Creative Employer Engagement

October 6, 2016
Logistics

- Asking questions during the webinar:
  - All participant phone lines are muted.
  - You will be unable to ask questions by phone.
  - Submit questions through the on screen questions box.

- After the webinar you will receive an email with a link to the recording and the survey.
Connecting Qualified Veterans with Employers
Key Attributes Veterans Bring to Business

- Accelerated learning curve
- Leadership
- Flexibility to work independently or in teams
- Diverse skill sets
- Efficient performance under pressure
- Accountability and respect for procedures
- Hands-on experience with technology and globalization
- Strong personal integrity
- Conscious of health and safety standards
- Triumph over adversity

Source: Military.com
Updates to the Vietnam Era Veterans’ Readjustment Assistance Act (VEVRAA)

- Requires Federal contractors and subcontractors to take affirmative action to employ and advance veterans
  - Recruitment activities and outreach must be documented
  - Data must be collected and reported on the number of veterans applying for a position and those who are hired
  - Annual hiring benchmark set at 7% of workforce
  - [www.Easterseals.jobs](http://www.Easterseals.jobs)
- Prohibits employment discrimination against protected veterans by covered Federal contractors and subcontractors
Veterans Opportunity to Work (VOW) Act

- Returning Heroes Tax Credit provides incentive for businesses to hire unemployed veterans
  - Short-term unemployed: 40 percent of the first $6,000 of wages (up to $2,400) for employers who hire veterans who have been unemployed at least 4 weeks
  - Long-term unemployed: 40 percent of the first $14,000 of wages (up to $5,600) for employers who hire veterans who have been unemployed longer than 6 months
Veterans Opportunity to Work (VOW) Act

- Wounded Warrior Tax Credit doubles the existing tax credit for long-term unemployed veterans with service-connected disabilities
  - Maintains the existing Work Opportunity Tax Credit for veterans with service-connected disabilities (maximum of $4,800).
  - An additional 40 percent of the first $24,000 of wages (up to $9,600) for firms that hire veterans with service-connected disabilities who have been unemployed longer than 6 months
Bridging the Civilian-Military Gap

- Talk to the employer about non-traditional entry points into their company
  - “Shadowing”
  - Internships (paid or unpaid)
  - Apprenticeships
  - Be willing to trade education for in-field experience
Help the Veteran Understand the Company

- The veteran is coming from an organization with a clear hierarchical structure; clearly stated lines of duty and clear paths of promotion
  - The civilian workplace is much more ambiguous

- Five helpful on-boarding steps
  - Understand the goals of the company and how the job opening fits into the mission
  - Work with the veteran to lay out a clear path for training on job duties
  - Provide an org chart and hierarchical overview
  - Ensure frequent check-ins for at least 6 months
  - If needed, explain the process for requesting job accommodations
Recruiting Employers

- Rely less on job boards and more on in-person networking
  - Get out from behind the desk and connect with employers at their worksites
  - Attend trade shows like AUSA to network
  - Build relationships with academic institutions employers who sit on the boards of vocational and/or technical colleges
  - Speak at Chamber of Commerce and Rotary Club events
  - Conduct informational interviews with employers
  - Teach your veterans how to conduct informational interviews with employers
Five Hierarchies of Hiring

- Employers will hire people they know
- Employers will hire people they have met
- Employers will hire people that their employees know
- Employers will hire people from referring agencies (us)
- Employers will advertise in newspapers, social media, signs in their windows, etc.
Informational Interviews

Talk to people who are currently working in the field
Obtain information: not to get a job

Good reasons to conduct informational interviews

- to explore careers and clarify career goals
- to expand the job seeker’s professional network
- to build confidence for job interviews
- to access the most up-to-date career information
- to identify professional strengths and weaknesses
- to obtain critical feedback on a resume/job-search goals
- To gain visibility
Employer Engagement Strategies
Sources for Ideas

- Pinterest

- Google

- Creative staff within your agency or workgroup

- Past employers

- Dollar stores

- Craft stores

- Printable name tags used for S’more idea
Employer Engagement Event
CREATIVE EMPLOYER ENGAGEMENT

Mary Ann Profeta
Vice President of Client Services
Working Wardrobes

Mission: We do everything in our power to help men, women, young adults and veterans overcome difficult challenges so they can achieve the dignity of work.
• VetNet Program: launched 2012
• HVRP grant last 4 years
  - First agency in Orange County
• Partner with VOA on SSVF
• 1,200+ served
• 70—84% placement rate
Best Practices

• Leveraging current relationships with employers to hire veteran candidates

• Using the power of volunteerism to engage companies in your veteran candidates’ employment goals

• Identify sustainable employment opportunities with local employers
Corporate Partnerships

• Provides visibility of programs to employers
  – Tours
  – CSR days
  – Hiring events
  – Networking events
  – Volunteer teams

• Provide opportunities for employers to have “first pick” of candidates
Leveraging Current Relationships

• Develop relationships with small, medium and large companies
• Offer employer panels during job training
• Provide networking opportunities for both clients and corporate partners
• Host hiring events
• Invite employers to “graduation” ceremonies
The Power of Volunteerism

- Corporate Social Responsibility (CSR) days
- Place candidates into volunteer opportunities with partner agencies leading to job placement
- Enables a constant flow of job opportunities for clients
Local Employers

- Don’t overlook the “mom and pop” employers
- Visit and engage in conversation
- Invite them in for a “tour”
- Provide them with an opportunity to get to know you and your organization
Success Stories

Boeing

PIMCO

Trails End Cycling Center
Questions?
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