



COMMERCIAL CLUB  
*of* CHICAGO

# Veterans Working Group Meeting

Thursday, March 28, 2019

# WELCOME AND REVIEW OF AGENDA

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David Hiller  
Robert R. McCormick Foundation

# Meeting Overview

## Welcome and Review of Agenda

David Hiller, Robert R. McCormick Foundation

## Lightning Round

Veterans Working Group Introductions and 1.1.1

## Remarks from Illinois Department of Veterans Affairs

Linda Chapa LaVia, Acting Director

## Remarks from the Office of Federal Contract Compliance Programs

Adam Young, Assistant District Director, Chicago District Office

## Presentations

### *Panel Introduction*

Dallas Kratzer, Council for Adult and Experiential Learning

### *Panel: Military Spouse Employment*

*Moderator* – Dallas Kratzer, Council for Adult and Experiential Learning

- ❑ Eric Eversole, Hiring Our Heroes
- ❑ Kayla Lopez, Viqtory (GIJobs)
- ❑ Ross Koenig, V3
- ❑ Eric Asmussen, DOL Medallion Award
- ❑ Bob Wiedower, Combined Insurance

## Wrap Up and Meeting Evaluation

David Hiller, Robert R. McCormick Foundation

## Networking and Lunch

Hilary Holbrook, Commercial Club of Chicago

# LIGHTNING ROUND

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# REMARKS FROM IDVA

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Linda Chapa LaVia, Acting Director

# REMARKS FROM OFCCP

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Adam Young, Assistant District Director, Chicago District Office

## PANEL:

EMPLOYER RECOGNITION PROGRAMS WITH REGARD TO VETERAN HIRING

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*Moderator:* Dallas Kratzer, Council for Adult and Experiential Learning



# HIRING OUR HEROES

U.S. CHAMBER OF COMMERCE FOUNDATION

## OVERVIEW & AWARDS PROGRAM

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## About Hiring Our Heroes

The U.S. Chamber of Commerce Foundation's Hiring Our Heroes (HOH) initiative launched in March 2011 as a nationwide effort to connect veterans, transitioning service members, and military spouses with meaningful employment opportunities.

Working with the U.S. Chamber of Commerce's vast network of state and local chambers and strategic partners from the public, private, and non-profit sectors, our goal is to create a movement across America in hundreds of communities where veterans and military families return every day.







## 9<sup>th</sup> Annual Hiring Our Heroes Awards

- Awards recognize contributions of organizations and individuals who go above in military employment space
- Nominees and awardees are proven leaders, innovators, and sustainers in veteran & military spouse employment efforts
- Eligibility:
  1. Currently employ at least one veteran and/or spouse or caregiver of a service member or veteran
  2. Representative of the nominated business and up to one guest must be able to attend Awards Dinner on November 13, 2019

# Categories & 2018 Recipients

## Hiring Our Heroes Awards

- Lee Anderson Veteran and Military Spouse Employment Award – Deloitte
- Steve Robinson Post-9/11 Veteran Employment Award – Amazon
- Wounded Veteran and Military Caregiver Employment Award – Dog Tag Inc.
- Military Spouse Employment and Mentoring Award - Microsoft
- Small Business Award for Veteran and Military Spouse Employment – Flags of Valor
- Colonel Michael Endres Leadership Award for Individual Excellence in Veteran Employment – Sean Kelley, Amazon







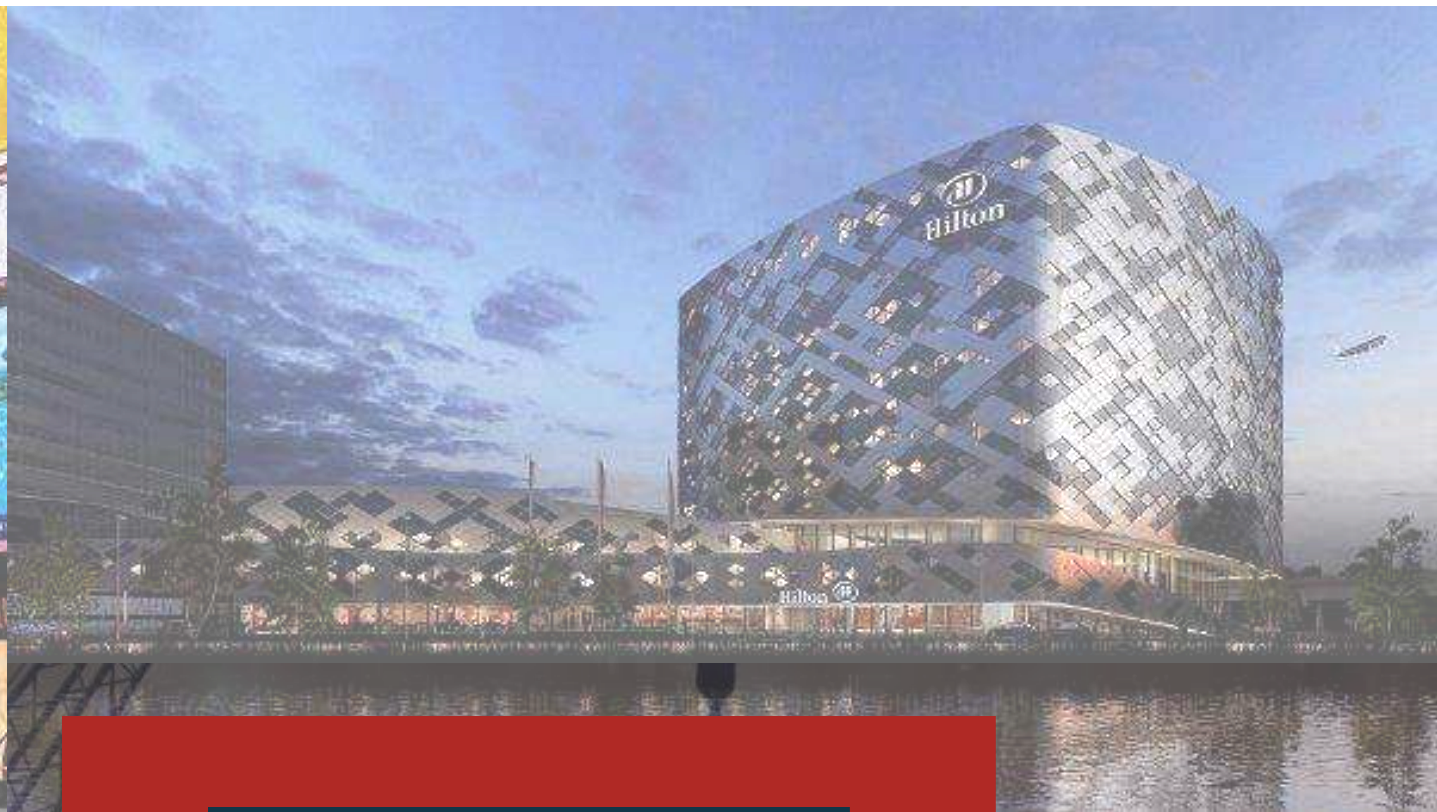
# HIRING OUR HEROES

U.S. CHAMBER OF COMMERCE FOUNDATION

## NOMINATIONS OPEN IN AUGUST 2019

[HiringOurHeroes.org/awards](https://HiringOurHeroes.org/awards)



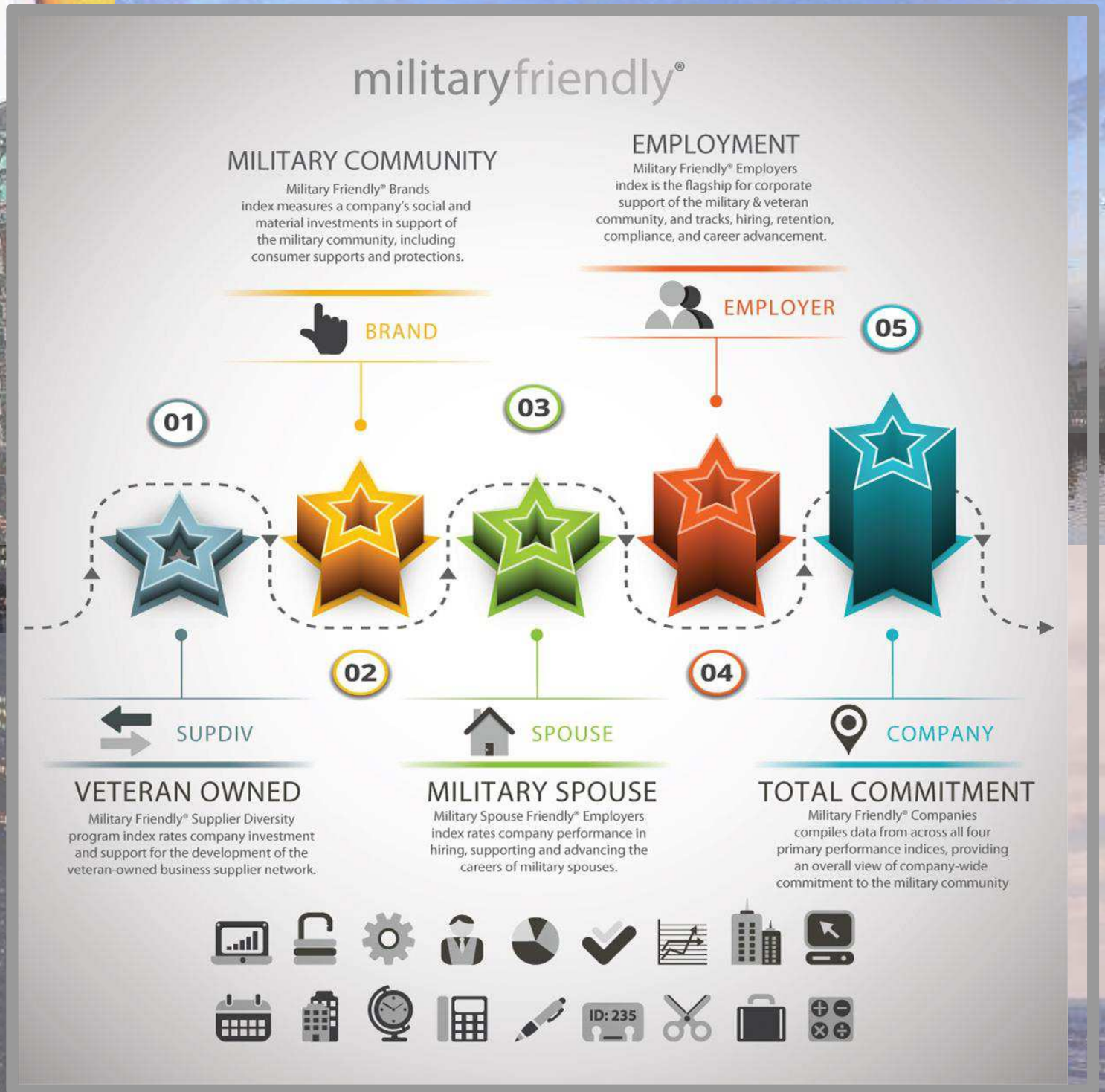


# MILITARY FRIENDLY COMPANIES 2020

DESIGNATION

AWARDS







## Categorization, Index Participation, Data Completion



How many of the following criteria does the Company meet?

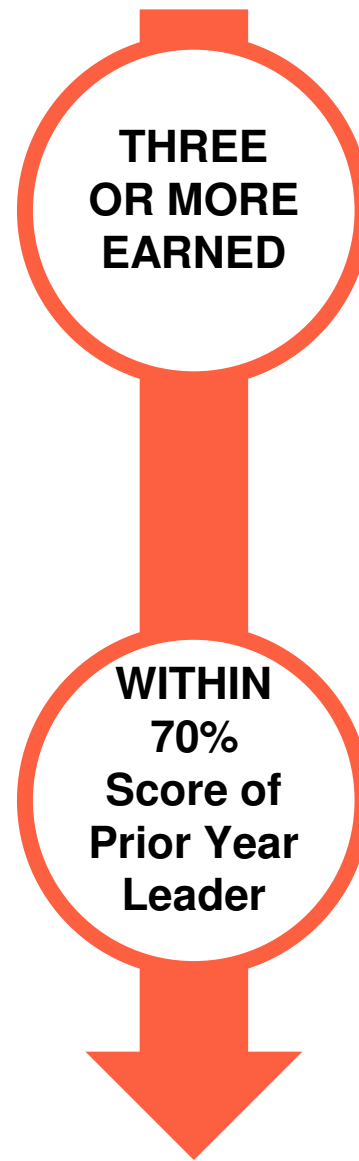
### 2020 Military Friendly Company

- ✓ Military Friendly Employer
- ✓ Military Spouse Friendly Employer
- ✓ Military Friendly Brand
- ✓ Military Friendly Supplier Diversity



### 2020 Award Validation Process

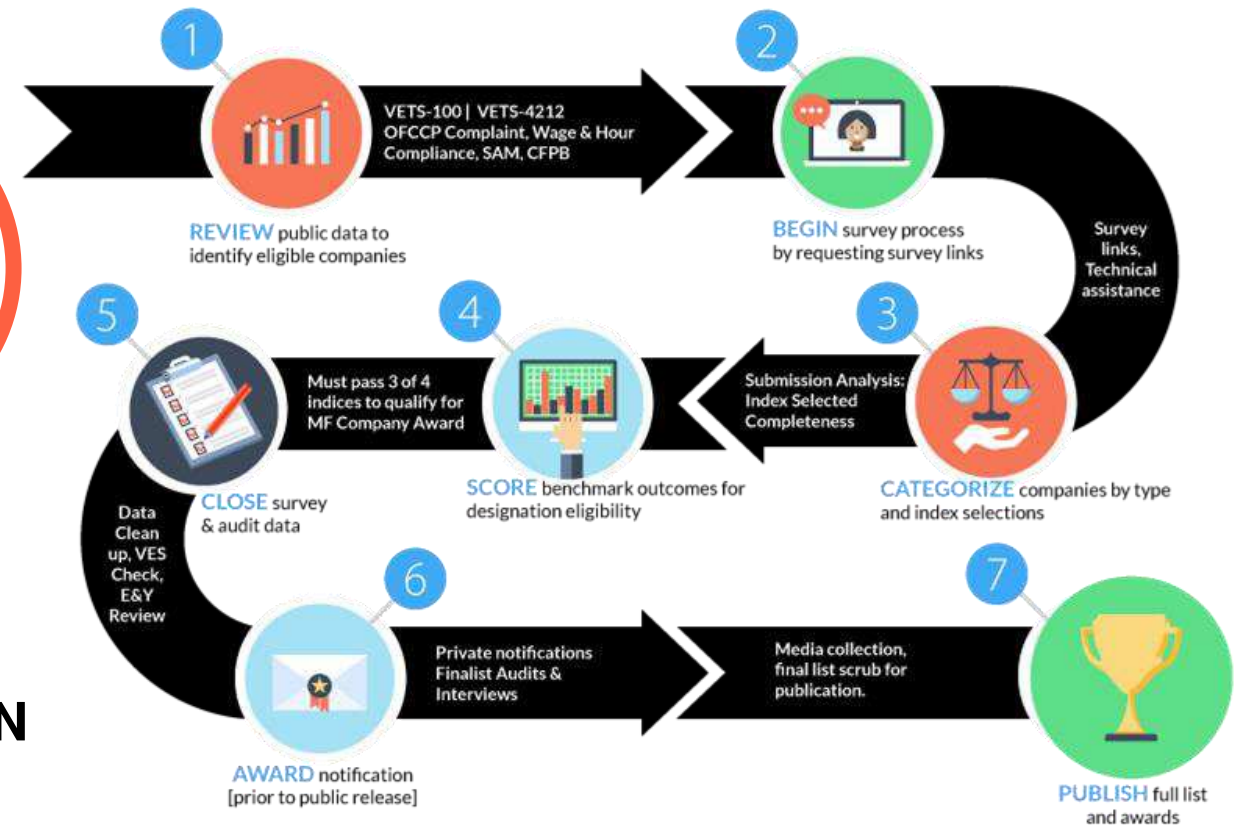
- Company Receives Link after registration
- After Completion information submitted is validated through publicly available Data Collection.
- After Audit Flagged companies are removed
- Methodology, Algorithm, and Scoring Audit from E&Y Begins.
- 3rd Party Auditing Body collects data and processes for Index Selection



**DESIGNATION**

### 2020 Award Categories

- Top 10 – the best of the best!
- Gold – within 10% of 10th-ranked organization.
- Silver – within 20% of the 10th-ranked organization.
- Bronze – within 30% of the 10th-ranked organization.





# Ready to get started....

Open Now  
Submissions Due Before June 12th

**[www.Militaryfriendly.com/Startsurvey](http://www.Militaryfriendly.com/Startsurvey)**

**Questions? Contact Kayla Lopez  
National Partnerships Manager**

**[Kayla.Lopez@victory.com](mailto:Kayla.Lopez@victory.com)**

**(412) 329-7836 DD**

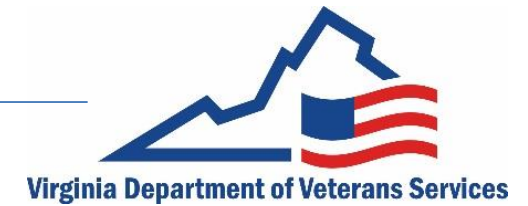






Virginia Department of Veterans Services

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# Virginia Values Veterans Program

**Ross Koenig**

**Program Manager**

**www.dvsv3.com**

**[ross.koenig@dvs.virginia.gov](mailto:ross.koenig@dvs.virginia.gov)**

**804-482-8537**



## *The V3 Mission*

Through broad public and private partnerships the Virginia Values Veterans (V3) program assists Virginia employers in meeting their recruiting, hiring, and retention needs. The V3 program will:

- **Educate** employers on the value of hiring Veterans;
- **Train** organizations on how to effectively recruit, hire and retain Veterans; and
- **Connect** engaged companies with qualified Veterans



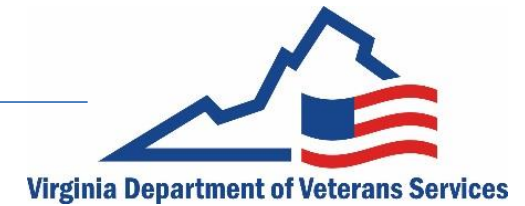


## *The V3 Value Proposition*

- Improved recruiting: access to a robust pipeline of diverse, highly trained transitioning service members and Veterans.
- Reduced training costs: free, high quality training on nationally recognized best practices in Veteran recruiting, hiring and retention.
- Increased profit margins and productivity: by adding Veteran talent to the workforce and lowering turnover rates as a result of applying Veteran retention best practices.



To learn more about V3, visit [www.dvsv3.com](http://www.dvsv3.com) or call **804-828-8483**



## The V3 Awards

AWARD NAME	AWARD CATEGORY/AWARD DESCRIPTION
V3 Governor's Award	<p>The V3 Governor's Award will be presented to V3 Certified Companies whose Veteran hiring efforts have gone above and beyond, as demonstrated by the total number of annual hires in calendar year 2017.</p> <ul style="list-style-type: none"><li>• Enterprise Company</li><li>• Large Company</li><li>• Medium Company</li><li>• Small Company</li></ul>
V3 Trailblazer Award	<p>The V3 Trailblazer Award will be presented to a V3 Certified Company that has demonstrated innovation with their overall support for Veterans and serves as a pioneer for Veteran Employment.</p>
V3 Triumph Award	<p>The V3 Triumph Award will be presented to a V3 Certified Company that has exhibited the "Most Transformative Hiring Process" for Veterans.</p>
V3 Readiness Award	<p>The V3 Readiness Award will be presented to a V3 Certified Company that has demonstrated the "Best Workforce Readiness Initiative" for Veterans.</p>
V3 Advancement Award	<p>The V3 Advancement Award will be presented to a V3 Certified Company that has exhibited the "Best in Career Development" for Veterans.</p>



## *V3 – Producing Results for Virginia*

- 45,054 veterans hired since June 2012;
- 776 V3-certified companies;
- 732 V3-enrolled companies;
- V3 companies include both private and public sector;
- Working with the *Army's Partnership for Youth Success (PaYS)* program;
- Governor Northam has set the bar high: reach new total of 65,000 V3 hires by Jan 2022!

# Department of Labor Hire Vets Medallion Program (HVMP)

**Eric Asmussen**

**Regional Veterans' Employment Coordinator**

**Office of Strategic Outreach**

**Veterans' Employment and Training Service (VETS)**

U. S. Department of Labor | <http://www.veterans.gov>

Tel: 312-353-6489 | Cell: 202-853-1895

e-mail: [Asmussen.Eric.K@dol.gov](mailto:Asmussen.Eric.K@dol.gov)



# US DOL Veterans' Employment and Training Service (VETS)

- VETS Mission:

- Prepare Veterans, TSMs and their spouses for meaningful careers;
- Provide them with employment resources and expertise;
- Protect their employment rights; and
- Promote their employment opportunities

*Connect companies with federal, state and local resources to facilitate veterans' employment*

The screenshot shows the homepage of VETERANS.GOV. At the top, it features the United States Department of Labor logo and social media icons. The main heading is "VETERANS.GOV" with the tagline "The employment resources you need." Below this, there are three prominent buttons: "FIND A JOB", "START YOUR OWN BUSINESS", and "HIRE VETERANS". A "Veterans' Program Information" button is also visible. The section "Explore Opportunities In:" lists various sectors: Agriculture (USDA), Energy, Transportation, Homeland Security, and Federal Government Hiring (FEDS VETS). At the bottom, there is a map titled "Explore Resources In Your State:" showing the United States with states color-coded by region. The footer includes the Department of Labor logo, "Career & Internships | Contact Us", and social media icons.

***Make it easier for employers to find and hire veterans***



# HIRE Vets Medallion Program

Shining a light on employers who hire our Nation's heroes.

Register to Apply

2019 Registration Now Open

2018 Award Recipients Released



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

The Department of Labor is establishing this program under the Honoring Investments in Recruiting and Employing American Military Veterans Act, or HIRE Vets Act. President Donald J. Trump signed the Act into law May 5, 2017.



### About the Program

HIRE Vets recognizes employers who recruit and retain our heroes.

LEARN MORE



### Get Involved

Learn how to get involved with veteran hiring.

LEARN MORE



### DOLVETS Newsletter Signup

Sign up for news and updates on the HIRE Vets Medallion Program.

NEWSLETTER SIGNUP











# HIRE

## Vets Medallion Program

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

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	N/A			N/A
<b>Pay Differential Program</b>	Must be provided	N/A	Satisfy 1 of 3			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

OTHER ITEMS INTEGRATION ASSISTANCE PROGRAMS

<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.

# HVMP 2019 Program Schedule

Jan 1 <sup>st</sup> :	Account registration opens
Jan 31 <sup>st</sup> :	Application period opens
<b>Apr 30<sup>th</sup>:</b>	<b>Application period closes</b>
Feb - Aug:	Applications reviewed
Mar - Aug:	Return of applications and feedback to those employers with applications needing clarification
Sep:	Final review of applications for Secretary of Labor approval
Oct:	Notification of expected award/denial to participants
Nov:	Official award and Secretary recognition of recipients





# 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***
  - ***+600K Veterans served by DOL / 165K TSMs (2017)***



# Combined Insurance

Bob Wiedower, VP Sales Development and Military Programs



SUPPLEMENTAL INSURANCE

Health

Accident

Disability

Life

[combinedinsurance.com](http://combinedinsurance.com)

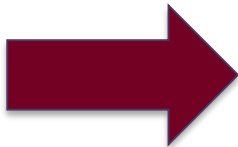
# Why does Combined Hire Veterans?

**Veterans Make Great Employees**  
Integrity  
Energy  
Leadership  
Mission-oriented

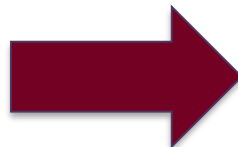
**Veterans' Spouses Make Great Employees**  
Tireless  
Multi-talented  
Strong  
Adaptable

**You will be a better company for it**  
Endless hiring opportunities  
It's the right thing to do

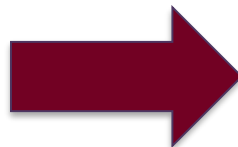
## Our Results



We are committed to hiring Veterans—2,000 more in 2019



Flexible Sales Positions – what Spouses want/need



We guarantee any spouse or veteran an interview

# How do you showcase your veteran program via surveys?

## Resources and Time is Critical

- Surveys take time – do not rush the responses
- Plan in advance for the time needed to do it right
- Bring in resources if needed

## Ownership

- Ensure someone is accountable for data gathering, completion of sections, and cohesiveness

## Buy-in from other business units

- Use your business case to get the information you need
- Facts, figures, financials, recruiting numbers, etc.

## Collaboration

- Partner with internal stakeholders to help add value to your results and help “tell the story”

## Key Lessons Learned

- ✓ Must have buy-in from Senior Leadership
- ✓ Use the surveys as a guide to building a strong veteran program
- ✓ Reporting is key, and a challenge for most companies
- ✓ Can't start with mission of achieving awards

*Follow these guidelines and you'll be set up for success when you submit your next survey!*

## DISCUSSION:

EMPLOYER RECOGNITION PROGRAMS WITH REGARD TO VETERAN HIRING

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*Moderator:* Dallas Kratzer, Council for Adult and Experiential Learning



# WRAP UP AND MEETING EVALUATION

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David Hiller  
Robert R. McCormick Foundation

# NETWORKING AND LUNCH

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Hilary Holbrook  
Commercial Club of Chicago