



Veteran Placement in the Civilian Workplace

Retooling and Developing for Professional and Personal Growth

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A Little Military Humor.....

Easter Seals Videos:

Morning Routine: <https://youtu.be/7U8nNPDOp64>

Biggest Challenge for Veterans: <https://youtu.be/b5UcomfvQmU>



Why Hire Veterans?

- ❑ Great emphasis placed on selecting the right people – ***Top 29% of America – moral, physical, and aptitude standards.***
- ❑ Vets deliver subject matter expertise, years of on-the-job training and advanced program/project management skills.
- ❑ Vets can help raise ***a company's workforce to the next level*** in many areas, including:
 - Leadership and teamwork.
 - Problem-solving and decision-making.
 - Honesty and attention to detail.
 - ***Global perspectives.***
- ❑ Countless hours invested in attributes and soft-skills training: leadership, change management, ethics, character development, emotional intelligence, communication, etc.



Implement A Strategic Plan

- Develop a vision and program concept:
 - Set hiring goals/milestones.
 - Forecast budget/resources to meet goals.
 - Identify joint ventures/alliances (state/local gov, vet orgs, etc.)
- Engage senior leadership/company's influencers.***
- Correlate military jobs to civilian jobs.
- Develop “Brand” as Military-Ready/Military Friendly employer.
 - Brand for retention—not just recruitment.
 - Marketing/Website/Social Media
 - Company tours, networking events, community sponsorships.
- Address misperceptions, prejudices, lack of knowledge of Vet hiring.***
- Established pathways into company:
 - Internships/Fellowships/Co-ops/Apprenticeships/Certifications.
- Established recruitment strategy (Active vs Passive).***



HR's Role Is Critical

- Educate managers on the value of veteran employees so they see the business case clearly.***
- Improve the cultural competency of those who hire and interact with veterans.
- Address misperceptions, prejudices, lack of knowledge of Vet hiring.***
- Allocate recruitment resources strategically by tracking which job fairs and other recruitment tools show the most benefits.
- Take advantage of federal resources that allow companies to connect with and train veterans early in the transition process.
- Track veteran recruitment, performance and retention metrics.



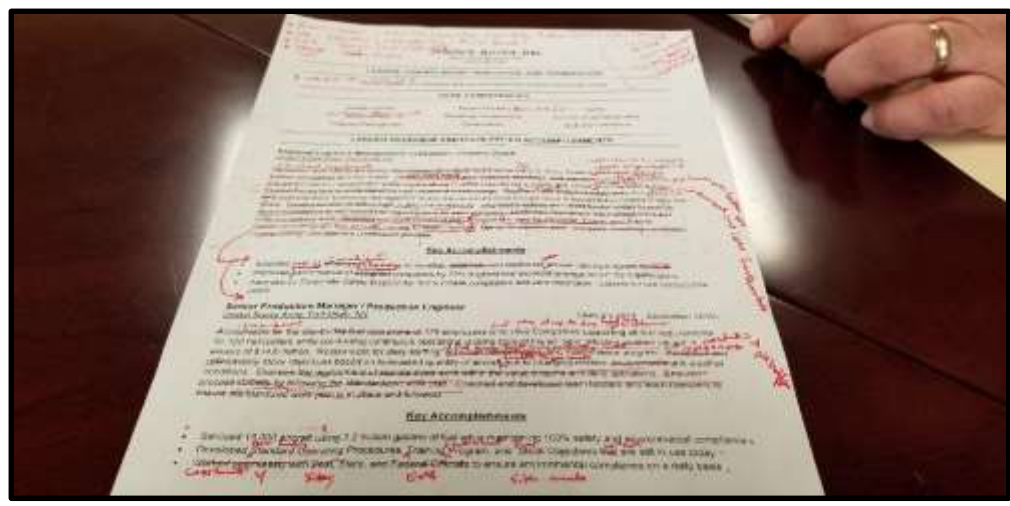
Tools for HR/Recruiting Team

- ❑ **Department of Labor Veterans' Employment and Training Service (VETS):**
<https://www.dol.gov/agencies/vets>
- ❑ **Vocational Rehabilitation and Employment (VR&E):**
<https://www.benefits.va.gov/vocrehab/employers.asp>
- ❑ **Work Opportunity Tax Credit (WOTC):** <https://www.doleta.gov/business/incentives/opptax/>
- ❑ **Veterans at Work Certificate Program (SHRM):**
<https://www.shrm.org/foundation/ourwork/initiatives/engaging-and-integrating-military-veterans/Pages/VeteransatWorkCertificateProgram.aspx>
- ❑ **Military Skills Translators:**
 - Military.com: <https://www.military.com/veteran-jobs/skills-translator>
 - Google: https://grow.google/programs/veterans-commitment/#?modal_active=none
- ❑ **On-the Job Training and Apprenticeship Opportunities:**
 - American Apprenticeship Initiative: <http://www.doleta.gov/oa/aag.cfm>
 - DoD SkillBridge: <http://www.dodskillbridge.com/#companies>
 - Licensing and Certifications: http://www.benefits.va.gov/gibill/licensing_certification.asp



Veteran Application Process

- Veteran friendly job descriptions....
 - “must have a bachelors degree” vs. “must have a bachelors degree or comparable military experience”.
- What is your method? In person, on-line?
- How do you differentiate a Veteran from a non-Vet?
 - Do you have a separate process (in-person) or link (on-line).
- Use a Veteran to assist with reviewing resumes.***





Interview Considerations

- Majority of transitioning veterans have never interviewed for a job.
- Soldiers are not conditioned to talk about themselves – very team oriented.***
- Probing/leading questions help Veterans open up.
- Retain idiosyncrasies of military culture:
 - Respect for the position.
 - Military terminology.
 - Team player.
- Use a Veteran employee in the interview.





On Boarding & Retention

- Assign a sponsor.
- Explain the process.
- Affinity groups.
- Understanding pay/compensation:
 - Upward earning potential.
 - Help the Veteran understand compensation.
 - Band of acceptability.





Veterans Landing Page/Affinity Group

Attract and Maintain Military Talent!

1 Highlight Values & Mission

2 Veteran Connection to HR

3 Connect candidates to support staff

4 Community Outreach

5 What the group does:

Improving the opportunities for Veterans...

Educating leaders about the value they (Veterans) bring the company

Mentoring & Transition support

1 Global Intelligence. Honor and Integrity. Commitment and Ethics.

Brandi and Jase are excited about the opportunities in front of them. After careers in the United States military, both were looking to work on teams of honest individuals with a passion for excellence. They were looking for an amazing opportunity to develop their military training into an innovative civilian career. And they found it at Cummins.

2 **LinkedIn**

Do you have a LinkedIn profile? Connect with our recruiting team today by joining the Cummins Career Networking Group. Click here to join: <http://www.linkedin.com/groups/Cummins-Career-Networking-Group-3948427>

3 Cummins Veterans Affinity Group helps connect candidates to a support staff that can aid with resume writing, sharing experiences on military service and act as a bridge between civilian and military cultures.

4 The Cummins Jamestown Engine Plant Veterans Affinity Group recently raised \$5,000 for the Chautauque County Veterans Endowment Fund. Click here to learn more about this exciting fundraiser: <http://postjournal.com/page/content/detail/610187/Cummins-Engine-Raises-Funds-For-Vets-Endowment.html>

Cummins Worldwide Veterans and Supporters Affinity Group was launched by Chairman and CEO Tom Lineberger in November 2009. The Affinity Group, comprised of Cummins employees whether veterans themselves or veteran supporters, developed the following mission statement:

5 To improve and enhance Cummins business by:
 - Improving the opportunities for veterans and people with special needs to compete for Cummins jobs
 - Educating leaders about the value they bring to the company.

Internal education has been ongoing regarding translation of skills but also in understanding the set of skills that veterans bring to the work place such as an accelerated learning curve, leadership, teamwork, diversity and inclusion in action, efficient performance under pressure, respect for procedures, technology and globalization, integrity, consciousness of health and safety standards and triumph over adversity. All of these of these attributes fit well with Cummins Core Values.

The Cummins Veterans Affinity Group has divided into two sub groups for recruiting and mentoring. The recruiting team has attended various installation and community veteran job fairs and has been educating Cummins management on some key Cummins business position correlations such as: Marketing, Core Intelligence, Safety/Security, Training, Production and Supervisory Roles and Supply Chain. The mentoring sub group offers veteran employees the opportunity to meet with each other and Cummins veteran employees who understand the transition from military to civilian business and culture.

Employment Opportunities

Learning about the company from other Veterans

- Resources:**
- Institute of Veteran and Military Families
 - US Chamber of Commerce Hiring our Heroes
 - PNC Bank: 2014 DoD Freedom Award Winner



Sourcing Military Candidates in the Greater Louisville Region

- ❑ **Soldier For Life – Transition Assistance Programs (SFL-TAP):** provides networking opportunities for veterans and employers through employer days, job fairs and information seminars.
- ❑ **United States Army Recruiting Command (USAREC):** responsible for recruiting the US Army +70K entry-level skilled soldiers to include the Army Reserve and National Guard.
- ❑ **Veteran Community Alliance of Louisville (VCAL):** is a comprehensive network, comprised of veterans, veteran service providers, and other community members.
- ❑ **Kentucky Career Centers Local Veteran Employment Representatives (LVRs) Program:** conducts outreach to employers and engages in efforts to increase the employment opportunities available to veterans and encourage the hiring of Veterans.
- ❑ **Veterans Accelerated Learning for Licensed Occupations (VALLO) Initiative:** provides occupational certifications for veterans and transitioning military personnel seeking employment opportunities.
- ❑ **Employer Support of the Reserves and Guard (ESRG):** promote cooperation and understanding between Reserve Component Service members and their civilian employers.
- ❑ **Small Business Administration (Louisville Office):** identifies or promotes veteran-owned business to support Louisville's water contracts and projects.
- ❑ **Kentucky Commission on Military Affairs:** promotes and assists the private sector in partnering with Kentucky's military installations.



Questions





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