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
- 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:
  - DoD SkillBridge: http://www.dodskillbridge.com/#companies
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**

**What the group does:**

- Improving the opportunities for Veterans...
- Educating leaders about the value they (Veterans) bring the company
- Mentoring & Transition support

**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.
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