

# **Department of Labor (DOL) Veterans' Employment and Training Service (VETS)**



## **Hiring and Retaining the Veteran Workforce**

November 2020

**[VETERANS.GOV](https://www.veterans.gov)**

# DOL VETS Enduring Missions

We prepare America's Veterans, transitioning service members, and their spouses for meaningful careers;

We provide them with employment resources and expertise;

We protect their employment rights; and

We promote their employment opportunities.

“DOL and DOL VETS programs served ~470,000 Veterans, National Guard and Reservists last year”

# Unemployment rates continue to trend down - for Veterans and non-Veterans

In September 2020, the veteran unemployment rate was 6.8%, up from 6.6% in August 2020.

The comparable non-veteran unemployment rate was 7.8%.

*The changes in these measures reflect the effects of the coronavirus (COVID-19) pandemic and efforts to contain it.*

NOTE: The unemployment rate is the number of unemployed as a percent of the labor force.  
SOURCE: Bureau of Labor Statistics, Current Population Survey (CPS), annual averages 2006-2018

# Military Stats that matter

As of Nov 2019, here is the breakdown of the military relative to the population of the US (328.2 Million)

Army – 472K

Navy – 326K

Marines – 186k

Air Force – 322K

Coast Guard – 41K

Total Active Duty – 1.35 Million

Guard & Reserves – 1.1 Million

Total currently in uniform  
2.45 Million

**Relative to the  
current  
population of the  
United States;  
only .746% are  
serving!**

**LESS THAN 1% OF AMERICANS SERVE!!!**

# Three Large Manpower Pipelines

## ✓ **Guard and Reserve Member Pipeline**

- Annual Amount: approximately 165,000 of 823,900 Guard and Reserve turn over each year
- Best Recruitment Strategy: Connect with local Guard units, which are State based

## ✓ **Veteran Pipeline, American Job Center Network (AJC)**

- Annual Amount: served over 565,000 veterans last year
- Best Recruitment Strategy: 1. Connect with local American Job Center (AJC) and create registered apprenticeships
- 2. Get GI Bill certified and leverage that as a recruiting tool

## ✓ **Transitioning Service Member Pipeline**

- Annual Amount: served over 154,000 last year
- Best Recruitment Strategy: Leverage DOD SkillBridge and attend hiring events

# Why Hire Veterans, Guardsman or Reservists

Service Members and Veterans provide US employers with a predictable manpower pool of unprecedented **quality** & **talent** that also live and understand US **values**

## ✓ **Unprecedented Quality**

- Less than 3 out of 10 Americans between the ages of 17-24 are eligible to serve (*Military competes with colleges and universities for the same talent*)
- Services collectively spend billions annually to support recruitment and retention efforts
- US tax payers (individuals and employers) fund annual recurring recruitment efforts

## ✓ **Unprecedented Talent**

- Services collectively spend billions on training (initial skills, advanced skills and leader training)
- Many have been deployed overseas in extremely demanding and complex environments
- US tax payers (individuals and employers) also fund annual recurring training efforts

## ✓ **Values Based**

- Service values are US values
- US Air Force Values: Integrity First, Service Before Self, Excellence in all We Do

## ✓ Savvy US employers can leverage this manpower pool to gain a competitive advantage

# Finding and Hiring Veterans

The key to success is building and leveraging a network of no-cost resources:

- Review our Employer Guide (Veterans.gov)
- **Highlights State Workforce Agencies**
  - ✓ American Job Centers / Career One Stops
    - Served 565,000 Veterans in 2018
  - ✓ State Job Banks /National Labor Exchange
- **Highlights Federal Resources**
  - ✓ Marine For Life, Soldier For Life, Citizen Soldier for Life, National Guard Bureau
- **Highlights Veteran Service Organizations**
- **US Chamber of Commerce Hiring Our Heroes Events**

## Employer Guide to Hire Veterans

U.S. Department of Labor  
Veterans' Employment & Training Service  
(DOL VETS)

[www.veterans.gov](http://www.veterans.gov)



[www.HIREVets.gov](http://www.HIREVets.gov)

U.S. DEPARTMENT OF LABOR  
Veterans' Employment Outreach Team  
9/19/2018

# Local VSOs

(Veteran Service Organizations)

- County Veteran Service Officers
- Veterans of Foreign Wars (VFW)
- Disabled American Veterans (DAV)
- American Legion
- VA's Veteran Rehabilitation Program (VRE)
- Vet Centers (VA Outpost/Community Services)
- Homeless Veteran Reintegration Program Grantees (HVRP)
- ETC...





# State Partners

- State Workforce Commission (**AMERICAN JOB CENTERS**)
  - In Texas:
    - **Texas Workforce Commission** (Texas Veterans Leadership Program: focus on OEF/OIF Veterans)
    - **Texas Veterans Commission** (Education, Employment, Claims, Grants and Entrepreneurship: for ALL veterans. Has a Female Veteran Division with all above services as needed.)
  - In OK: Oklahoma Employment Security Commission
  - In CO: Colorado Department of Labor and Employment
  - In NM: New Mexico Department of Workforce Solutions
  - In LA: Louisiana Workforce Commission

**[www.veterans.gov](http://www.veterans.gov)**

# State Partners



- Local Workforce Boards
  - Board comprised of business owners and local leaders to promote the economic growth in each region.
  - In TX: 28 across the state.
  - Each hosts a hiring event every year close to Veterans Day (November 5, 2020) called Red, White and You as part of an initiative from the office of the Governor.
  - CO: 13 // LA: 8 //OK: 7
- Colleges and Universities
  - Receive grants from DOL through the state workforce to help grow the local economy.

# Federal Partners

- US Department of Labor
  - Funding through grants
    - Office of Disability Employment
    - Office of Apprenticeship



- Department of Defense
  - Soldier for Life Program
  - Marines for Life Program



- Small Business Administration
  - Veteran Business Outreach Center (UT Arlington)



- US Chamber of Commerce
  - Hiring Our Heroes (Transition Summits, Hiring Events, Military Spouse Events)

# Bombs on target

Making your company appear veteran friendly...

- Speak their language: Core values, Mission oriented
- Suggest translatable jobs
- Include job titles, MOS codes, Ranks or grades that are familiar and equivalent
- To attract veterans, make the face of your company, a veteran.
- Veterans know other veterans. Put the employees in your organization to work.
- Create an Employee Referral Program.
- **Transition from a Veteran Friendly Culture to a VETERAN READY CULTURE.**  
(Veteran Initiatives, Veteran Employee Resource Groups/Affinity Groups, Veteran Mentorship Program)



# Speaking Military

- Build a military translator into your careers page  
Great examples: Walmart, Boeing, etc...
- Use an already established Military Translator  
ONETOnline.org (Military Crosswalk)
- Military Recruiting Team or Military HR Generalist
- DOL Training for C-Suite to Recruitment team
- Look at EVERY Veteran resume
- Have a Veteran filter in your Applicant Tracking System
- Create a pipeline for veteran talent
- **Call the Veteran...**



**O\*NET OnLine**

[Help](#)

[Find Occupations](#)

[Advanced Search](#)

[Crosswalks](#)

## Military Crosswalk Search

Search codes or titles from the **Military Occupational Classification (MOC)**.

Select a branch:

Examples: 0963, radio chief

Googles initiative to  
(1) recognize veteran  
owned business in  
“google search”, and  
(2), a veteran job /  
MOS match search  
capability.

# The Veteran difference

- Most veterans know the perception the civilian workforce have of them so they posture themselves to be hesitant, defensive and often come across as guarded in interviews.
- Most veterans prefer to blend seamlessly into the fabric of society so as to not be labeled with the stereotypes of society.
- Most women do not identify as veteran due to the lack of respect shown by society and their male colleagues after service.
- 22 veterans commit suicide every day. It's proven that veterans who are employed are less likely to commit suicide due to the fact that they have a purpose. More female veterans commit suicide than males. The only way to stop suicides is through awareness as some never display signs of needing help before committing the act.
- More people in society suffer from PTS than Veterans. PTS can be triggered by a car accident, natural disaster or experience/witness of crime. Yet the stigma remains on the veteran population.

# We come home different

- Most veterans cannot put everything they ever did in the military on their resume. A lot of what you see is the job description they signed up for not the other jobs they did.
- 85% of every veteran leaving the military had at least 1 or more additional duty completely unrelated to their career field.
- Ask about additional duties in the interview, you will be amazed at what you learn about their ability to adapt.
- Most veterans are willing to start over with less pay to get their foot in the door if there is a chance of promotion and somewhat of a career path. But they also know their worth so don't undervalue them on purpose.
- Most veterans like to know they belong. Set realistic expectations. Show them a path to success. Veterans need to know that they have a purpose and they want to contribute to the overall mission of the organization.
- Not all veterans are created equal.

# What's in it for your organization?

- **Compliance:** Office of Federal Contract Compliance Programs (OFCCP)
- **Retention:**
  - ***Fact: Most veterans transition 3 times after the leaving the military before they find their niche.*** However, veterans who transition into an organization with a veteran culture, usually make that their next and only career before civilian retirement.
  - ***Fact: The retention rate for Veterans is higher in organizations with a DOL Registered Apprenticeship Program.***
  - ***Fact: Veterans will stay in organizations that provide training opportunities, information on tools for success, proven growth potential and realistic/competitive pay.***
  - ***Fact: Veterans are more apt to look at companies that showcase their Military Friendly side publicly .*** (Attending job fairs, and hiring events, have a web page dedicated to veteran hiring, has a program for military spouses, are present in the community)



# TAP Registered Apprenticeship Program

- Pilot program to enroll Transitioning Service Members in a career training program prior to separating from military service.
- Pilot locations with Apprenticeship Placement Counselors:

	<b>ARMY</b>	Fort Bragg, NC	Fort Bliss, TX
	<b>NAVY</b>	Naval Station Norfolk, VA	Naval Station San Diego, CA
	<b>AIR FORCE</b>	Nellis AFB, NV	Travis AFB, CA
	<b>MARINE CORPS</b>	MCAS Cherry Point, NC	MCAS Miramar, CA

- For more information email: [Renick.Carolyn.G@dol.gov](mailto:Renick.Carolyn.G@dol.gov)

# Registered Apprenticeship Program

- Registered apprenticeships have on average a 97% graduation rate and a 94% retention rate.
- Build your talent pipeline and sustain your industry.
- Registered Apprenticeships are blue and white color in a wide variety of career fields.



Health Care



Cybersecurity



Information  
Technology



Biotechnology



Transportation



Construction



Financial  
Services



Hospitality



Engineering



Energy



Telecommunications

- Veterans can collect their GI Bill housing stipend while enrolled.
- Graduates receive a certificate upon completion of the program.



# HIRE Vets Medallion Program

Recognizing employers for their investments in recruiting, employing, and retaining our nation's heroes.

2019 Application Period Closed

2018 Award Recipients Released



## Honoring the Employers who Hire our Nation's Heroes

The HIRE Vets Medallion Award is the only federal-level veterans' employment award that recognizes a company or organization's commitment to veteran hiring, retention, and professional development. [Review the criteria for the 2020 award cycle.](#)

# Value Proposition / ROI

- **Veterans:**
  - Identifies a proven “Veteran ready” employer
  - Facilitates a more focused employment search
- **Employers:**
  - Only Veteran hiring award at the federal level
  - Distinguishes local effort on a national basis
  - Assists in recruitment and advertising effort
  - Certificate/Award from the Secretary of Labor
  - Rights to a “digital” Medallion with year of award to use
    - Could mean **recognition over competitors**
  - ***Published list of award recipients***
    - ***~470K Veterans served by DOL / ~164K TSMs (2019)***









# HIRE

## Vets Medallion Program

### 2019 HIRE Vets Medallion Award Criteria<sup>1</sup>

OTHER ITEMS INTEGRATION ASSISTANCE PROGRAMS

REQUIREMENTS	LARGE EMPLOYER AWARDS (500+ Employees)		MEDIUM EMPLOYER AWARDS (51-499 Employees)		SMALL EMPLOYER AWARDS (1-50 Employees)	
	 <b>Platinum</b>	 <b>Gold</b>	 <b>Platinum</b>	 <b>Gold</b>	 <b>Platinum</b>	 <b>Gold</b>
<b>Hiring</b> (Vets hired during CY 2018)	Not less than 10% of employees hired <b>AND</b>	Not less than 7% of employees hired <b>AND</b>	Not less than 10% of employees hired <b>OR</b>	Not less than 7% of employees hired <b>OR</b>	Not less than 10% of employees hired <b>OR</b>	Not less than 7% of employees hired <b>OR</b>
<b>Retention</b> (Vets hired during CY 2017)	Not less than 85% of Vets hired retained for 12 months	Not less than 75% of Vets hired retained for 12 months	Not less than 85% of Vets hired retained for 12 months <b>AND</b>	Not less than 75% of Vets hired retained for 12 months <b>AND</b>	Not less than 85% of Vets hired retained for 12 months <b>AND</b>	Not less than 75% of Vets hired retained for 12 months <b>AND</b>
<b>Veteran Employee Percentage</b> (Vets employed on 31 Dec. of CY 2018)	N/A	N/A	At least 10% of employees are Vets	At least 7% of employees are Vets	At least 10% of employees are Vets	At least 7% of employees are Vets
<b>Veteran Organization or Resource Group</b>	Must be established and exist on 31 Dec. of CY 2018	Must be established and exist on 31 Dec. of prior year	Must be established and exist on 31 Dec. of prior year	Satisfy 1 of 2	Satisfy 2 of 5	N/A
<b>Leadership Program</b>	Must be established and exist on 31 Dec. of CY 2018	Must be established and exist on 31 Dec. of prior year	Must be established and exist on 31 Dec. of prior year			N/A
<b>Dedicated HR Professional (large) or HR Veterans' Initiative (medium/small)</b>	Must be targeted to veteran employees	N/A	Satisfy 1 of 3	N/A		N/A
<b>Pay Differential Program</b>	Must be provided	N/A		N/A		N/A
<b>Tuition Assistance Program</b>	Must be available	N/A		N/A		N/A
<b>Labor Law Violations</b>	Must not have any of the violations identified in 20 CFR § 1011.120	Must not have any of the violations identified in 20 CFR § 1011.120	Must not have any of the violations identified in 20 CFR § 1011.120	Must not have any of the violations identified in 20 CFR § 1011.120	Must not have any of the violations identified in 20 CFR § 1011.120	Must not have any of the violations identified in 20 CFR § 1011.120
<b>Application Fee</b>	\$495.00	\$495.00	\$190.00	\$190.00	\$90.00	\$90.00

<sup>1</sup> The above is a brief overview of the criteria needed to qualify to receive a HIRE Vets Medallion Award. For a detailed explanation, please visit [HIREVets.gov](http://HIREVets.gov) and view the Final Rule for the program.



# Resources



[WWW.VETERANS.GOV](http://WWW.VETERANS.GOV)

[WWW.HIREVETS.GOV](http://WWW.HIREVETS.GOV)

[WWW.DOL.GOV](http://WWW.DOL.GOV)

[WWW.ONETONLINE.COM](http://WWW.ONETONLINE.COM)

[WWW.CAREERONESTOP.COM](http://WWW.CAREERONESTOP.COM)

[WWW.APPRENTICESHIP.GOV/APPRENTICESHIP-FINDER](http://WWW.APPRENTICESHIP.GOV/APPRENTICESHIP-FINDER)

Employer's Guide:

<https://www.dol.gov/sites/dolgov/files/VETS/files/Employer-Guide-to-Hiring-Veterans.pdf>

# Regional Veteran Employment Coordinators

## Regional Veteran Employment Coordinators

**Roxann Griffith (Acting) – Chicago Region:** Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, Ohio, Wisconsin. [griffith.roxann.s@dol.gov](mailto:griffith.roxann.s@dol.gov)

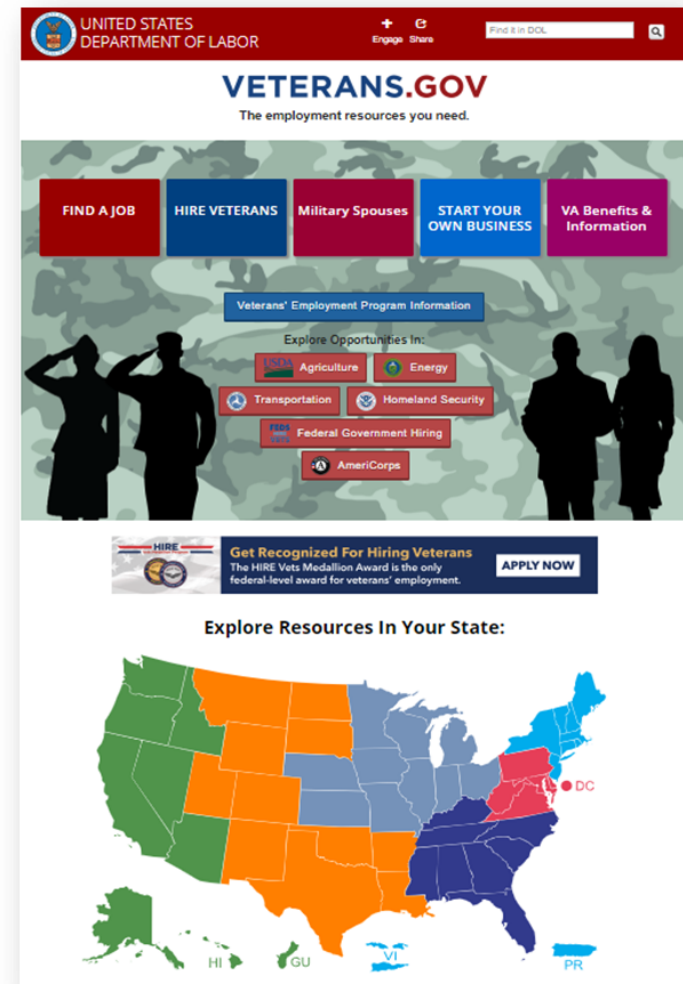
**Nicole Neri – Philadelphia Region:** Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. [neri.nicole@dol.gov](mailto:neri.nicole@dol.gov)

**Paul Furbush – Boston Region:** Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, Vermont. [furbush.paul.m@dol.gov](mailto:furbush.paul.m@dol.gov)

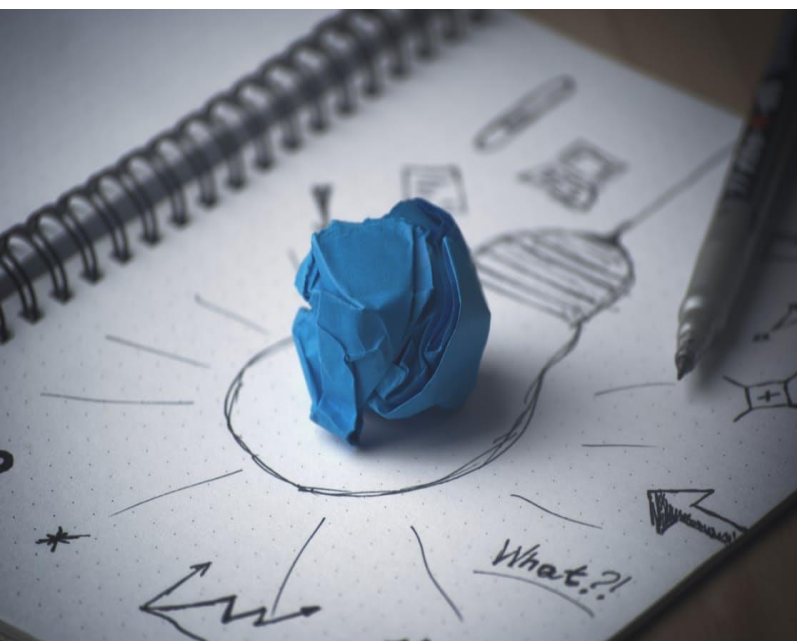
**Roxann Griffith – Dallas Region:** Arkansas, Colorado, Louisiana, Montana, Oklahoma, New Mexico, North Dakota, Puerto Rico, South Dakota, Texas, Utah, Virgin Islands, Wyoming. [griffith.roxann.s@dol.gov](mailto:griffith.roxann.s@dol.gov)

**Nicole Neri (Acting) – Atlanta Region:** Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee. [furbush.paul.m@dol.gov](mailto:furbush.paul.m@dol.gov)

**Tony Forbes – San Francisco Region:** Alaska, Arizona, American Samoa, California, Guam, Hawaii, Idaho, Mariana Islands, Nevada, Oregon, Washington  
[forbes.tony.d@dol.gov](mailto:forbes.tony.d@dol.gov)







# Thank You for Your Time Today.

Let's Continue to Work towards the same End GOAL --- Veteran Employment!

**Roxann Griffith**

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