

2020 Virtual Veteran Summit:

The Veteran Workforce Experience



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THE HEINZ ENDOWMENTS
Howard Heinz Endowment • Vera J. Heinz Endowment

Overview

Join us in a workshop focused on critical considerations for building veteran hiring and retention programs.

Three keynote speakers present the following topics:

- **Ginger Miller** will share her experience transitioning out of the military to outline challenges veterans face as they separate from service
- **Maj Gen (Ret.) John Quintas** will provide guidance on how to understand these challenges when developing and growing veteran hiring initiatives
- **Ashely Owens & Jamie Rimphanli** will outline several resources for establishing a veteran hiring program

Date/Time

November 20th, 12:00 – 2:30pm Eastern

Location

Zoom

RSVP

To confirm space, please email us at veteransummit@deloitte.com

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Opening Comments

5 minutes



Tom Clark

Manager, Deloitte

Tom is a Manager with Deloitte Consulting within the Supply Chain and Network Operations (SCNO) areas. He has over 17 years of industry experience in operations management, primarily in the life sciences industry. He also has over 32 years of experience in the Air Force leading operations, logistics, and nuclear sustainment. Areas of expertise include supply chain, manufacturing assessments, and operations strategy.



2020 Virtual Veteran Summit: The Veteran Workforce Experience

Objectives

- Gain an understanding of the challenges facing veterans, especially women and minorities, when transitioning
- Learn tools, techniques, and procedures to build and/or enhance your program to support veteran employees
- Discover available resources to assist with veteran employment programs



Schedule

Date of Event: 20 Nov Time: 12:00-2:30 pm Eastern

12:00 5 Minutes	12:05 15 Minutes	12:20 20 Minutes	12:40 35 Minutes	1:15 35 Minutes	1:50 35 Minutes	2:25 5 Minutes
Tom Clark	Thom Sutton Karen Melia	Dr Daniel Perkins	Ginger Miller	John Quintas	Jamie Rimphanli Ashley Owens	Dan Goldenberg
Welcome and Summit Overview	Veteran Transition and Employment <i>Focus Group Results</i>	Veteran Transition and Employment Data	The Veteran Experience <i>Includes 5-10 minutes for questions</i>	Building a Program to Support Veteran Employment <i>Includes 5-10 minutes for questions</i>	Available Resources to Build a Veteran Employment Program <i>Includes 5-10 minutes for questions</i>	Closing Comments



Session 1

Veteran Transition and Employment

Focus Group Results (Ipsos)

15 minutes



Thom Sutton
Lead DoD Account, Ipsos

Ipsos uses the best of science, technology, and know-how and applies the principles of security, simplicity, speed and substance to produce accurate and relevant information and turn it into actionable truth. Thom served as an Armor Officer in the U.S. Army from 1993 to 2018. He spent the last twenty-five years leading teams and organizations in some of the most complex and challenging environments. His interest in marketing research led him to Ipsos Public Affairs in Washington D.C. where he leads the DoD account.



Karen Melia
Senior Research Manager, Ipsos

Karen worked in the research field for over 17 years in the DC metro area for a financial association, government contracting research company, and now Ipsos. She is a big proponent of data-driven decision-making and she hopes to assist attendees with just that during our time together.

VIRTUAL VETERANS SUMMIT 2020

Public Perceptions

Thomas Sutton, Vice President, Ipsos Public Affairs

Karen Melia, Senior Research Manager, Ipsos Public Affairs

11/20/2020

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I think Veterans should have all the help necessary not only to reintegrate back into civilian life but also to thrive in it. Most if not all I have met have great leadership skills and have no problem getting the job taken care of.



The Research Methodology

KnowledgePanel®

Ipsos KnowledgePanel is the oldest and largest probability-based online panel in the U.S. with about 60,000 members. Backed by scientific design, statistical rigor and sector expertise, it provides consistently high-quality measurement. Using over 2,000 profile variables, we can target specific subpopulations.

Survey
respondents

Analyzed
respondents

Employed



155 Veterans

1,080 General Population

296 Veterans

936 Non-Veterans

44.1% Veterans

56.1% Non-Veterans

Perceptions of Veterans in the Workforce



Perceptions of Veterans in the Workforce

For each of the following, please indicate how well you think it describes a post 9/11 veteran. (% well)

	Potential	Community Asset	Work Ethic	Hero	Creative	Flexible
	97.0%	96.1%	94.8%	90.4%	81.0%	85.6%
	90.0%	89.7%	93.2%	87.2%	91.2%	91.3%
	96.8%	95.9%	95.0%	90.7%	79.9%	85.0%

Perceptions of Veterans in the Workforce

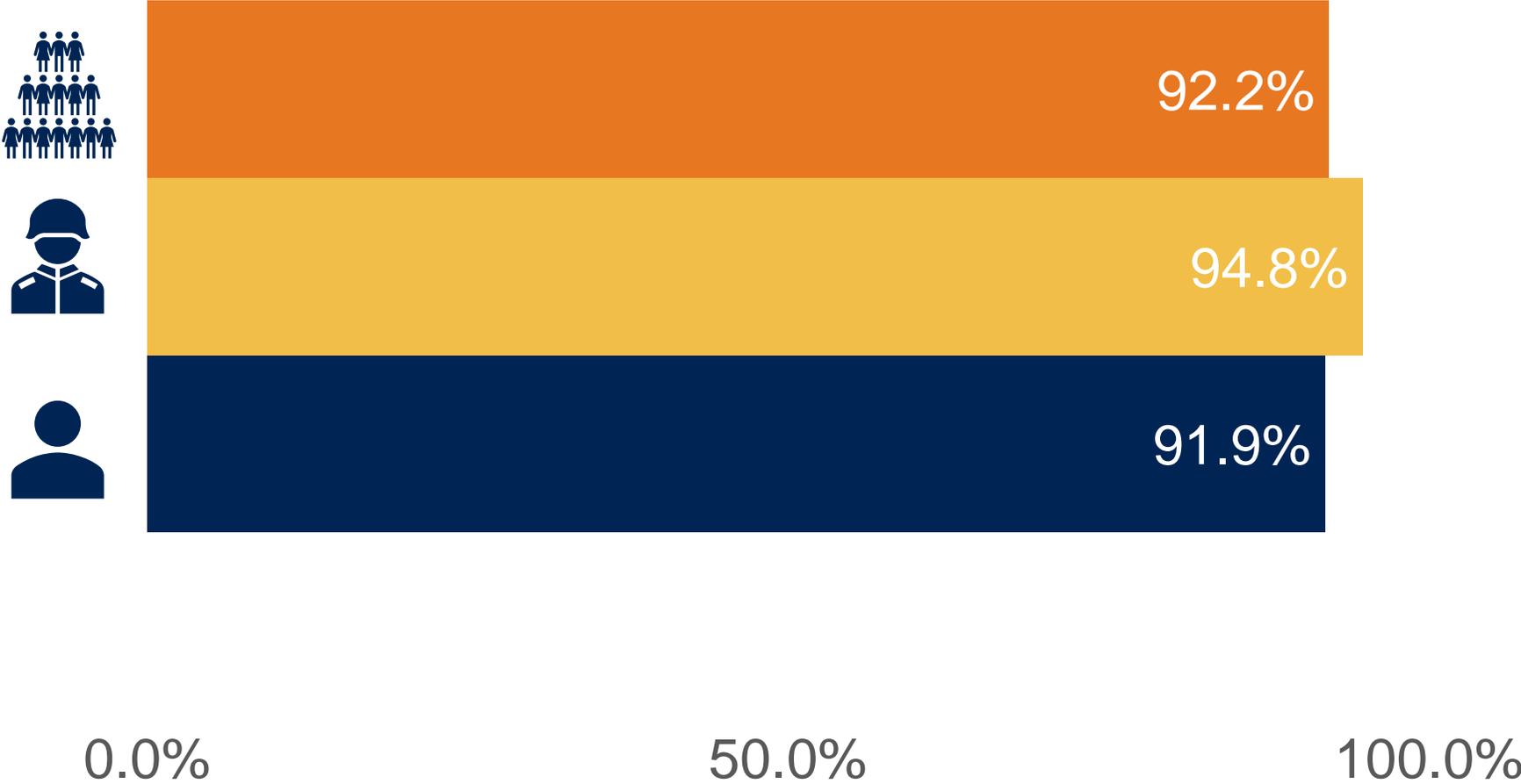
For each of the following, please indicate how well you think it describes a post 9/11 veteran. (% well)

	Blue-collar job	White-collar job	College educated	Under employed	Unemployed	PTSD
	84.1%	56.7%	70.4%	77.6%	54.8%	78.6%
	88.8%	56.5%	69.5%	79.3%	58.6%	59.3%
	83.6%	56.7%	70.5%	77.4%	54.3%	80.2%

Perceptions of Veterans in the Workforce

How much do you agree or disagree with the following statements?

Military veterans bring a unique skillset to the civilian workforce (% agree)



Perceptions of Veterans in the Workforce:

How much do you agree or disagree with the following statements?

Military veterans are a valuable asset to any company(% agree)



0.0%

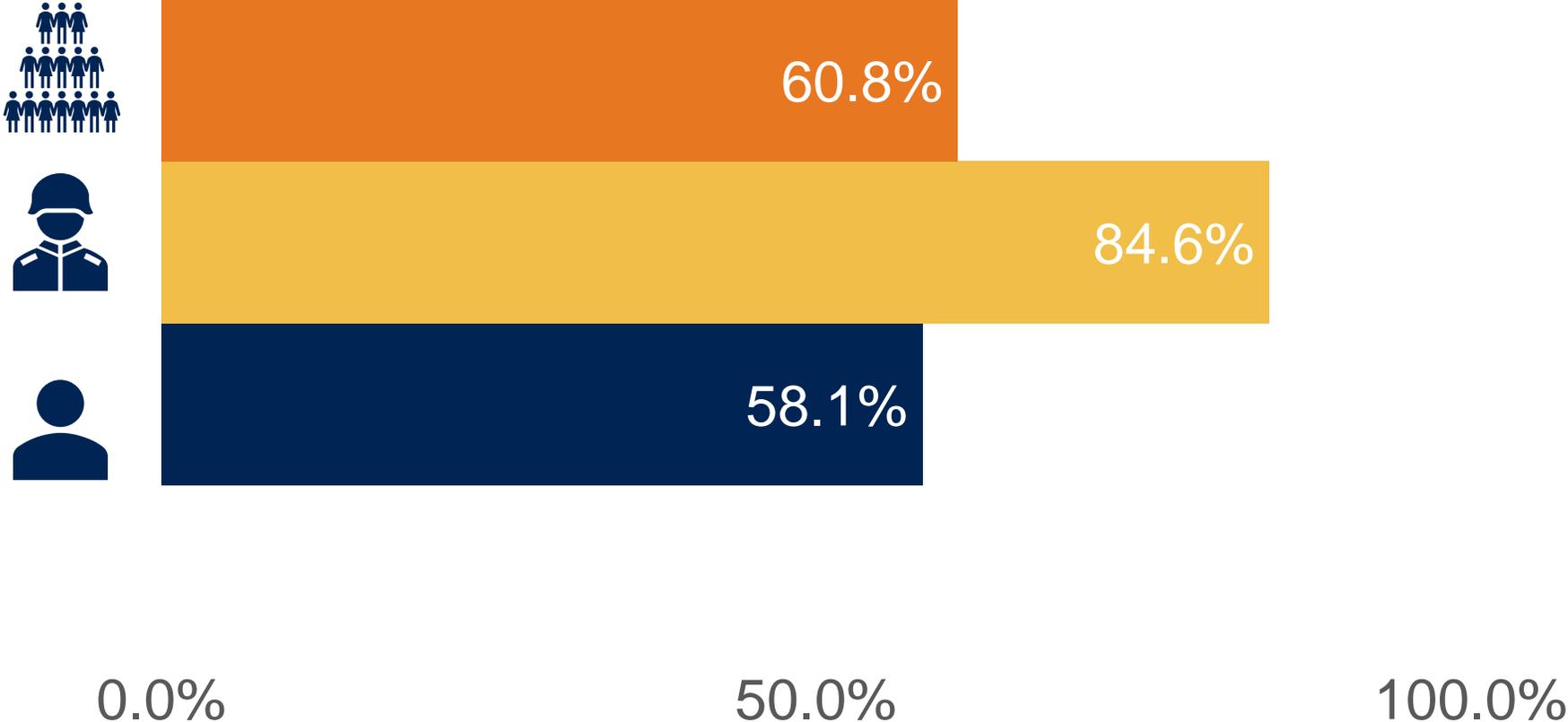
50.0%

100.0%

Perceptions of Veterans in the Workforce

How much do you agree or disagree with the following statements?

Military veterans perform better than their non-veteran peers in the workplace (% agree)



Perceptions of Veterans in the Workforce

How would you compare the leadership skills of military veterans to non-veteran civilians (or those who have not served)?



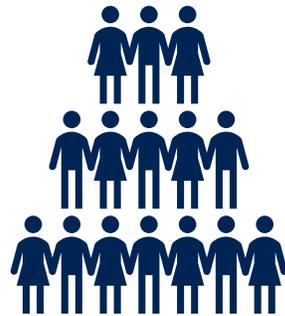
Veterans have a more robust leadership skill set than non-veteran civilians	41.0%	72.9%	37.3%
Non-veteran civilians have a more robust leadership skill set than veterans	2.3%	2.8%	2.2%
Both have the same degree of leadership skills	56.7%	24.4%	60.5%
Total	100.0%	100.0%	100.0%

Perceptions of Veterans in the Workforce

How willing are you to accept a professional networking request (i.e. LinkedIn) from a veteran? (% willing)



87.6%



85.8%



85.6%



LinkedIn®



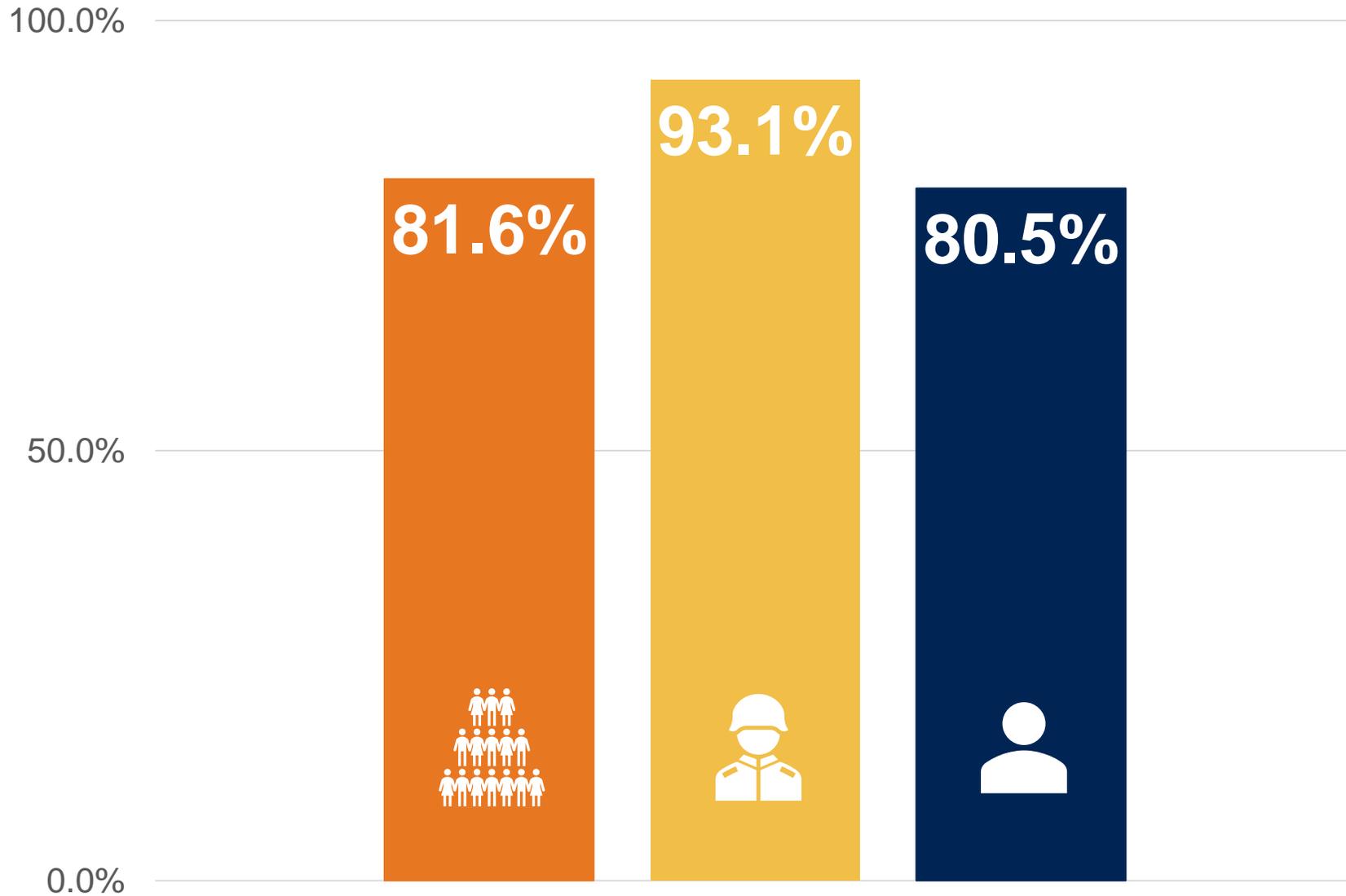
Hiring Veterans



Hiring Veterans

How much do you agree or disagree with the following statements?

Companies should prioritize hiring qualified military veterans whenever possible (% agree)



Hiring Veterans

Regardless of whether you are responsible for hiring at your current job, if you were in charge of filling a vacancy in your office, how likely would you be to... (% likely)

Veterans are significantly more likely than Non-Veterans to...



Add criteria to the job posting that would prioritize hiring a veteran (82.0% vs 60.7%)



Post the job on veteran-specific job boards/recruitment sites (93.8% vs 72.4%)



Offer benefits package that specifically attracts military families (79.3% vs 63.5%)

Hiring Veterans

Regardless of whether you are responsible for hiring at your current job, if you were in charge of filling a vacancy in your office, how likely would you be to...

Veterans are equally likely as Non-Veterans to...



Hire a veteran (97.4% vs 95.7%)



Hire a military spouse (91.2% vs 91.6%)

Hiring Veterans



Do you believe your company is committed to hiring veterans?*

61.7%

77.1%

60.7%

At your current job, do you know of any program in place to promote hiring of veterans?*

33.3%

32.2%

31.7%

At your current job, do you know of any program in place to promote hiring of military spouses?*

18.0%

8.7%

17.8%

Do you currently have colleagues that are military veterans?*

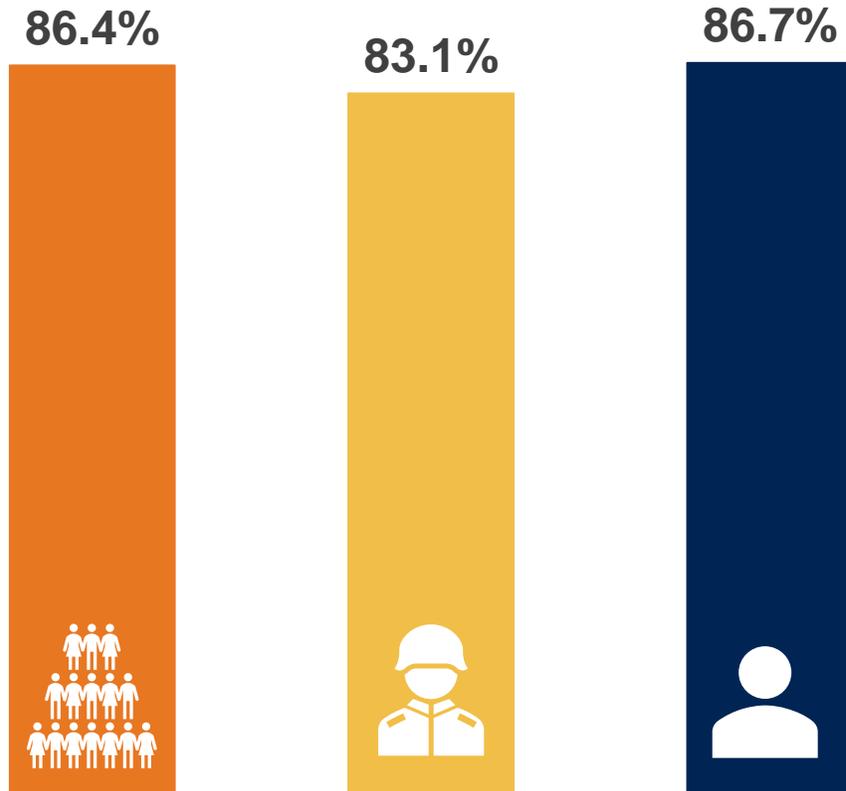
59.1%

86.0%

57.1%

Hiring Veterans - Support

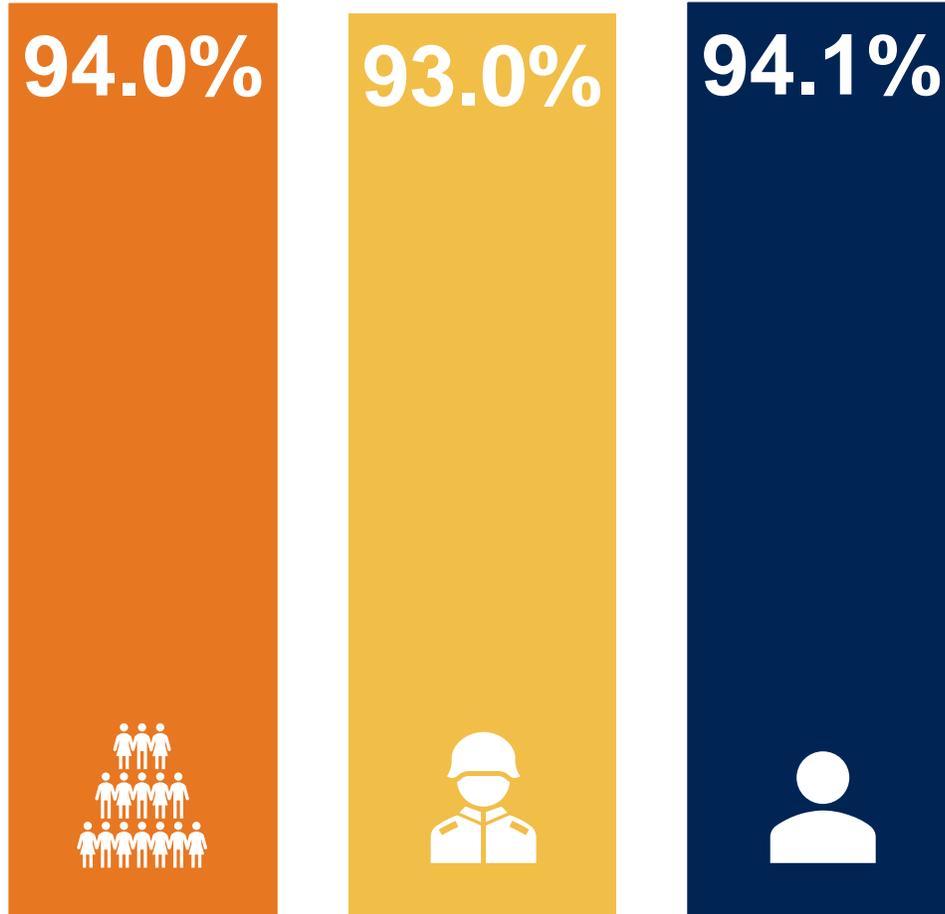
Do you think current veterans need special employment support programs to assist in their job search and transitioning into the public sector? (% yes)



Hiring Veterans - Support

How much do you agree or disagree with the following statements? (% agree)

Businesses should do more to support veterans transitioning into the workforce



Under-employment



Under-employment

How much do you agree or disagree with the following statements? (% agree)

Under-employment is an important issue for America to address



89.8%



88.6%



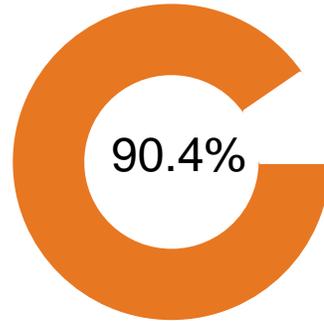
89.9%



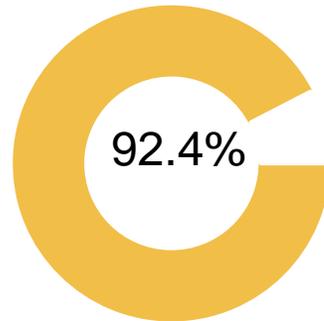
Underemployment

How much do you agree or disagree with the following statements? (% agree)

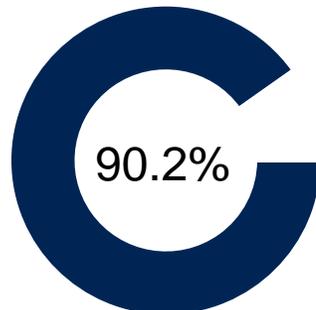
My current job is suited to my skillset



90.4%

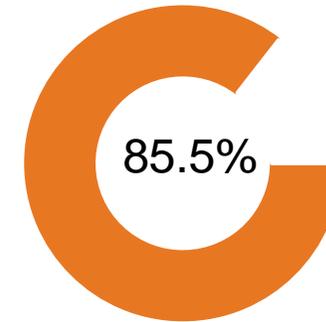


92.4%



90.2%

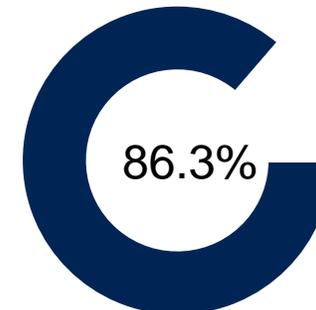
My current job allows me to fully use my training and experience



85.5%



75.7%



86.3%

Bringing it all together

Call to Action Thought List

- What are the ways we can continue to reduce negative stigmas associated with PTSD?
- What are the best practices to reduce under-employment?
- Are there systems in place to prioritize Veteran or Military Spouse hiring?
- Do you have a Veteran associated with your Veteran Hiring program?



About Ipsos

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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Game Changers

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.



Session 2

Veteran Transition and Employment Data

Insight into The Veteran Metrics Initiative (TVMI) Study

20 minutes



Daniel Perkins, Ph.D.
Principal Scientist and Founder,
Clearinghouse for Military Family Readiness

Dr Perkins is an experienced Professor who is skilled in applied research focusing on youth and family development, military families, veterans, dissemination and implementation science, program evaluation, prevention science, knowledge translation, team building, public speaking, Management, and Program Development.

VA Summit

Data from The Veterans Metrics Initiative

Presenter: Dr. Daniel F. Perkins

Contributors: Dr. Nicole R. Morgan, Dr. Katie E. Davenport, and Ms. Kimberly J. McCarthy

November 2020



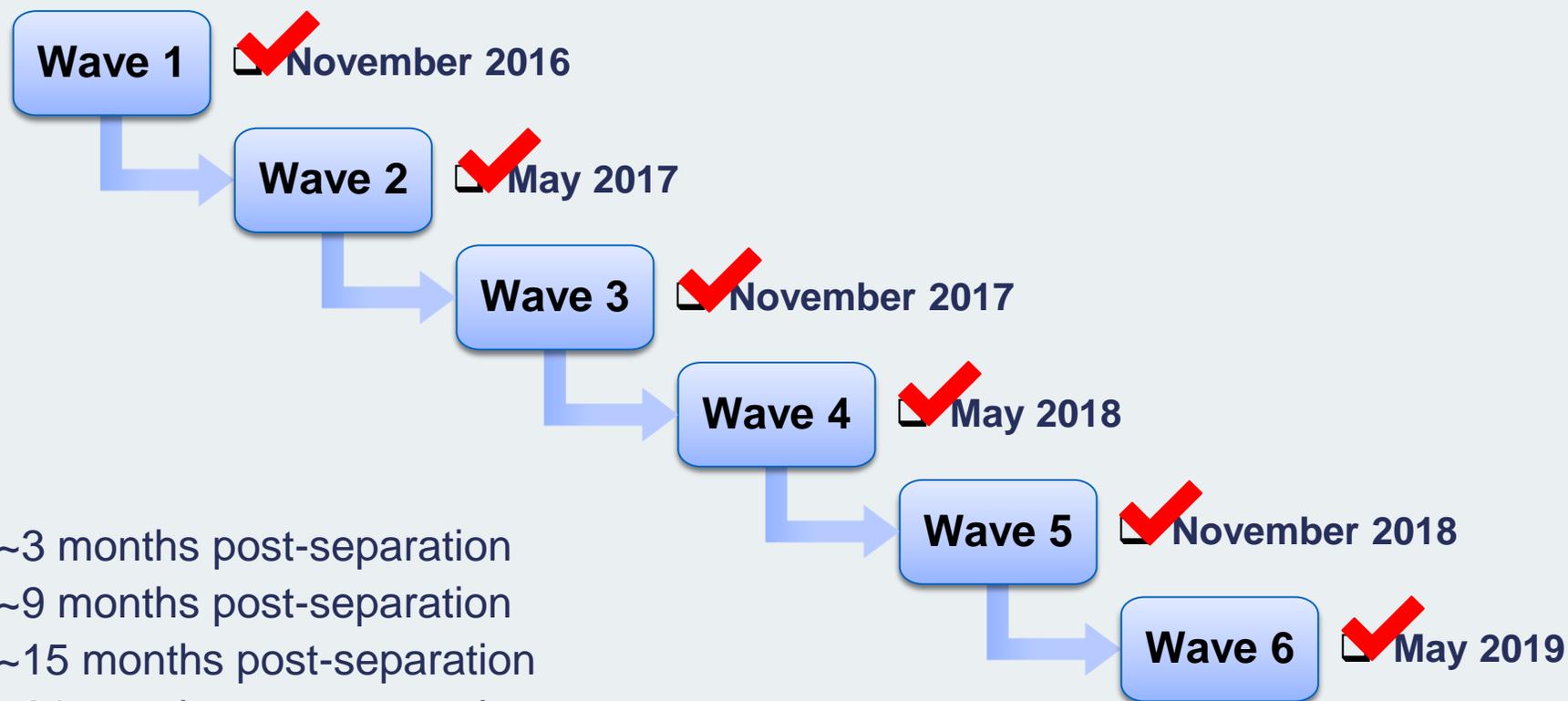
PennState

TVMI Study Participants



	Population (n=48,965)	Wave 1 (3 months) (n=9,566)	Wave 6 (33 months) (n=5,258)
Male	84.1%	81.8%	81.5%
Female	15.9%	18.2%	18.5%
Army	32.1%	32.9%	31.0%
Navy	18.8%	19.2%	19.3%
Air Force	13.5%	19.0%	19.9%
Marines	17.2%	15.9%	16.6%
National Guard/Reserve	18.4%	12.9%	12.4%
E1-E4 Junior Enlisted	41.4%	27.5%	28.5%
E5-E6 Mid-Grade Enlisted	29.5%	30.0%	29.9%
E7-E9 Senior Enlisted	13.4%	17.9%	16.7%
W1-W5 Warrant Officers	1.1%	1.6%	1.5%
O1-O3 Junior Officers	6.4%	8.4%	9.0%
O4-O10 Senior Officers	8.1%	14.7%	14.5%

TVMI Data Collection Timeline



Wave 1 (**W1**): ~3 months post-separation

Wave 2 (**W2**): ~9 months post-separation

Wave 3 (**W3**): ~15 months post-separation

Wave 4 (**W4**): ~21 months post-separation

Wave 5 (**W5**): ~27 months post-separation

Wave 6 (**W6**): ~33 months post-separation

CLEARINGHOUSE
FOR MILITARY FAMILY READINESS

VETERAN NETWORK
Veterans Evolution & Research Applications Network

Employment

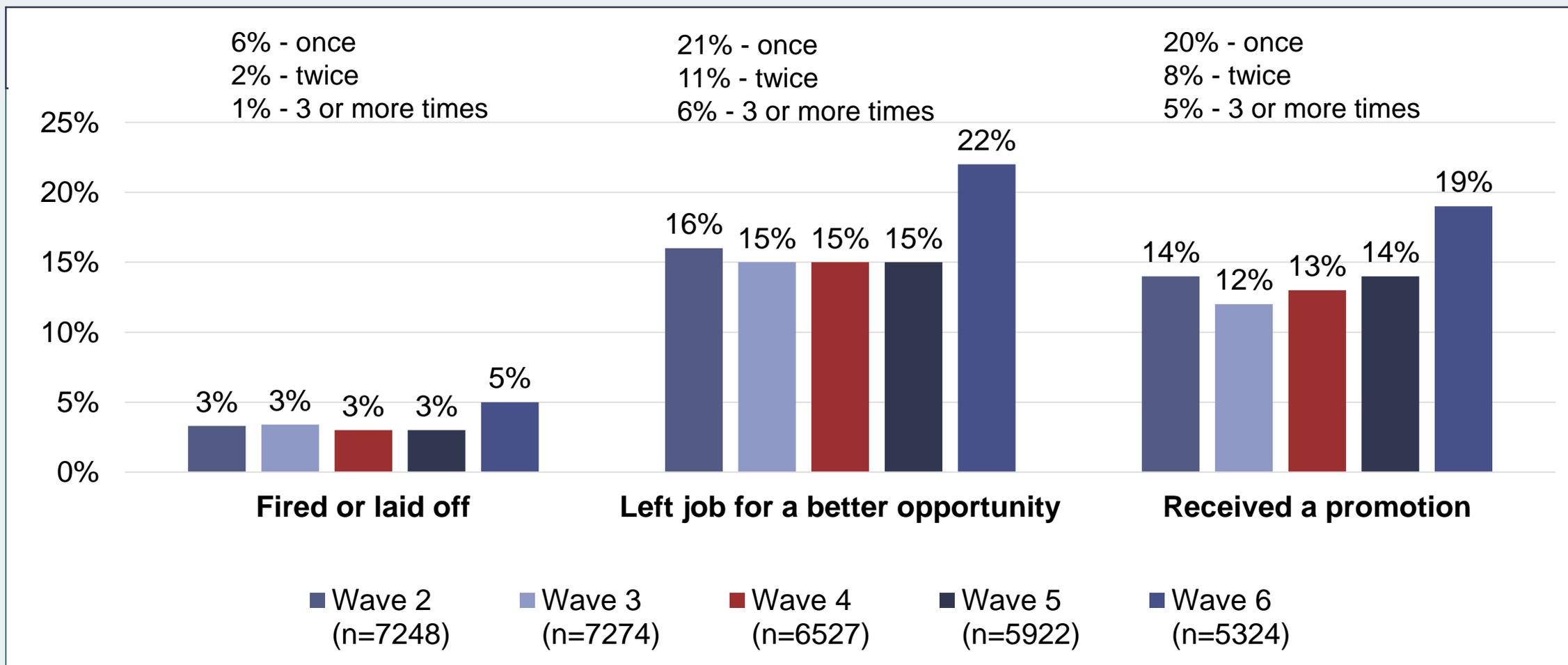


PennState

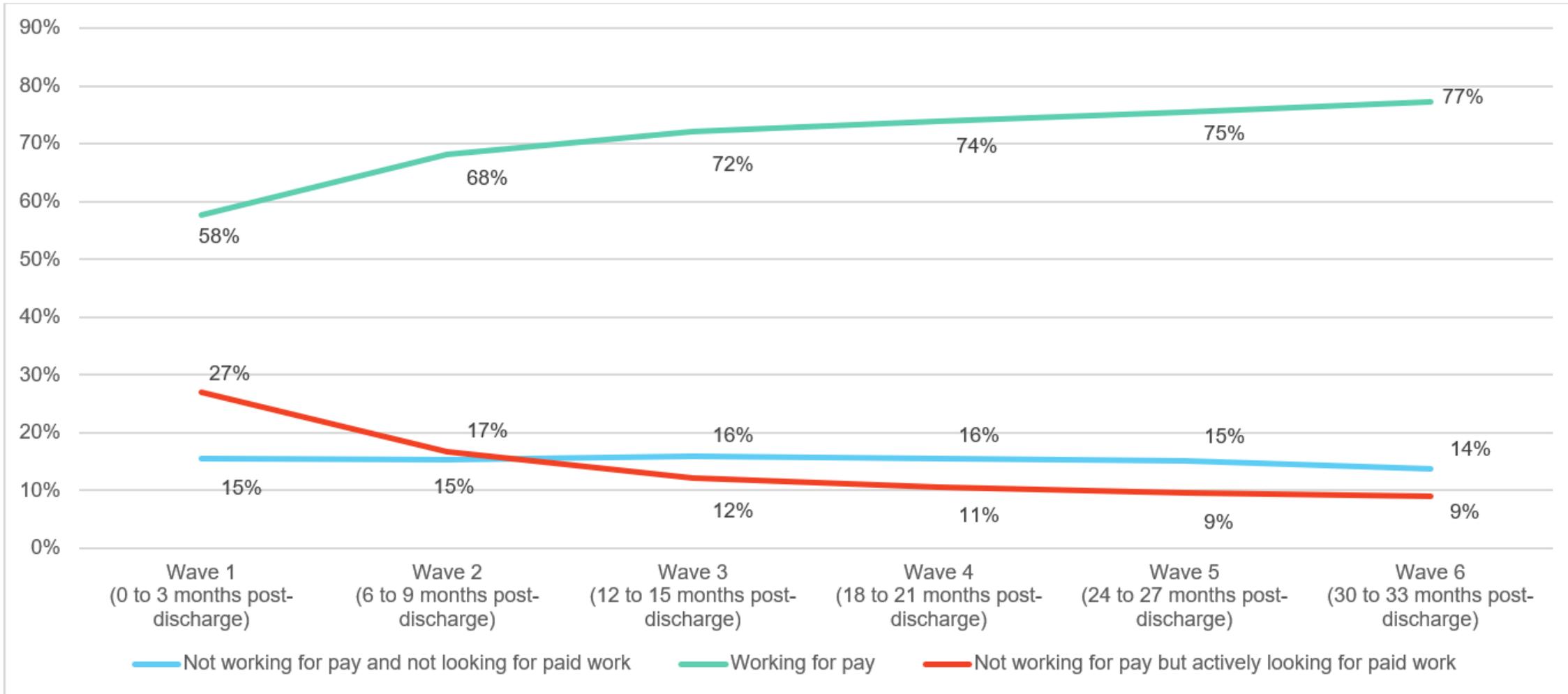
VETERANetwork Employment Takeaways

- Well-being #2 - Veterans' perceptions of underemployment are prevalent; enact a multi-pronged approach to enable veterans to translate their military skills into the civilian workplace and to promote awareness among employers about the skills sets and assets that veterans possess.
- Components #3 - Shorten the length of time it takes to secure a job after discharge and increase starting salaries by fostering early participation in targeted employment components.
- Components #4 - Ensure programs/services utilize evidence-informed, employment components linked to increased job promotion for veterans.
- Components #5 - Advocate for continued use of employment components, as they are related to better employment opportunities for veterans.

Changes in Employment from Wave 2 to Wave 6



Current Employment Status (Working for Pay) by Wave

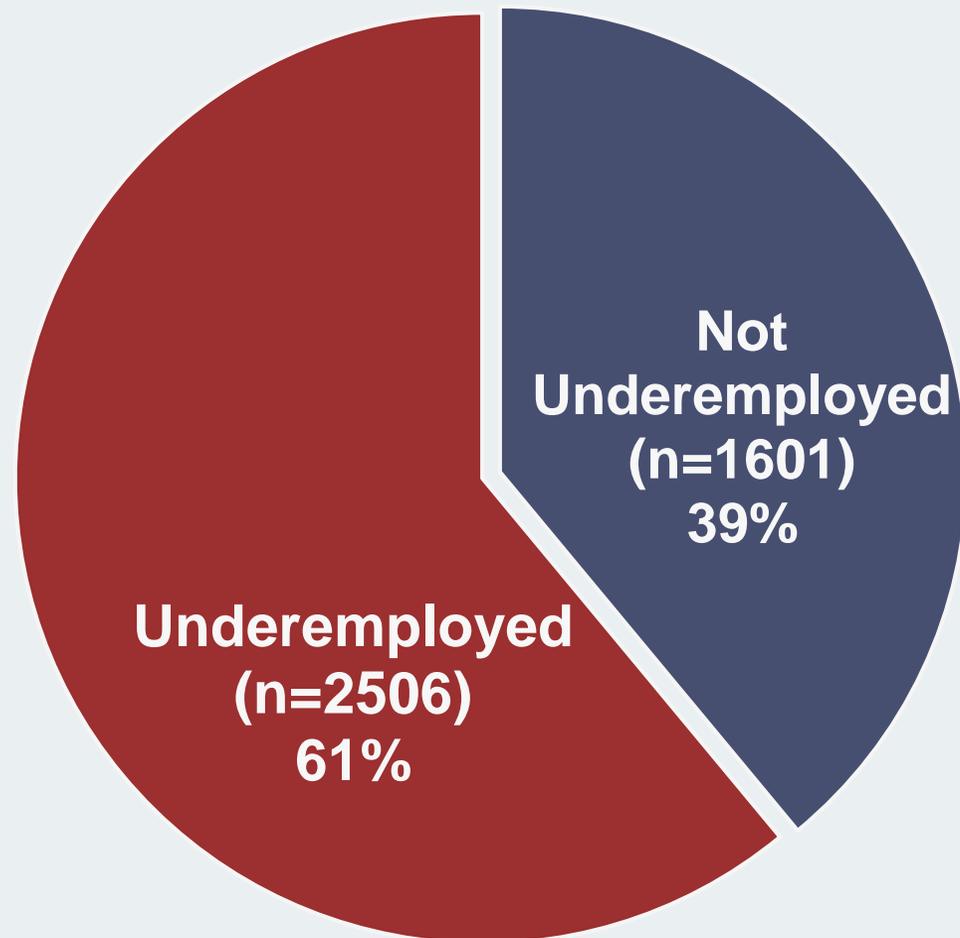


Veteran Underemployment Studies

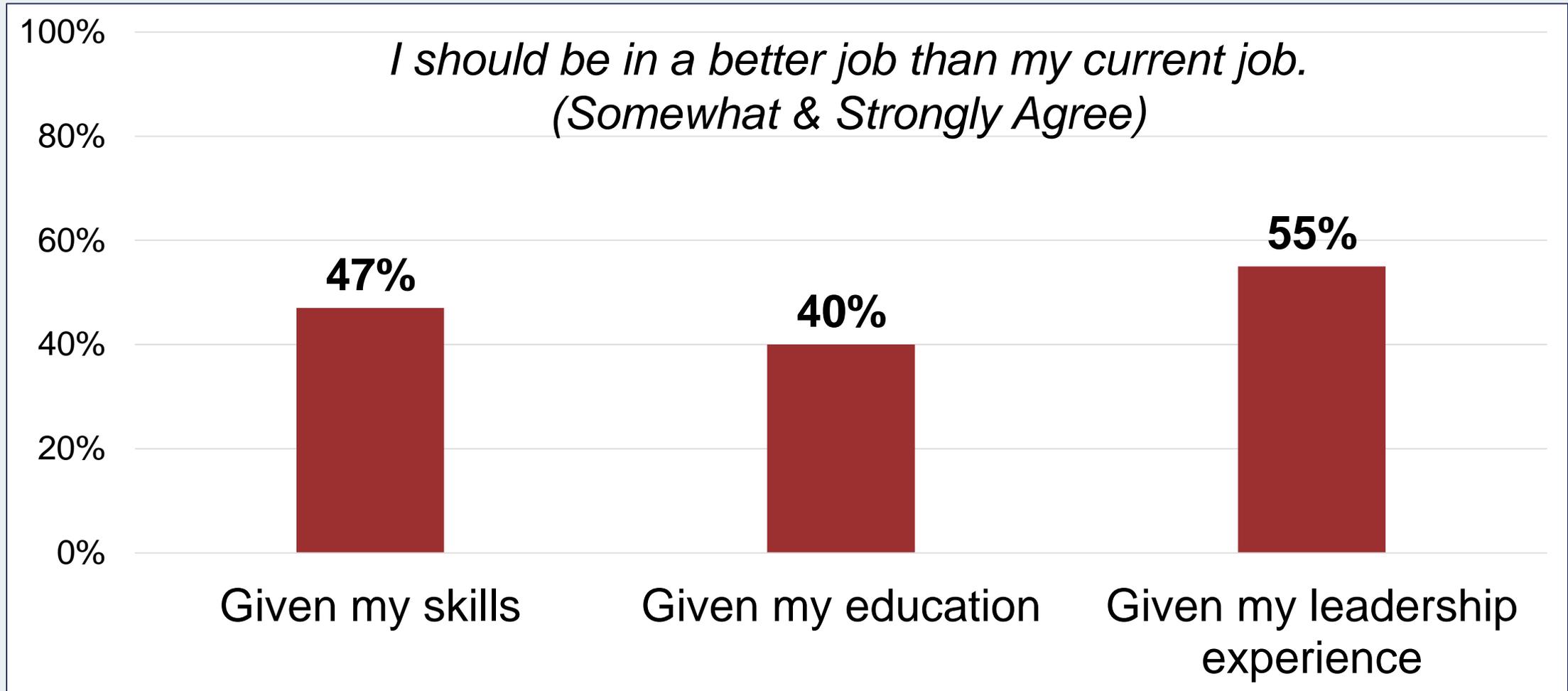
- **ZipRecruiter and Call of Duty Endowment Study (Barrera & Carter, 2018)**
 - Underemployment affects more veteran job seekers than non-veteran job seekers.
 - One-third of veteran job seekers underemployed.
 - Veterans were underemployed at a rate that was 15.6% higher than non-veteran job seekers.
 - Veterans were more likely to be employed while searching for a job compared to non-veterans.
- **LinkedIn Veteran Opportunity Report**
 - Veterans were more likely to stay in a job longer, more likely to be promoted earlier, and more likely to have a graduate degree.
 - Veterans with a bachelor's degree had 2.9 times more work experience than non-veterans.



TVMI Wave 6 Veteran Underemployment Findings

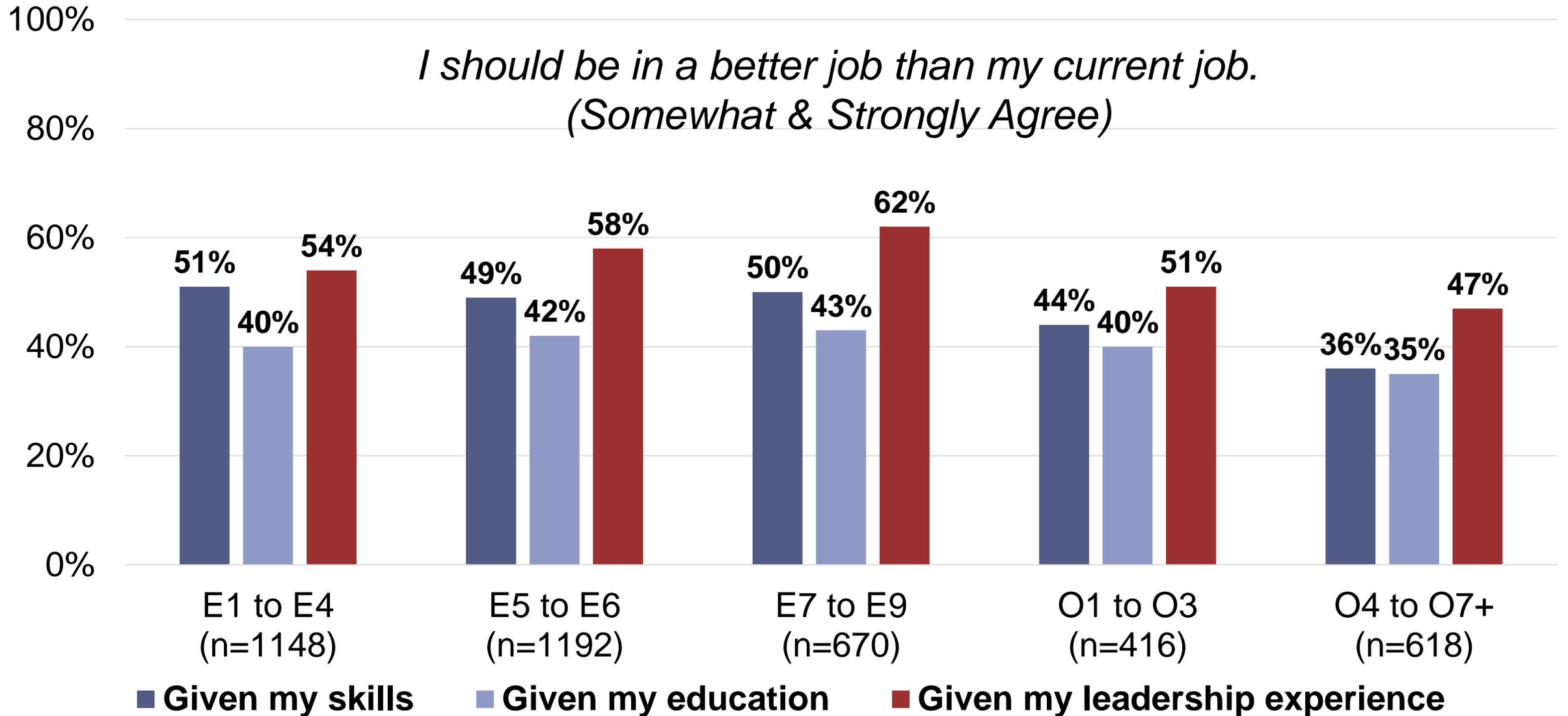


Veterans Beliefs Regarding Underemployment



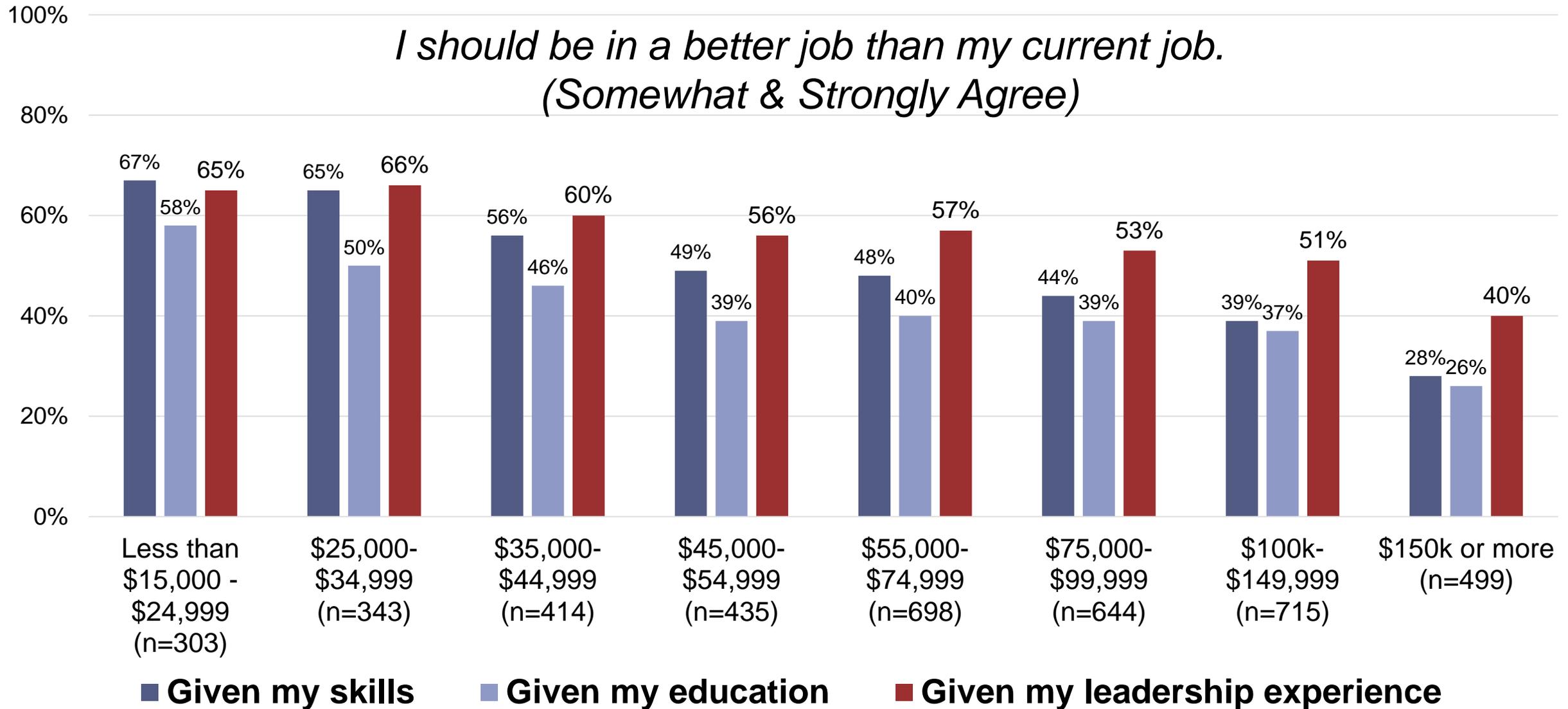
Thoughts Regarding Underemployment by Paygrade

*I should be in a better job than my current job.
(Somewhat & Strongly Agree)*



Thoughts Regarding Underemployment by Salary

*I should be in a better job than my current job.
(Somewhat & Strongly Agree)*



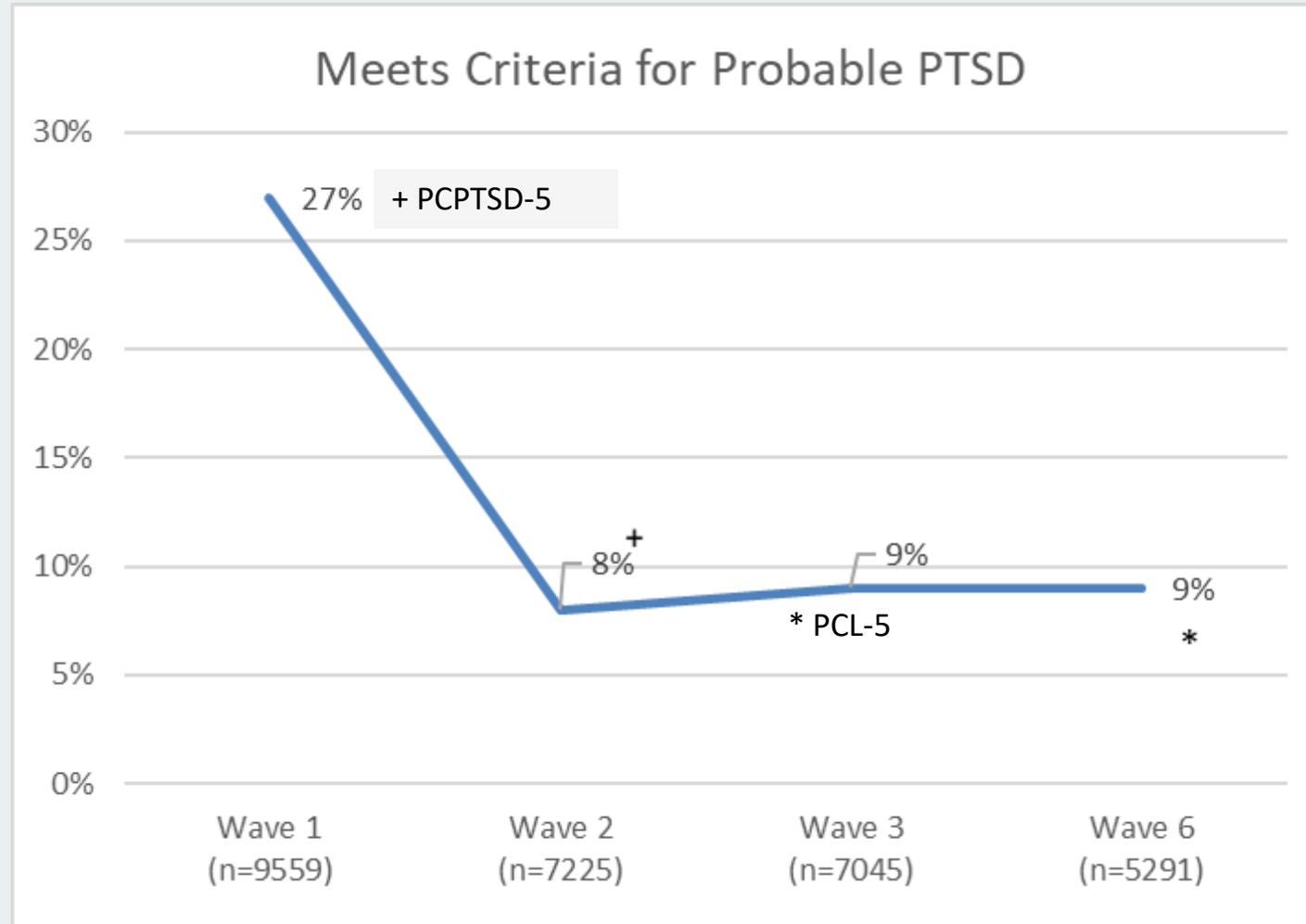
Strategies to Address Underemployment

- Veteran programming
 - Expectation management around transition
 - Career planning and exploration
 - Translation of military skills into the civilian workplace
 - Encourage attendance at civilian networking opportunities
- Employer education about veterans' skills and assets
- Underemployment conceptualization and measurement
 - Bureau of Labor Statistics underemployment measurement
 - Include subjective measures of underemployment (TVMI strength)

Probable Post-Traumatic Stress Disorder



Measuring Probable PTSD Over Time



Thank You

Contact Us:



militaryfamilies.psu.edu

veteranetwork.psu.edu – Coming soon!



VETERANetwork@psu.edu

Dr. Daniel F. Perkins: dfp102@psu.edu





Session 3

Transitioning Veteran Experience

35 minutes



Ginger Miller
Women Veterans Interactive

Ginger's focus is on addressing unique challenges facing nation's 1.8 million woman veterans, returning to civilian life. WVI members span 12 states providing outreach and support services to more than 1,000 women veterans. WVI's mission is to assist women veterans through diligent advocacy, endeavors, and policy engagement, collaborating with a multitude of community and agency support.

WOMEN VETERANS
- GET TO KNOW THEM,
ATTRACT THEM, AND
RECRUIT THEM WITH
PROVEN STRATEGIES



WOMEN VETERANS **INTERACTIVE**



GETTING TO KNOW WOMEN VETERANS

WOMEN VETERANS ARE
A PART OF EVERY FAMILY

Wives

Mothers

Daughters

Sisters

Nieces

Aunts

Friends

Neighbors

WOMEN VETERANS BY THE NUMBERS

There are approximately 2.2 million women veterans in the United States of America.

Post-9/11 women veterans are one of the fastest growing population and represent 17% of the post-9/11 veteran population.

States with the largest population of women veterans are:

Texas—177,501

California—143,211

Florida—144,299

Virginia—103,918

Georgia—88,735



**DURING MILITARY
SERVICE**

DURING MILITARY SERVICE WOMEN VETERANS ACQUIRE TOP SKILLS AND ATTRIBUTES

Work ethic
and discipline

Teamwork

Adaptation to
different
challenges

Mental
toughness

Leadership and
management
skills

Professionalism

Ability to get
things done

Perseverance

Training &
teaching others

Self-Discipline

Coping with
adversity

A woman in a military camouflage uniform and cap is shown in profile, saluting an American flag. She is standing in front of a sunset sky with orange and blue hues. The flag is on a pole to the right. A white-bordered box at the bottom contains the text "AFTER MILITARY SERVICE".

AFTER MILITARY SERVICE



FAMILY REASONS



LOST FAITH OR TRUST
IN MILITARY OR
POLITICAL LEADERSHIP



PURSUE EDUCATION
AND TRAINING
OPPORTUNITIES



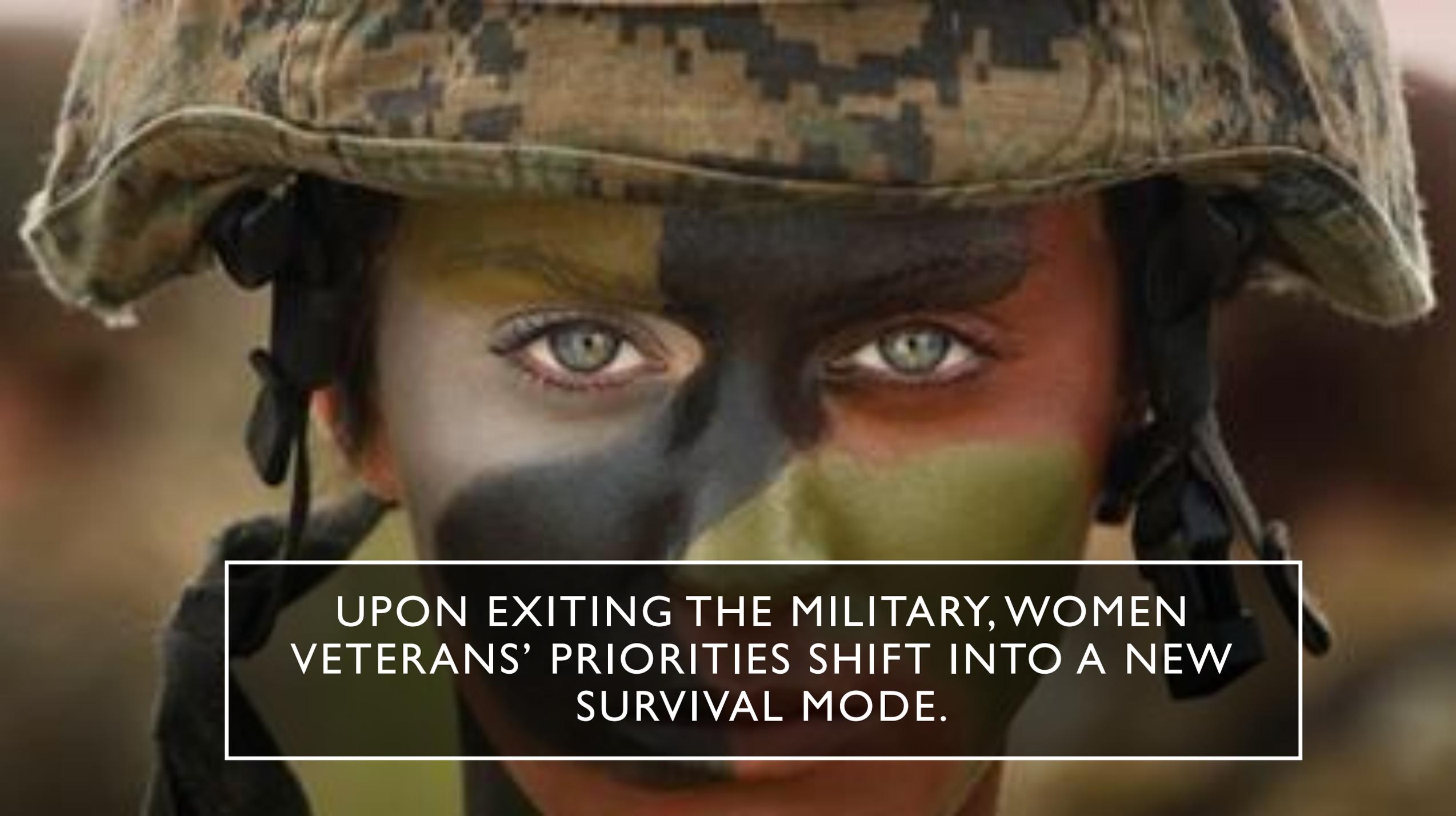
CONCERNS &
GRIEVANCES ABOUT
SERVICE EXPERIENCES



COMPLETION OF
MILITARY SERVICE
OBLIGATION

**TOP REASONS WOMEN VETERANS
LEAVE THE MILITARY**

TRANSITIONING FROM THE MILITARY
CAN BE A DAUNTING TASK FOR
WOMEN SERVICE MEMBERS.



UPON EXITING THE MILITARY, WOMEN
VETERANS' PRIORITIES SHIFT INTO A NEW
SURVIVAL MODE.



THE GREAT
TRANSITION
PERCEPTION

THE GREAT TRANSITION

I have to find a GREAT school for my kids!

Interviews??

Am I qualified for the job?

LinkedIn???

Résumé?

What happened in the TAP course?

I'm not ready!!!

Moving Trucks!

What state should I move to?

uncertainty
confusion

anxiety
stress

There's no way I'm moving back in with my parents!

What about long term dental & medical insurance for the family?

Unemployment insurance?



EMPLOYMENT IS THE GLUE THAT BINDS
THE TRANSITION PROCESS



ENGAGING WOMEN VETERANS

RULES OF ENGAGEMENT

- Meet women veterans where they are
- Carve out a space for women veterans
- Create women veteran centric opportunities
- Hitch your wagon to the latest greatest happenings in the woman community
- Attend women veteran events



MAKE THE CONNECTION!

POPULATION

Student Veterans

Military Spouses

Wounded Warriors

Caregivers

Women Veterans

ORGANIZATION

Student Veterans of America

Blue Star Families

Wounded Warrior Project

Elizabeth Dole Foundation

Women Veterans Interactive

ENGAGING
WOMEN VETERANS
WHERE THEY ARE



POWERED BY:
THE
STARBUCKS
FOUNDATION

WOMEN VETERANS

TRANSITION WITH CONFIDENCE

TOPICS INCLUDE:

- 📍 Employment Resources
- 📍 Employment Opportunities
- 📍 Transition of Military Skills Into Civilian Terms
- 📍 Building Impactful Resumes
- 📍 Insight On Confidence Building
- 📍 Self-Marketing
- 📍 Interview Preparation
- 📍 Gaining unique access to local and national industry experts

JOIN THE SEMINAR
THURSDAY
DEC.27
2018
7pm-8pm
EASTERN TIME

HEAR FROM INDUSTRY EXPERTS:



FOR MORE INFO & TO REGISTER GO TO:

[HTTPS://WVTS2019KICKOFF.EVENTBRITE.COM](https://wvts2019kickoff.eventbrite.com)

GO VIRTUAL!!



Thank you to all of our esteemed guests and online participants who joined and helped to make our

VIRTUAL Pink and White
EMPOWERMENT LUNCH SERIES

a tremendous success!

We Salute You!

VIRTUAL
PINK AND WHITE
IMPACT

8

SESSIONS

12

SPEAKERS

350

WOMEN VETERAN ATTENDEES

www.womenveteransinteractive.org



PROUD WOMEN *VETERAN

WOMAN *ERAN

PROUD WOMEN *VETERAN

PROUD WOMEN *VETERAN

Virtual 2020 NATIONAL WOMEN VETERANS LEADERSHIP & DIVERSITY CONFERENCE

WWW.NWVLD.C.ORG

NOVEMBER 12TH & 13TH
11P.M. TO 4:30 P.M.

WOMEN VIRTUAL CAREER FAIR
NOVEMBER 14TH
11A.M TO 4 P.M.

connect. engage. empower.

2020 Virtual
NATIONAL WOMEN VETERANS
LEADERSHIP & DIVERSITY
CONFERENCE
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WOMEN VETERANS INTERACTIVE
Web: www.nwvldc.org
Post Office Box 624 Phone: 202.810.2118
Accocheek, Maryland 20607 Email: gm@womenveteransinteractive.org

Thanks to **COVID-19** the
Annual National Women Veterans
Leadership and Diversity
Conference is now **“VIRTUAL”**

WOMEN VETERANS INTERACTIVE

WOMEN VETERANS

LEADERSHIP and DIVERSITY

CONFERENCE, GALA & BOAT CRUISE

GO LOCAL!!



WHAT'S
YOUR
HOOK?



DO YOU HAVE A
WOMAN VETERAN
CHAMPION?



WOMEN VETERANS INTERACTIVE
WOMEN VETERANS
LEADERSHIP *and* DIVERSITY
CONFERENCE, GALA & BOAT CRUISE

ARLINGTON, VIRGINIA



"Ever since the age of 17, the only thing I wanted to be was a successful Army Officer and veteran. After nine years of incredible adventure I decided to transition out of the Active Duty Army to be closer to family and pursue a civilian career. Transitioning out of the service was scary and at times I felt like I was a fish out of water. That is when I decided to attend the Women's Veteran Interactive Conference in 2018. The conference opened my eyes to life outside of the military and how to communicate my experiences and skillsets to potential civilian employers. Most importantly, I was able to build connections and have a sense of sisterhood with veterans who have been through the same challenges while hanging up their boots. I also met with Amazon recruiters while at the conference which paved the way for my newest adventure as an area manager at Amazon. I highly recommend this event to all women Veterans, it truly was life changing!"

- Hillary O'Neil, Area Manager, Amazon

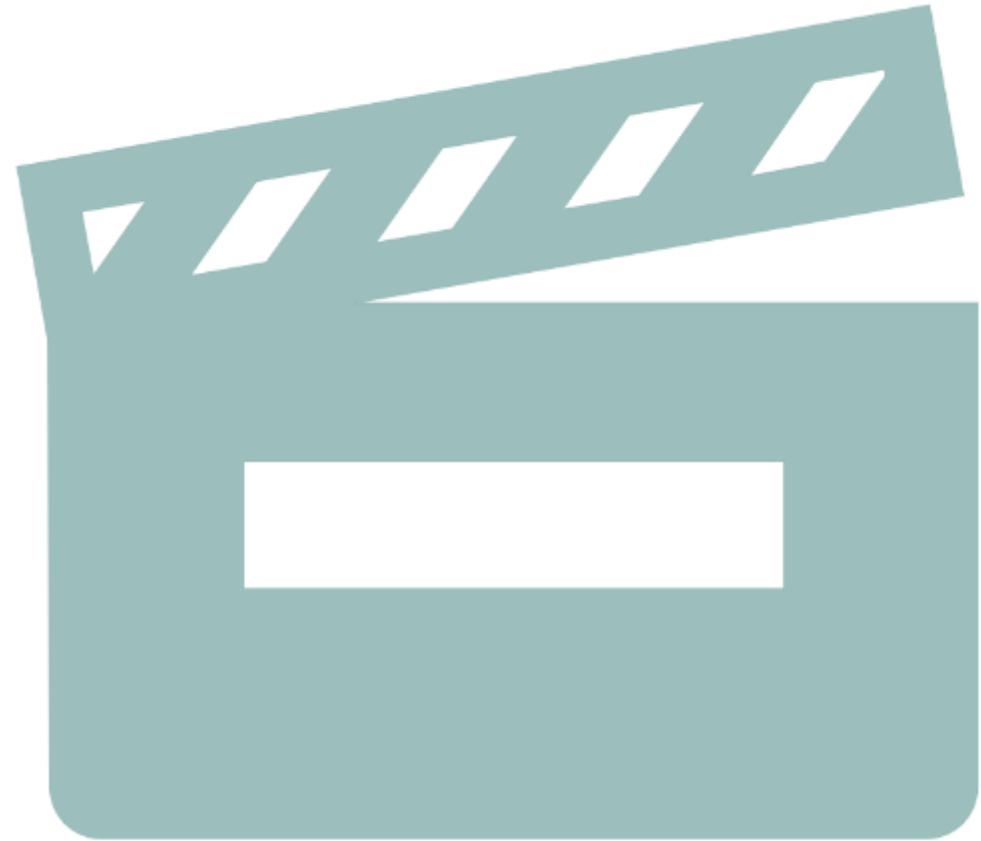


"I am a veteran of the USMC and attended the Women's Veteran Interactive conference in 2018. I was interested in the event because I enjoy sharing experiences with fellow veterans, and have a passion for diversity and inclusion in the workplace. Not only was it a fun and educational experience, it was an excellent opportunity to develop my professional network. During one of the breakout sessions, I made a few connections with recruiters at Amazon that would later prove to be very beneficial for my career. In part due to these connections I made there, I am now working at Amazon as a Senior Program Manager. I would highly recommend this event to any female veteran looking to expand their network and empower other women in the veteran community."

- Abby Del Vecchio, Sr. Program Manager, Amazon



CALL TO
ACTION



MONDAY MORNING

- Do you now how many women veterans work at your company?
- Examine your external partnerships? Are you partnered with women vet organizations.

?????

Questions



Session 4

Building a Program to Support Veteran Employees

35 minutes



John Quintas

Managing Director of Military Affairs, Amazon

John is retired general officer who has developed industry-leading practices for helping service members and their family's transition to private sector careers. Amazon's veteran recruiting has strategic partnerships with numerous organizations, including the USO and Wounded Warrior program offices. John's focus is not only recruiting veterans but assisting companies to develop and retain them. Prior to his career at Amazon, John commanded the 48th Fighter Wing and 380th Air Expeditionary Wing in the U.S. Air Force.

WHY VETERANS LEAVE: Creating an Inclusive Environment



JOHN QUINTAS
Brig Gen, USAF (Retired)
Managing Director, Global Military Affairs
Amazon.com



Call to Action

Along with veteran hiring programs, organizations need to create an inclusive culture in order to capitalize on this diverse resource.



Understanding the Problem

“while it is recognized that the armed forces change the identities of civilians when they become soldiers...less is known about what happens when soldiers become civilians”

Agatha Herman, Richard Yarwood



Diversity

“Veterans are a minority social group that faces discrimination, stereotyping, stigma and identity strain. Veteran status is unchangeable, relatively invisible, and associated with specific deep-level values, beliefs, and personality traits that comprise cognitive diversity.”

Jorge Gonzalez, Joseph Simpson



Hypothesis

A Veteran inclusive environment reduces the risk of a poor transition and leads to more effective utilization of Veteran skills and abilities.



Research Findings

- Identical Top 3 Primary Exit Reasons (Veteran vs non-Veteran): 1. Family Move or Circumstances; 2. Development/Career/Promotion; 3. Manager/Improve Leadership
- Identical Top 4 Job Dislike Word Frequency Leadership: *work, team, manager, and time*
- Attrition rates are statistically the same for Veteran employees with and without work experience before Amazon.
- Data shows a significant decrease in attrition rate for Veterans who participate in the mentoring program.
- Veterans feel more comfortable in work environments where teamwork and camaraderie are valued (over individual effort or recognition)
- Military emphasis on chain of command and respect for authority results in veterans placing high importance on the behavior of their manager

Amazon Military Workforce Development

Amazon is a “Great Place to Work for Military”, where military service members and spouses feel welcomed, appreciated and thrive from Day 1. Our Military Workforce Development team provides a world-class customer experience across the employee lifecycle, from onboarding to training and leadership learning, with continued developmental support.



Amazon Programs

- Veteran Onboarding Program
- Global Veteran ID Program
- Military Mentorship Program (MMP)
- Mentorship Partner Programs: ACP and Veterati
- PsychArmor Institute
- Making Great Hiring Decisions
- Employee Resource Groups: Warriors@Amazon; Military Spouse Chapter
- Ascend Veteran Mastery Program (AVMP)
- Military Upskill Program
- Military Transfer Program

Call to Action

1. Thank and Welcome on Day 1
2. Identify within HR tools
3. Measure Lifecycle metrics during Business Reviews: retention, promotion, performance
4. Create Engagement Opportunities
5. Include Veteran content in Diversity, Equity, Inclusion training
6. Launch an Employee Resource Groups: Warriors@Amazon

Questions



militaryspouses



amazon

military



Session 5

Available Resources to Build a Veteran Employment Program

35 minutes



Jamie Rimphanli
Hire Heroes USA

Jamie is an Employer Relations Specialist who counsels employers on how to develop veteran hiring initiatives through training and recommended recruiting resources provided through Hire Heroes USA. Created and launched the employer training service in 2017-18 using resources based on collaborations of important thought leaders in the veteran diversity and inclusion space and research from reputable educational institutions. She is a Certified Military Veteran Recruiter and the subject matter expert for employer training and creating veteran hiring programs.



Ashley Owens
Hire Heroes USA

Ashley is a Military Spouse and an Employer Relations Specialist with Hire Heroes USA. She offers 9+ years of specialized experience in workshop facilitation, recruitment, and employment support within the veteran space. Ashley has spent the last 5 years in the nonprofit sector working directly with Veterans, Transitioning Military, and Military Spouses along with fortune 500 companies. With a prior background working as a subcontractor for the Department of Labor and a Master of Art in Leadership, she has spent her career supporting Veterans and their Spouses.



HIRE HEROES USA

Available Resources to Build a Hiring
and Retention Program

About

Our Mission Statement, rational benefit, service offerings, and standard of excellence.

Hire Heroes USA empowers U.S. military members, veterans and their spouses to succeed in the civilian workforce. From the beginning, we have focused solely on helping military and veteran job seekers overcome barriers to employment because the impact of a satisfying and financially sustaining career touches every aspect of their lives.



Purpose

Hire Heroes USA exists to help veterans and military spouses gain employment and financial security after their military service ends.



CHALLENGE

Service members, veterans, and their spouses face unique barriers in reaching the civilian career success they deserve after leaving the military.

SERVICE

Hire Heroes USA offers a suite of services through Transition Specialists.

RESULTS

Our primary measure of success is the number of clients confirmed hired into careers that meet their financial needs and professional goals.

Impact

Over the past 15 years, we have provided best-in-class employment services to veterans and their families.

For every \$1k invested in Hire Heroes, a client is hired with an average starting salary of \$60k.

50k

**TOTAL
HIRES**

63X

**ROI FOR
EVERY \$1
DONATED**

(EST)

\$3.6_B

**15 YR
ECONOMIC
RETURN**

(EST)

Why Hire Vets



Veteran Hiring Benefits

Veterans make up a flexible, diverse and strategically-focused workforce. Compared with their civilian counterparts, they are more likely to remain at their company, have greater education levels and work experience, and work harder to achieve promotion.



Retention

Veterans stay with their initial company 8.3% longer than non-veterans*



Promotions

Veterans are 39% more likely to be promoted earlier than non-veterans*



Education

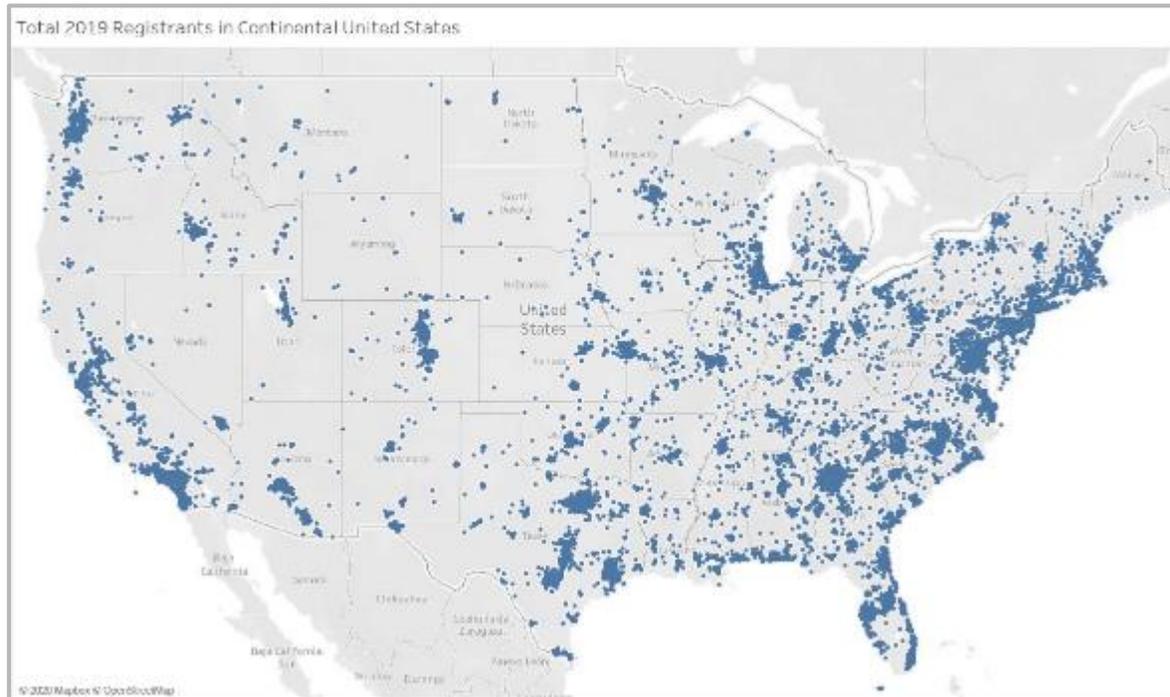
Veterans are 160% more likely than non-veterans to have a graduate degree or higher*



Return on Investment

“Military friendly” firms had a higher return compared to firms not identified as military friendly (7.23 % vs 5.18%)**

Geographic Reach



Our Clients Statistics

- ★ 50,225 lifetime hires
 - 20,161 hires in 2019 and 2020
- ★ 198,012 lifetime clients helped
 - 34,852 helped in 2019-2020
- ★ 14,803 Clients eligible for hire (2019-2020 registrants)

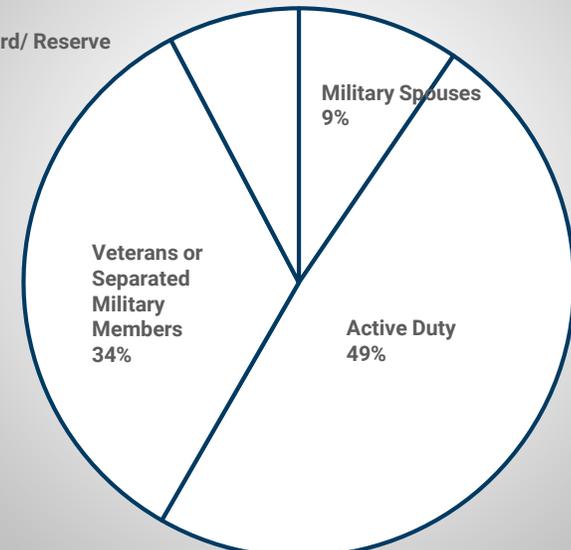
HIRED DEMOGRAPHICS (2019-2020)

National Guard/ Reserve
8%

Military Spouses
9%

Veterans or
Separated
Military
Members
34%

Active Duty
49%



Candidate Caliber

Hire Heroes USA job seekers are more racially diverse and more gender diverse than their active duty counterparts, as reported by the Department of Defense. Additionally, job seekers, particularly Active Duty enlisted, have higher levels of educational attainment than their peers reported across the Department of Defense (2019 Hire Heroes Report).

2019-2020 REGISTERED JOBSEEKER EDUCATION

4 YR DEGREE +

- 50.35% of all registrants
- 38.05% of registrants are enlisted personnel
- 66.05% of military spouses

IT CERTIFICATION

- 10.2% of all registrants
- 8.4% of registrants are enlisted personnel

PMP/ SIX SIGMA

- 5.2% of all registrants

DESIRED JOB FUNCTION

- 9.6% in PMP
- 9.31% in HR
- 7.01% Analyst
- 6.35% Customer Service
- 2.77% IT - Computer/Software Engineering

Performance

Partnership Results

- ★ 7,046 companies employed 10,446 registered jobseekers (2019)
 - 37.51% increase from 2018
- ★ 724 of those companies hired multiple clients (2019)
 - 18.3% increase from 2018
- ★ Our partners include top-employers including:
 - Department of Veteran Affairs
 - Army
 - Amazon
 - Walmart
 - CACI
 - Lockheed Martin

A grayscale photograph of three men sitting around a table in a meeting. The man on the left is looking down at a document. The man in the center is pointing at a document with a pen. The man on the right is looking towards the other two. The image is semi-transparent, serving as a background for the text.

Create Your Program

Goals & Performance

Identify key leaders to ensure the programs sustainability. Create an ecosystem of partners who can be stewards of your veteran hiring program.

It is important that your program is accessible, so evaluate your marketing materials and resources.

Assess your program and any pain points.

- ★ Get internal support
- ★ Allocate Resources and a Yearly Budget
- ★ Designate a Leader and Team
- ★ Cultivate Sourcing Partners
- ★ Analyze Recruiting Conversion Rates
- ★ Measure Retention Rates

Identify where in the hiring process veterans are most likely to be removed from the hiring funnel.

- ★ Marketing and Outreach
- ★ Resources
 - Military Skills Translators
 - Nonprofit Partner Referrals
- ★ Program Process

Partnership Opportunities

S

We offer programs through talent recruitment and employer training, targeted webinars and events, employee engagement through mentorship and much more- tailored to your company and its unique needs.





Veteran Recruitment Solutions

Engage with Talent

Hire Heroes USA offers companies a robust platform to support the recruiting and retention of veterans and military spouses by connecting them to a diverse talent pool.

JOB BOARD

18,400 verified
jobseekers

VIRTUAL CAREER FAIRS

Avg 1,282 jobseekers for
each event

EMPLOYER TRAINING

Trained >800+
professionals from
Fortune 500 companies

TALENT SOURCING

Referred >2,609
interview connections

Recruitment Pipeline

With over 14,803 active job seekers, Hire Heroes USA offers access to a premium talent pool of service members, veterans and military spouses.

Hire Heroes USA Job Board

- ★ The Hire Heroes USA Job Board, offers access to over 18,400 Proof of Service Verified Job Seeking Candidates.

Virtual Career Fairs

- ★ Offered on a quarterly basis and averaging over 1,282 registered jobseekers, these events provide recruiters an opportunity to connect with qualified talent to discuss career opportunities & qualifications.

Talent Sourcing

- ★ Hire Heroes USA takes care of the pre-screening process, providing a short list of 5-15 eligible candidates and their resumes per open job requisition (up to 3 positions sourced per month).

Target Email Campaigns

- ★ If you prefer to share an open list directly to our clients, we can send emails targeted to a specific demographic on your behalf.

Educate

Hire Heroes USA offers opportunities to educate not only job seekers but recruiters and hiring managers as well.

Employer Training

- ★ We provide customized employer training to educate recruiters, talent acquisition personnel, and hiring managers to better understand military culture and implement best practices.

Employer Spotlight Webinar

- ★ During employer spotlight webinars, Hire Heroes USA moderates a panel of employees engaging in Q&A with veteran attendees. The webinar provides military-connected attendees the opportunity to ask questions about the company and its work environment.

Our Partners



Partner Feedback

*Some of our proud partners include:
Amazon, Wells Fargo, Johnson & Johnson, Raytheon
Technologies, Lockheed Martin, and General Dynamics*

**Acknowledgement of these partnerships is allowable by each organization*



“Working with Hire Heroes USA provided Amazon a great platform to share the multitude of open roles currently available for Veterans, transitioning military and military spouses. Their team made the process to set up the webinar amazingly user-friendly and the Amazon military team was very impressed with the volume of potential candidates that engaged on the call. We will use this platform again and would encourage others to do so as well to get the word out to the military community.”

WELLS FARGO

“It is one of my greatest joys to work with the Veteran Service Organization Hire Heroes USA... Hire Heroes USA has been tremendously responsive to my requests for assistance with veterans in need of resume or interview support; moreover, Hire Heroes USA has provided me extremely high caliber candidates that has resulted in numerous successful hires. Hire Heroes USA has established themselves as the Gold Standard of VSOs.”



“We’re proud to partner with Hire Heroes USA—a top notch organization with a mission to help companies attract, hire, onboard, and retain veterans. Recently, they provided training for our Talent Acquisition Team. Some of the feedback I received was that the training was ‘informative and eye-opening.’ Another attendee added, ‘I imagined the transition from military life to civilian life was a tough one, but I had no idea how difficult it could truly be.”

How Can We Help?

Comprehensive, customizable talent acquisition and brand amplification packages offered



ASHLEY OWENS

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JAMIE RIMPHANLI

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A woman with blonde hair pulled back, wearing a U.S. Army camouflage uniform, stands against a dark background. She is looking directly at the camera with a slight smile. The uniform has a "U.S. ARMY" patch on the chest and an American flag patch on the right sleeve. The text "THERE'S NO SUCCESS AFTER SERVICE without you." is overlaid on the left side of the image. The word "SUCCESS" is in bold, and "without you." is in a larger font with a blue background behind the word "without".

THERE'S NO
SUCCESS AFTER SERVICE
without **you.**



Closing Comments

5 minutes



Dan Goldenberg
Call of Duty Endowment

Leads the largest private funder of veteran employment in the world, having raised and directed over \$42M to fund the placement of more than 72,000 veterans into high quality jobs at 1/6 the cost per placement of U.S. Government efforts. Developed and implemented a widely recognized methodology for finding, funding and growing the most efficient and effective non-profits in the veterans' space.