definition for clarity on how to describe the program on first reference.
SpouseWorks (formerly SECO)	SECO program, Spouse Education and Career Opportunities	Use SpouseWorks as the primary brand name. Use “formerly SECO” in parentheses on <b>first reference</b> when needed contextually.
SpouseWorks Fellowship (formerly Career Accelerator) OR SpouseWorks Fellowship OR fellowships	Military Spouse Career Accelerator Pilot; MSCAP; Career Accelerator	Use “formerly Career Accelerator” in parentheses on first reference/when needed.  Use “SpouseWorks Fellowship” when referencing the formal program.  Use lowercase “fellowships” when summarizing SpouseWorks offerings.
SpouseWorks job board	MSEP Job Search; Career Portal	After first reference, use “our job board” or “the job board.”
SpouseWorks Scholarship (formerly MyCAA) OR scholarships	MyCAA, My Career Advancement Account Scholarship	Use “formerly MyCAA” in parentheses on first reference/when needed.  Use “SpouseWorks Scholarship” when referencing the formal program.

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Use	Replace	Notes
		Use lowercase “scholarships” when summarizing SpouseWorks offerings.
SpouseWorks Virtual Hiring Fair	MSEP Virtual Hiring Fair / Military Spouse Employment Partnership Virtual Hiring Fair	
SpouseWorks website OR Spouseworks.mil	MySECO website; spouseworks.militaryonesource.mil	Use this to describe the program website when necessary. Use spouseworks.mil as the vanity URL across all external communications when possible.

## Usage Guidance and Examples

The examples in this table below are intended to support consistent SpouseWorks messaging and terminology during the launch period. Context matters, and not all legacy terms will have direct one-to-one replacements. Writers should prioritize audience clarity and readability over direct one-to-one terminology replacement when updating legacy content.

When updating existing articles or content, use “formerly SECO” language early in the piece to establish context for the reader. After the initial reference, additional “formerly” language may not be necessary. The examples below are intended as guidance, but writers should use best judgment based on context and audience.

Instead of:	Replace With:
The <b>Spouse Education and Career Opportunities program</b> provides education and career guidance to military spouses worldwide.	<b>SpouseWorks (formerly SECO)</b> provides education and career guidance to military spouses worldwide.
Contact the <b>SECO Career Center</b> at 800-342-9647 to connect with a <b>SECO career coach</b> .	Schedule time with a SpouseWorks career coach by starting a live chat or calling Military OneSource at 800-342-9647. (Always hyperlink “start a live chat” to the SpouseWorks live chat:

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Instead of:	Replace With:
	<a href="https://spouseworks.militaryonesource.mil/portal/contact-us">https://spouseworks.militaryonesource.mil/portal/contact-us</a> )
Visit the <b>SECO Events Calendar</b> for information on upcoming events and featured partners.	Visit the <b>SpouseWorks events calendar</b> for information on upcoming events and featured partners.
To schedule an appointment with a <b>SECO career coach</b> , contact the <b>SECO Career Center</b> .	To schedule an appointment with a <b>SpouseWorks career coach</b> , call <b>Military OneSource at 800-342-9647</b> .
<b>SECO career coaches</b> offer free, expert support to military spouses, including information and guidance to help you <b>achieve your education or career goals</b> .	<b>SpouseWorks career coaches</b> offer free, expert support to military spouses, including information and guidance to help you <b>grow skills, get career advice and find a job</b> .
Tune into the <b>SECO Spotlight</b> to learn which <b>SECO coaching package</b> is right for you.	Tune into the <b>SpouseWorks Spotlight</b> to learn which <b>coaching package</b> is right for you.
Visit <b>MySECO</b> to start a live chat with a <b>SECO career coach</b> .	Schedule a consultation with a <b>career coach</b> via live chat on the <b>SpouseWorks website</b> .
Learn about the <b>MySECO website</b> , which connects military spouses to education and career resources, career coaching, resume assistance and more.	Learn about <b>SpouseWorks</b> , which connects military spouses to education and career resources, career coaching, resume assistance and more.
Contact the <b>SECO Career Center</b> via live chat on <b>MySECO</b> to schedule a consultation with a <b>SECO career coach</b> .	Schedule a consultation with a <b>career coach</b> via live chat on the <b>SpouseWorks website</b> .
Subscribe to the <b>SECO eNewsletter</b> to stay informed about career resources,	Subscribe to the <b>SpouseWorks eNewsletter</b> to stay informed about career resources, coaching support,

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Instead of:	Replace With:
coaching support, education opportunities and tools available to military spouses.	education opportunities and tools available to military spouses.
The <b>My Career Advancement Account Scholarship program</b> is a workforce development program that provides up to \$4,000 of financial assistance for licenses, certifications or associate degrees to pursue an occupation or career field.	The <b>SpouseWorks Scholarship (formerly MyCAA)</b> is a workforce development program that provides up to \$4,000 for licenses, certifications or associate degrees to pursue an occupation or career field.
These expenses must come from a <b>MyCAA institution</b> and must align with the spouse’s established career goal.	These expenses must come from a <b>SpouseWorks-approved institution</b> and align with the military spouse’s established career goal.
If you have a career goal in mind, you can use the <b>MyCAA School and Program Search</b> to find schools and programs that interest you.	If you have a career goal in mind, you can use the <b>SpouseWorks Scholarship school and program search</b> to find schools and programs that interest you.
Military spouses have an opportunity to jump-start their career with 12-week paid fellowships through the <b>SECO Career Accelerator</b> .	Military spouses have an opportunity to jump-start their career with 12-week paid fellowships through the <b>SpouseWorks Fellowship (formerly the Career Accelerator)</b> .
Through the <b>Career Accelerator</b> , military spouses can gain career-building experience in paid, 12-week fellowships with host employers across industries nationwide.	Through the <b>SpouseWorks Fellowship (formerly the Career Accelerator)</b> , military spouses can gain career-building experience in paid, 12-week fellowships with host employers across industries nationwide.
For questions about the <b>Career Accelerator</b> or support with your career goals, reach out to	For questions about the <b>SpouseWorks Fellowship</b> or support with your career goals, reach out to a <b>career coach</b> via live chat.

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Instead of:	Replace With:
the <b>SECO Career Center</b> via live chat.	
By joining the <b>Career Accelerator</b> , employers can support <b>SECO program's</b> mission of providing information, tools and resources to assist military spouses in finding meaningful career opportunities.	By joining the <b>SpouseWorks Fellowship</b> , employers can support the <b>SpouseWorks'</b> mission of providing information, tools and resources to assist military spouses in finding meaningful career opportunities.
Are you part of a company that is interested in becoming a <b>Career Accelerator host?</b>	Are you part of a company that is interested in becoming a <b>SpouseWorks Fellowship host?</b>
Spouses can use the <b>MSEP Job Search</b> to search open positions with more than 1,000 employers in a wide range of industries and employment sectors.	Spouses can use the <b>SpouseWorks job board</b> to search open positions with more than 1,000 employers in a wide range of industries and employment sectors.
The <b>Military Spouse Employment Partnership</b> is an employment and career partnership, connecting military spouses with more than 1,000 <b>partner employers</b> who have committed to recruiting, hiring, promoting and retaining military spouses in careers.	The <b>Military Spouse Employer Partnership</b> is an employment and career partnership, connecting military spouses with more than 1,000 <b>employer partners</b> who have committed to recruiting, hiring, promoting and retaining military spouses in careers.
To gain access to your organization's <b>MSEP account</b> , you need to request a new user account for the <b>MSEP Partner Portal</b> .	To gain access to your organization's <b>account</b> , you need to request a new user account for the <b>partner portal</b> .
Join us for the <b>Military Spouse Employment Partnership Virtual Hiring Fair</b> , focused on	Join us for the <b>SpouseWorks Virtual Hiring Fair</b> , focused on careers in information technology.

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Instead of:	Replace With:
careers in information technology.	
The <b>MSEP Potential Partner Specialist</b> conducts a phone interview with the potential partner.	The <b>potential partner specialist</b> conducts a phone interview with the potential partner.
Contact your local <b>MSEP Specialist</b> to learn more about <b>SECO</b> offerings.	Contact your local <b>partner specialist</b> to learn more about <b>SpouseWorks</b> offerings.



## Definitions (alphabetized)

Term	Definition
<p><b>career coach</b></p>	<p>SpouseWorks career coaches provide expert guidance to help military spouses navigate their career goals and turn education, training and skills into meaningful career opportunities that fit their mobile military life. Our career coaches offer personalized support, helpful resources and practical strategies to help spouses succeed at every stage of their career journey. They can help spouses clarify career goals through expert advice and personalized guidance, develop and improve resumes with unlimited resume and cover letter reviews, and explore education, training and skill-building opportunities. Career coaches also help spouses maximize their job search efforts through concierge connections to employers, prepare for interviews with personalized feedback and coaching, and explore the skills, training and resources needed to become a business owner.</p> <p>To schedule time with a career coach, military spouses can contact Military OneSource at 800-342-9647 or via live chat on the SpouseWorks website.</p>
<p><b>coaching packages</b></p>	<p>Coaching packages available through SpouseWorks offer spouses the opportunity to work one-on-one with career coaches on a tailored pathway to explore interests, refresh their resumes and jump-start their careers.</p>
<p><b>employment readiness specialists</b></p>	<p>Installation employment readiness specialists support military spouses and family members with local employment and career resources at military installations worldwide. They provide guidance on job searches, resume writing, interview preparation, federal employment, networking and other employment-related topics through workshops, classes and one-on-one support.</p>
<p><b>Military OneSource</b></p>	<p>Military OneSource provides free, confidential support, resources and information to service members, spouses, survivors and their dependents at every stage of military</p>

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Term	Definition
	<p>life. Available 24/7 worldwide and funded by the War Department, Military OneSource connects the military community to trusted support, tools and referrals across a wide range of topics, including relationships, parenting, education, career support, relocation, finances, wellness and more.</p>
<p><b>Military Spouse Employer Partnership</b></p>	<p>The Military Spouse Employer Partnership is a flagship initiative of the War Department’s SpouseWorks program (formerly SECO). This initiative connects military spouses to more than 1,000 employer partners who have committed to recruiting, hiring, promoting and retaining military spouses in fulfilling careers. Through this network of employer partners across industries, military spouses can explore career opportunities aligned with their skills, goals and mobile military life.</p>
<p><b>Military Spouse Employer Partnership employer partners</b></p>	<p>Our Military Spouse Employer Partnership benefits companies and organizations. There are more than 1,000 employer partners who have access to a unique and talented group of professionals — military spouses. These companies, organizations, federal agencies and nonprofits have committed to recruiting, hiring, promoting and retaining military spouse talent.</p>
<p><b>Military State Policy Source</b></p>	<p>Military State Policy Source, provided by the Defense-State Liaison Office, offers information and resources on state-level policies affecting service members and military families. Through policy insights, research and legislative updates, the resource helps military families, policymakers and stakeholders better understand issues related to military life and quality of life.</p>
<p><b>MilitaryINSTALLATIONS</b></p>	<p>MilitaryINSTALLATIONS is an online information directory that provides current information about military installations worldwide. Service members, spouses and families can use the resource to find installation contacts, programs, services, housing information, child care</p>

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	resources, education support and other local military community information.
<b>MilSpouse Career Network LinkedIn Group</b>	The MilSpouse Career Network LinkedIn Group is a SpouseWorks-hosted online community where military spouses can connect, share advice, ask questions and support one another through every stage of their career journey. The group provides a space for military spouses worldwide to build connections, explore opportunities and engage with career and employment resources available through SpouseWorks.
<b>Office of Spouse Employment (formerly the Spouse Education and Career Opportunities program)</b>	The Office of Spouse Employment (formerly the Spouse Education and Career Opportunities program) is the War Department Military Community and Family Policy office that oversees SpouseWorks, as well as policies, partnerships and strategic initiatives supporting military spouse employment and career opportunities.
<b>Spouse Ambassador Network</b>	The Spouse Ambassador Network is a group of like-minded organizations who are affiliated with SpouseWorks' Military Spouse Employer Partnership and are dedicated to raising awareness of military spouse education and employment resources.
<b>SpouseWorks</b>	<p>SpouseWorks (formerly SECO) is a War Department program that brings together trusted career and education support for military spouses. SpouseWorks includes scholarships, fellowships, a job board as well as career coaches and employer partners — working together to support spouses at every stage of their career journey. Designed to address the unique employment challenges faced by military spouses, including frequent relocations, employment gaps and barriers related to licensing and credentialing, SpouseWorks helps spouses turn career goals into a reality.</p> <p>The SpouseWorks website serves as the central online access point for tools, resources and personalized</p>

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Term	Definition
	<p>support that help military spouses build and sustain meaningful careers.</p> <p><b>Short-form definition:</b> SpouseWorks is a War Department program that helps military spouses grow skills, get career advice and find jobs.</p>
<p><b>SpouseWorks Fellowship (formerly Career Accelerator)</b></p>	<p>The SpouseWorks Fellowship (formerly Career Accelerator) is a key initiative of the War Department’s SpouseWorks program. The SpouseWorks Fellowship helps career-ready military spouses gain professional experience through paid, full-time placements with employers across industries. These 12-week fellowships combine hands-on work experience, mentorship and personalized career coaching to help spouses build skills, strengthen resumes and pursue long-term employment opportunities.</p>
<p><b>SpouseWorks Scholarship (formerly MyCAA)</b></p>	<p>SpouseWorks Scholarship (formerly MyCAA) is a key initiative of the War Department’s SpouseWorks program. The SpouseWorks Scholarship offers up to \$4,000 in tuition assistance, with a \$2,000 annual fiscal year cap, to eligible military spouses pursuing licenses, certifications, national testing, certain continuing education credits or associate degrees tied to a career field or occupation. Eligible spouses include spouses of active-duty service members and spouses of National Guard and reserve members on Title 10 orders in pay grades E-1 to E-9, W-1 to W-3 and O-1 to O-3.</p>
<p><b>USAJOBS</b></p>	<p>USAJOBS connects job seekers with federal employment opportunities across the U.S. and around the world. As the federal government’s official employment site, USAJOBS provides resources to help the right people find the right jobs. Spouses can use the SpouseWorks job board to access federal employment opportunities pulled directly from USAJOBS daily.</p>



## Content Tips

- Use “corporations, small businesses, federal agencies and nonprofits” to describe Military Spouse Employer Partnership employers.
- Use “more than” rather than “over” with numbers (Example: We currently have more than 1,000 partners).
- Use “CareerOneStop” as one word with each word in the name capitalized.
- Use softening or qualifying words, such as “generally,” “may be,” “can be” or “might,” to avoid making blanket statements about how people feel or react in different circumstances.
- Use second person to offer a sense of conversation.
- Spell out the full name of any program, organization or term on first reference before using its abbreviation or acronym in subsequent references.
- Break articles up into short, easy-to-consume paragraphs.
- Use spouseworks.mil as the vanity URL when referencing the SpouseWorks website.

## Things to Avoid

- Using acronyms including “MSEP” for Military Spouse Employer Partnership.
- Making assumptions.
- Telling people how they feel.
- Telling people what they should/need to/must/ought/can’t/won’t do.
- Telling people what they always/never do.
- Using statistics without citations.
- Using military “lifestyle.”
- Using jargon, acronyms or technical language without explanation.
- Using overly promotional or exaggerated language.



## Preferred Terms (alphabetized)

Acceptable
active duty (noun); active-duty (adj.)
appropriated funds/nonappropriated funds (instead of appropriated funds/non-appropriated funds)
armed forces [instead of Armed Forces (capitalize in this usage – U.S. Armed Forces)]
assist/assists — use judgment in the use of assist/assists in replacing the word <i>help</i> <ul style="list-style-type: none"> <li>• <i>Coaches assist spouses in identifying their career interests and aptitudes.</i></li> <li>• <i>They also assist spouses in identifying, comparing and weighing the costs of potential schools and programs to help them reach their education and career goals.</i></li> </ul>
can, may or might (instead of will or are)
career coach (instead of certified Career Counselor)
childcare/healthcare (instead of child care/health care)
employment readiness (instead of career readiness)
installation (instead of post, base or airfield)
internet (instead of Internet)
mobile military life (instead of military lifestyle)
often or generally (instead of always)
provided free to service members and their families (instead of no cost)
resume (instead of résumé)
some or many (instead of most or all)
spouse (instead of husband or wife)
tend to or typically (instead of usually or normally)
transferable skills



## Official Resources

### Military OneSource websites

- [Military Spouse Employer Partnership](#) (formerly Military Spouse Employment Partnership)
- [SpouseWorks job board](#)
- [Military Spouse Employer Partnership Partner pages](#)
- [SpouseWorks Scholarship](#) (formerly MyCAA)
- [SpouseWorks website](#) (formerly SECO)
- [Military State Policy Source](#)
- [Plan My Move](#)
- [Military OneSource 800-342-9647](#)
- [Military OneSource for spouses](#)
- [Spouse Ambassador Network](#)
- [MilitaryINSTALLATIONS](#)

### Other websites

- [HiringOurHeroes](#)
- [MilSpouse Career Network | LinkedIn Spouse Group](#)
- [SpouseWorks Facebook](#) (formerly SECO)
- [SpouseWorks Instagram](#) (formerly SECO)
- [SpouseWorks LinkedIn](#) (formerly Military Spouse Employment Partnership)
- [U.S. Chamber of Commerce Foundation](#)
- [USAJOBS](#)
- [CareerOneStop](#)
- [Blue Star Families Careers](#)