

The Commercial Club of Chicago



**Veterans Working Group
Meeting**

Thursday, August 8, 2013

Meeting Overview

Welcome and Review of Agenda

David Hiller, President and CEO, Robert R. McCormick Foundation

Lightning Round

Member Presentations

Finding Veterans

Military-to-Civilian Skills Translation

Establishing Peer Support/Advisory Groups

Discussion of Working Group Goals and Action Plan

Amy Sherman, Associate VP for Policy and Strategic Alliances, Council for Adult and Experiential Learning (CAEL)

Open Mic Time

Kirsten Carroll, Vice President, Policy, Civic Committee

Next Steps and Future Meetings

David Hiller, President and CEO, Robert R. McCormick Foundation

MEMBER PRESENTATIONS

FINDING VETERANS

Rupali Deshmukh, Accenture



High performance. Delivered.

consulting | technology | outsourcing

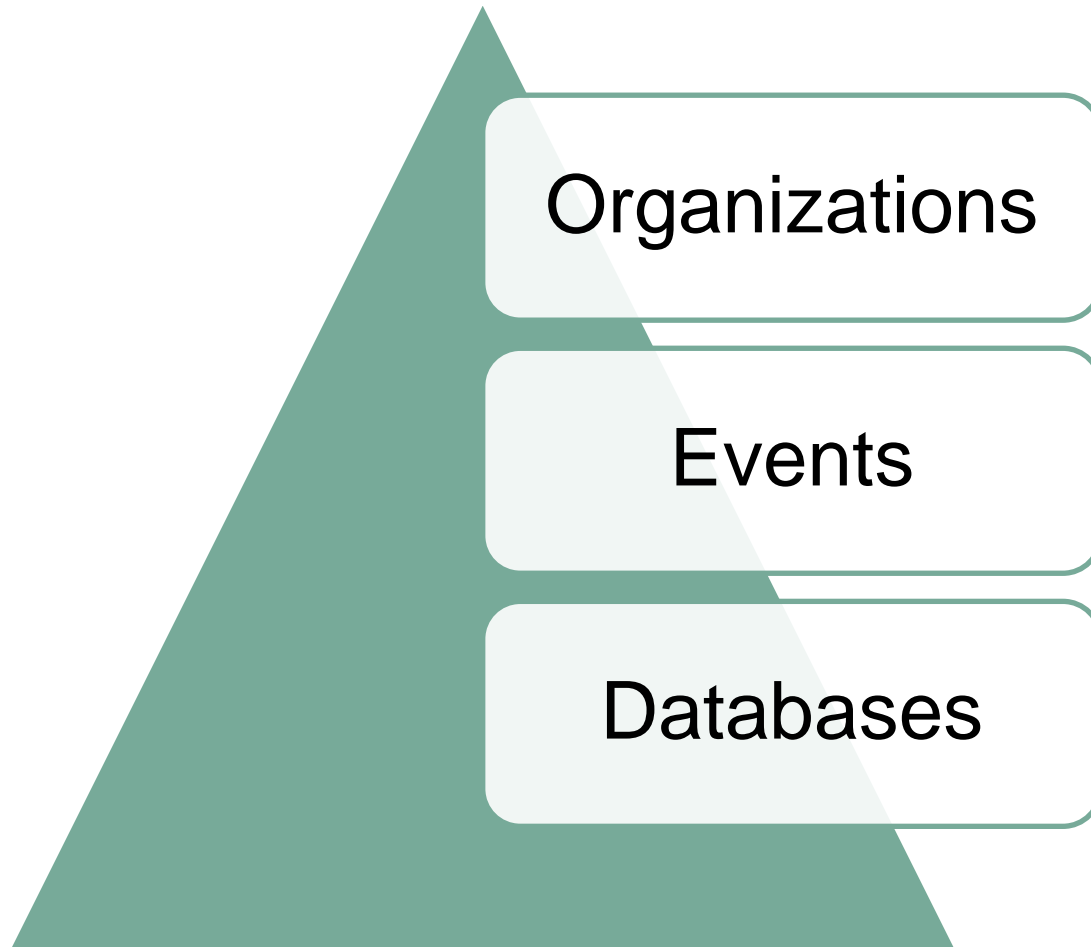
Military candidate sourcing avenues

**BE > YOU
IMAGINED**

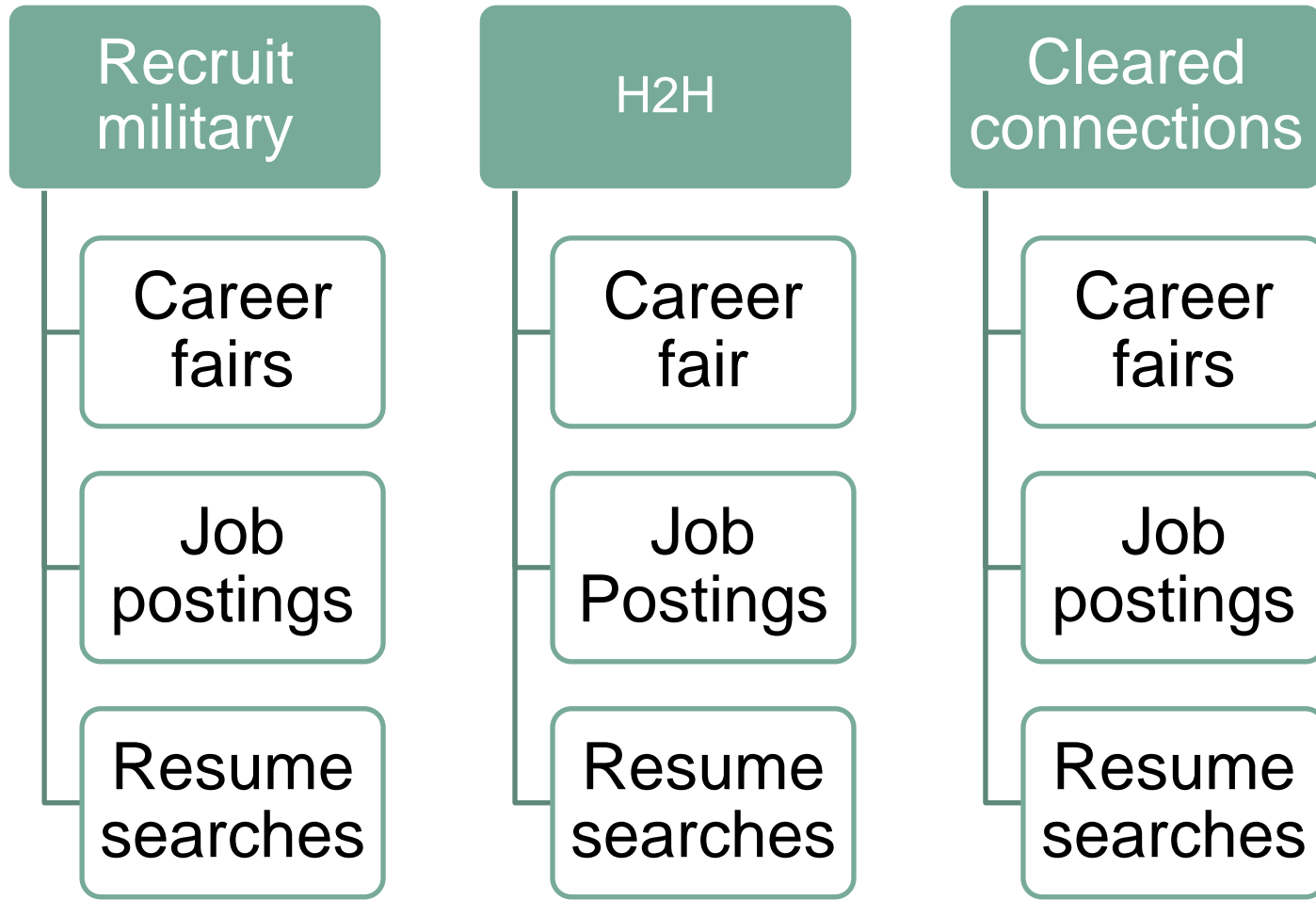
4 Major Sourcing Categories



Interconnected functionalities



Interconnected functionalities (cont.)



Databases/Events

Paid databases

<http://recruitmilitary.com/>

<http://www.military.com/veteran-jobs>

<http://mbaveterans.com/2013-conference> (Limited time resume access)

<http://sacc-jobfair.com/>

<http://www.clearedconnections.com/Default.htm>

Free of cost

<https://illinoisjoblink.illinois.gov/ada/> (Civilian and military candidates)

<https://h2h.jobs/>

Events

Countrywide

- Hero 2 Hired (Free)
- Hiring our heroes (Free)
- 100,000 hiring (Free)
- Recruitmilitary

Localized (1-4 locations)

- MBA Veterans Conference (Chicago only)
- SACC
- Military-Mojo

Military friendly organizations

Government organizations

- Chamber of commerce
- State – IDES, VA

Private

- Wounded warrior
- 100,000 hiring-vtx.jobs
- Lonestar veterans association

Alumni

- Marine 4 Life
- Navy alumni association
- Student veterans of America (SVA)

LinkedIn

Why special mention for LinkedIn?

Not the strongest military candidate sourcing tool.

- **Military Officers Association of America (MOAA) Career Networking**
- **Veterans Hired**
- **US Military Veterans Network**
- **USAF Veterans**
- **Semper Fi Network - United States Marine Veterans - USMC**

Questions ?

Additional examples



- Warrior Integration Program for Wounded Warriors
- <http://toolkit.vets.syr.edu/wp-content/uploads/2012/12/Case-BAE-Systems.pdf>



- Military Human Resources (MHR) group
- 100,000 Jobs Mission
- <http://careers.jpmorgan.com/student/jpmorgan/careers/military>

Things to consider

- Hire veterans as recruiters
- Leverage veteran referral opportunities
- Attend Chamber events
- Encourage leadership involvement
- Leverage collaboration and networking with other firms

Source: Institute for Veterans and Military Service, Syracuse University, "Guide to Leading Policies, Practices, and Resources: Supporting the Employment of Veterans and Military Families." Accessed July 30, 2013.

<http://vets.syr.edu/wp-content/uploads/2012/08/guidetoleadingpractices1.pdf>

MILITARY-TO-CIVILIAN SKILLS TRANSLATION

Bruce Watts, IIT

Tony Stamper, AT&T

Skills Translation at Multiple Levels

- Functional skills
- Roles/job titles
- Intangibles

AT&T Military Veteran Talent Attraction Resources and Programs

October 2013



Military

- AT&T is an Employer of Choice for Veterans
- 5,000 Veteran Hire Commitment
- Promoting AT&T's Jobs to Veterans
- Online Career Tools for Veterans
- 100,000 Jobs Mission & Veterans Talent Exchange
- Recognition
- Learn More



AT&T as a Military Friendly Employer

- 100 years of support for our military
- Careers Presence at the US Olympics Warrior Games
- Placed jobs flyers at military base calling centers
- Causes.com campaign to benefit Wounded Warrior Project
- AT&T 'Love a Vet' YouTube campaign
- First-ever AT&T Veteran Hackathon



AT&T Careers poster in the AT&T calling facility at Camp Leatherneck in Afghanistan



AT&T Veterans Employee Resource Group



- 30 years of serving those who serve our Country
- Supported by AT&T executive leadership
- Over 7,000 members nationwide
 - ~75% of members are Veterans themselves
- Emphasis on volunteerism
 - 95 members awarded President's Volunteer Service Award in 2012
- Volunteer projects focus on the Military and Veteran communities
- Members serve as recruitment ambassadors to translate military experience for our civilian recruiters and represent at veteran career fairs nationwide.



AT&T Supplier Diversity



**Operation
Hand Salute**

Focus on Service-Disabled Veteran Owned Businesses



- Goal: 1.5% of supplier spend in 2013
- Annual execution of Operation Hand Salute
 - 15 Week Entrepreneurial Leadership Program at JFK University
 - Aimed at training our suppliers on how to successfully grow their businesses
 - Coaching and Mentoring from AT&T Business Leaders and Fast Pitch/Shark Tank sessions from AT&T leadership and other CEOs



AT&T Veteran Hire Commitment



5,000 Veterans in 5 years

On April 30, 2013, in response to a challenge from the First Lady, AT&T made a public commitment to hire 5,000 veterans and military spouses over the next 5 years.

“For many veterans, finding and succeeding in a new career provides a challenge unlike any faced while serving our country.”



ANTONIO MONTENEGRO
Senior Specialist – Network
Planning Engineer



Promoting AT&T's Career Opportunities to Veterans

Advertising

- Online advertising on dozens of veteran career sites
- Print Advertising
- Organic media and PR coverage

Networking

- Veterans Service Organizations
- Government veteran agencies
- Careers for Veterans Job Search Advisor program
- Social Media

Events

- Traditional and Virtual Veteran Career Fairs
- Specialized hiring events for student veterans and JMOs
- Employer Conferences



AT&T Military Career Site

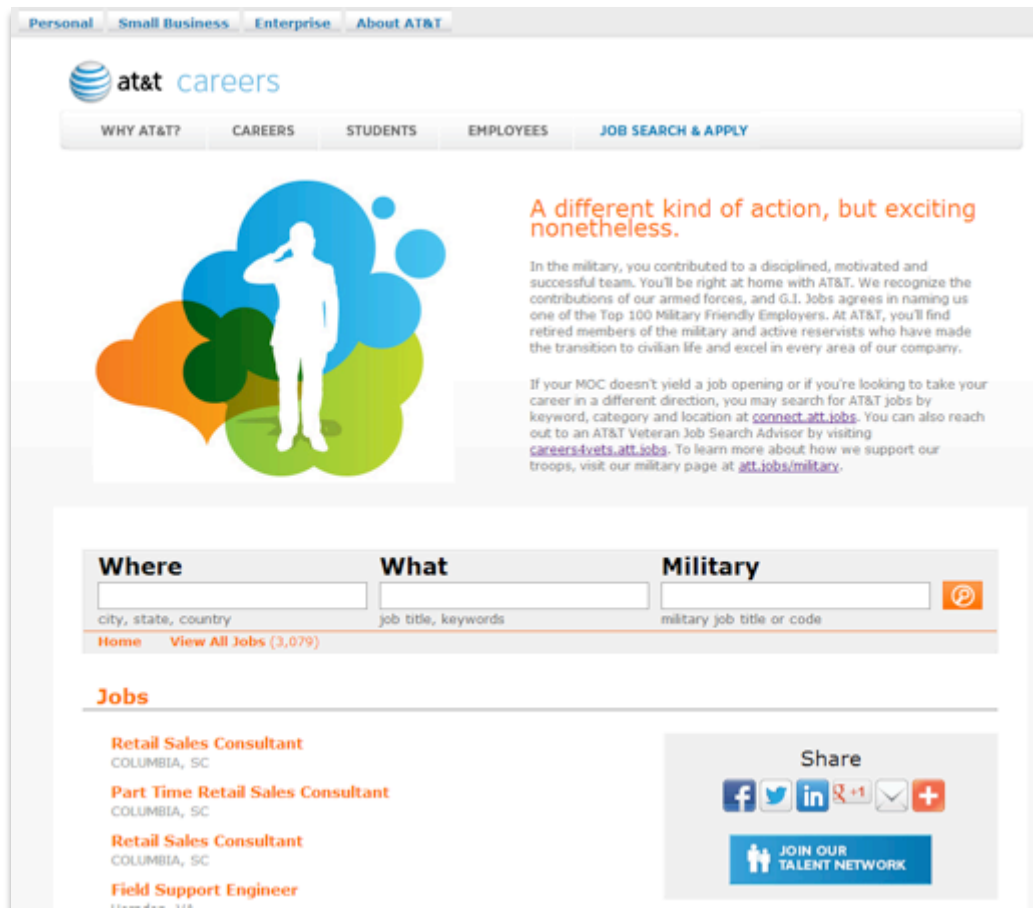
www.att.jobs/military

The screenshot shows the AT&T Military Career Site homepage. The top navigation bar includes 'WHY AT&T?', 'CAREERS', 'STUDENTS', 'EMPLOYEES', and 'JOB SEARCH & APPLY'. A search bar is located in the top right corner. The main content area is titled 'Military' and features a large orange banner with the text 'A different kind of action, but exciting nonetheless.' Below this banner is a paragraph of text and an illustration of a person in a military uniform. To the right of the main content is a 'Skills Translator' section with a form to enter an occupation code and a 'Click here to see your fit!' link. Below that is an 'AT&T Veterans' section with a video player and a 'View All Videos' link. At the bottom right is a 'You Might Like' section with links to 'Military Events', 'Community Impact', 'AT&T Careers for Veterans', 'AT&T Support for the Troops', and 'Hiring Process'. The left sidebar contains a 'Why AT&T?' menu with links to 'Company', 'Culture', 'Benefits', 'WHAT'S NEW', 'JOIN OUR TALENT NETWORK', 'VIDEOS', and 'EVENTS'. A green 'Apply Now' button is also visible in the sidebar.

- Demonstrates commitment to employing veterans
- Link to military skills translator
- Testimonials from AT&T veteran employees
- Link to Careers for Veterans Talent Network and Job Search Advisor Program

Military Skills Translator

Veterans can search for AT&T job opportunities using their military occupational job codes



The screenshot shows the AT&T careers website with a navigation bar at the top containing 'Personal', 'Small Business', 'Enterprise', and 'About AT&T'. Below this is the 'at&t careers' logo and a secondary navigation bar with 'WHY AT&T?', 'CAREERS', 'STUDENTS', 'EMPLOYEES', and 'JOB SEARCH & APPLY'. The main content area features a graphic of a person in a military uniform surrounded by colorful thought bubbles, with the headline 'A different kind of action, but exciting nonetheless.' Below the headline is a paragraph of text: 'In the military, you contributed to a disciplined, motivated and successful team. You'll be right at home with AT&T. We recognize the contributions of our armed forces, and G.I. Jobs agrees in naming us one of the Top 100 Military Friendly Employers. At AT&T, you'll find retired members of the military and active reservists who have made the transition to civilian life and excel in every area of our company.' A second paragraph follows: 'If your MOC doesn't yield a job opening or if you're looking to take your career in a different direction, you may search for AT&T jobs by keyword, category and location at [connect.att.jobs](#). You can also reach out to an AT&T Veteran Job Search Advisor by visiting [careers4vets.att.jobs](#). To learn more about how we support our troops, visit our military page at [att.jobs/military](#).' Below this is a search interface with three input fields: 'Where' (city, state, country), 'What' (job title, keywords), and 'Military' (military job title or code). A 'Home' link and 'View All Jobs (3,079)' link are visible. The 'Jobs' section lists several positions: 'Retail Sales Consultant' (COLUMBIA, SC), 'Part Time Retail Sales Consultant' (COLUMBIA, SC), 'Retail Sales Consultant' (COLUMBIA, SC), and 'Field Support Engineer' (Monday, 11/11/14). A 'Share' section includes icons for Facebook, Twitter, LinkedIn, Google+, Email, and Print, along with a 'JOIN OUR TALENT NETWORK' button.

www.att.jobs/MOS



Careers for Veterans Job Search Advisor Program

<http://veterans.att.jobs>

Personal | Small Business | Enterprise | About AT&T

at&t careers

AT&T JOB SEARCH | AT&T MILITARY | MILITARY SKILLS TRANSLATOR

A different Kind of action, **but exciting nonetheless.**

AT&T Careers for Veterans

At AT&T, we know that making the transition into a civilian job can be challenging, so we've created some new tools to optimize your job search experience.

Our employees include retired members of the military, active reservists, and members of the National Guard who have made the transition to civilian life and excel in every area of our company. AT&T also has strong partnerships with many military and veteran organizations.

Below you'll see details about our AT&T Veteran Talent Network and AT&T Job Search Advisor Sessions. To connect with us, check the appropriate box and tell us about your military background and career goals. Let us help match you to the perfect opportunity. Connect with AT&T Careers for Veterans today.

AT&T Veteran Talent Network

Consider the powerful possibilities of our Veteran Talent Network, bringing you information about open positions, contests, prizes and opportunities at AT&T.

Select the AT&T Veteran Talent Network option to receive email or SMS updates on job openings and contests with sweet prizes.

Contest Rules

AT&T Job Search Advisor Sessions

Our Job Search Advisor Sessions connect you directly with a Veteran Advisor who will point you in the right direction to apply for a job that best fits your military background and future career goals. Each session gives you a chance to speak LIVE with a member of our team!

Select AT&T Job Search Advisor Session option to receive your invitation to sign up for an available session. Our AT&T Veteran Volunteers are here to provide assistance to you in your job search.

Connect with AT&T Careers for Veterans

Select a topic below and fill out the form to receive more information.

I'd like to join the AT&T Veteran Talent Network

I'd like to join an AT&T Job Search Advisor Session

First Name*

Last Name*

Email*

City*

State
(Select an option)

Zip

Country *
(United States)

Telephone Number

Branch of Service *

Air Force

Marines

Army

Navy

Coast Guard

Current or final MOS/Rating/AFSC

Preferred Work Location

Career Area Of Interest
(Select an option)

Submit

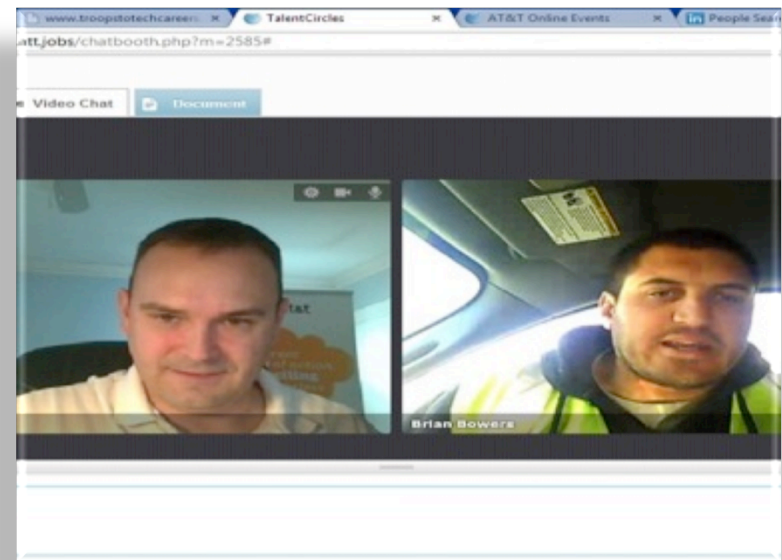
Privacy Policy

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Discrimination and all unlawful harassment (including sexual harassment) in employment is not tolerated. We encourage success based on our individual merits and abilities without regard to race, color, religion, national origin, gender, sexual orientation, gender identity, age, disability, marital status, citizenship status, military status, or veteran status. We support and obey laws that prohibit discrimination everywhere we do business.

Almost 3,000 transitioning veteran job seekers participated in the program in 2013 (8,000 total since 2011)

200 AT&T Veterans served as job search advisors

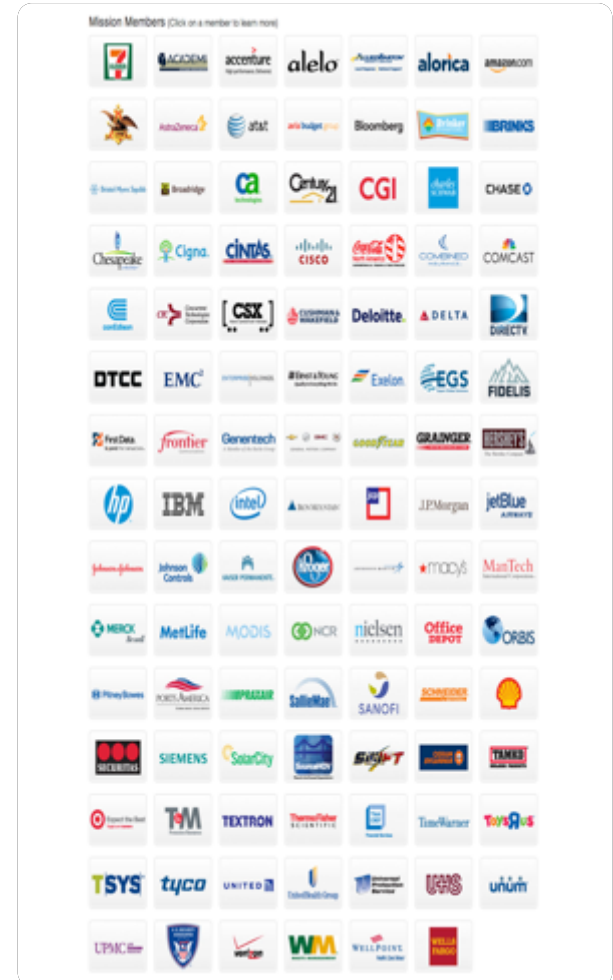


100,000 Jobs Mission



- AT&T one of 11 founding members
 - Coalition has grown to 109 employers
- Goal to hire 100,000 veterans by 2020
 - As of June, collectively hired 77,000+ veterans
- AT&T leads best practice sharing
- We sponsor technology to power candidate registration at events
- Leading the Veteran Talent Exchange, a shared database for coalition members to refer veteran candidates. Check it out at

www.vtx.jobs



100,000 Jobs Mission Veteran Talent Exchange

- Talent sharing database for 100,000 Jobs Mission Member Employers
- Announced in AT&T press release and FLOTUS remarks on 4/30.
- Soft launched on 6/30. Featured in JPMC press release on 7/24.

The screenshot shows the registration page for the 100,000 Jobs Mission Veteran Talent Exchange. The page has a blue header with the logo and the text "100,000 JOBS MISSION VETERAN TALENT EXCHANGE". Below the header is a dark blue banner with the text "About the 100,000 Jobs Mission" and a paragraph of introductory text.

The main content area is divided into several sections:

- Why Join?**: A text box explaining the benefits of joining the exchange, including access to a talent sharing database and career-related information.
- Resources & Information**: A list of links to various resources, including "100,000 Jobs Mission Employer Spotlight", "Employment Resources for Veterans from Joining Forces", "Military Career Coach", "Personal Branding Resume Engine", "MNET Career Services", and "H2H jobs for Reserve Component service members".
- Join our Veteran Talent Exchange**: A registration form with the following fields:
 - First Name *
 - Last Name *
 - Email *
 - Mobile Phone
 - Current Location *
 - Zip Code
 - Job Search Status *
 - Most Recent Employer
 - Most Recent Job Title
 - Security Clearance *
 - Highest Level of Education Achieved *
 - Military Branch *
 - Most Recent Rank *
 - Most Recent MOS/Rating/AFSC *
 - Duty Status *
 - Career Area(s) of Preference *
 - Preferred Work Locations *
 - Resume Upload (Choose File) No file chosen
- Mission Members**: A section with similar fields to the registration form, including "Highest Level of Education Achieved *" and "Resume Upload (Choose File) No file chosen".



Recognition

- Increased visibility within the veteran job seeker community
- Exponential increase in veteran applicants and hires
- We are sought out by other employers and the media to share best practices
- Consistently ranked as Military Friendly Employer by GI Jobs and Military Times



Learn More

- AT&T Military Careers: www.att.jobs/military
- AT&T Military Skills Translator: www.att.jobs/MOS
- AT&T Careers for Veterans <http://veterans.att.jobs>
- AT&T Troop Support Page
<http://www.att.com/gen/press-room?pid=7930>
- AT&T Military Sustainability Brief
https://www.att.com/Common/about_us/files/csr_2012/supporting_our_troops.pdf
- AT&T Veterans Employee Resource Group
<http://attveterans.org/>



Any questions?
rachel.book@att.com



Additional example: Walmart

The screenshot displays the Walmart Careers website interface. At the top left is the Walmart logo and Sams Club logo. The main navigation bar includes 'Home', 'Why Us', 'Support', 'Testimonials', 'Career Paths', 'Hourly Opportunities', 'Search Jobs', and 'Spouses'. A secondary navigation bar offers 'Join Our Military Community', 'Events', and 'Connect With Us'. The main content area features a headline: 'We see the path to success you've chosen. Continue it with Walmart.' Below this is a prompt: 'Select your prior military occupation from the list below to find your Walmart career match.' A grid of 16 military occupation categories is shown, with 'Law Enforcement & Security' selected. Below the grid, a blue banner reads 'Military Occupation: Law Enforcement & Security'. The main visual is a large image of a Navy amphibious transport dock (LST-1169) and a patrol boat on the water. A text box on the right, titled 'Walmart Career Path: Asset & Executive Protection', describes the role: 'Jobs such as: Market Asset Protection Manager, Special Services, Executive Protection'. It details the company's approach to safeguarding assets and mentions that the team helps deliver on Walmart's mission to save money for consumers. At the bottom of the text box are links for 'LEARN MORE ABOUT THESE WALMART JOBS' and 'SEE ALL WALMART JOBS', along with a disclaimer: 'Use of DoD photographs does not constitute endorsement by the United States Department of Defense'.

Walmart Sams Club

CAREERS WITH A MISSION

Join Our Military Community | Events | Connect With Us

Home Why Us Support Testimonials Career Paths Hourly Opportunities Search Jobs Spouses

We see the path to success you've chosen. Continue it with Walmart.

Select your prior military occupation from the list below to find your Walmart career match.

Accounting, Budget & Finance	Construction, Building & Extraction	Human Resources Management	Mechanic & Repair Technologists
Arts, Communication, Media & Design	Counseling, Social Work & Human Services	Information Technology, Computer Science	Medical & Clinical Technologists
Aviation	Education & Training	Intelligence	Personal & Culinary Services
Business Administration & Operations	Engineering & Scientific Research	International Relations, Linguistics	Transportation, Supply, Logistics
Combat Operations	Health Care Practitioners	Law Enforcement & Security	
Communications Equipment Techs		Legal & Support Services	

Military Occupation: Law Enforcement & Security

Walmart Career Path: Asset & Executive Protection

Jobs such as: Market Asset Protection Manager, Special Services, Executive Protection

We take a comprehensive approach to safeguarding Walmart's assets. In a broader sense, the strategic work we do – and the strong sense of teamwork, communication, training and accountability we employ to do it – are responsible for protecting the shareholder investments of the world's largest company.

Our consumers are loyal to Walmart because of our mission to save them money so they can live better. When you work for our law enforcement, security and protective services team, you are working to help deliver on that mission, leading the charge for security, and, to a large extent, compliance and safety, that helps safeguard the lives of consumers and members worldwide.

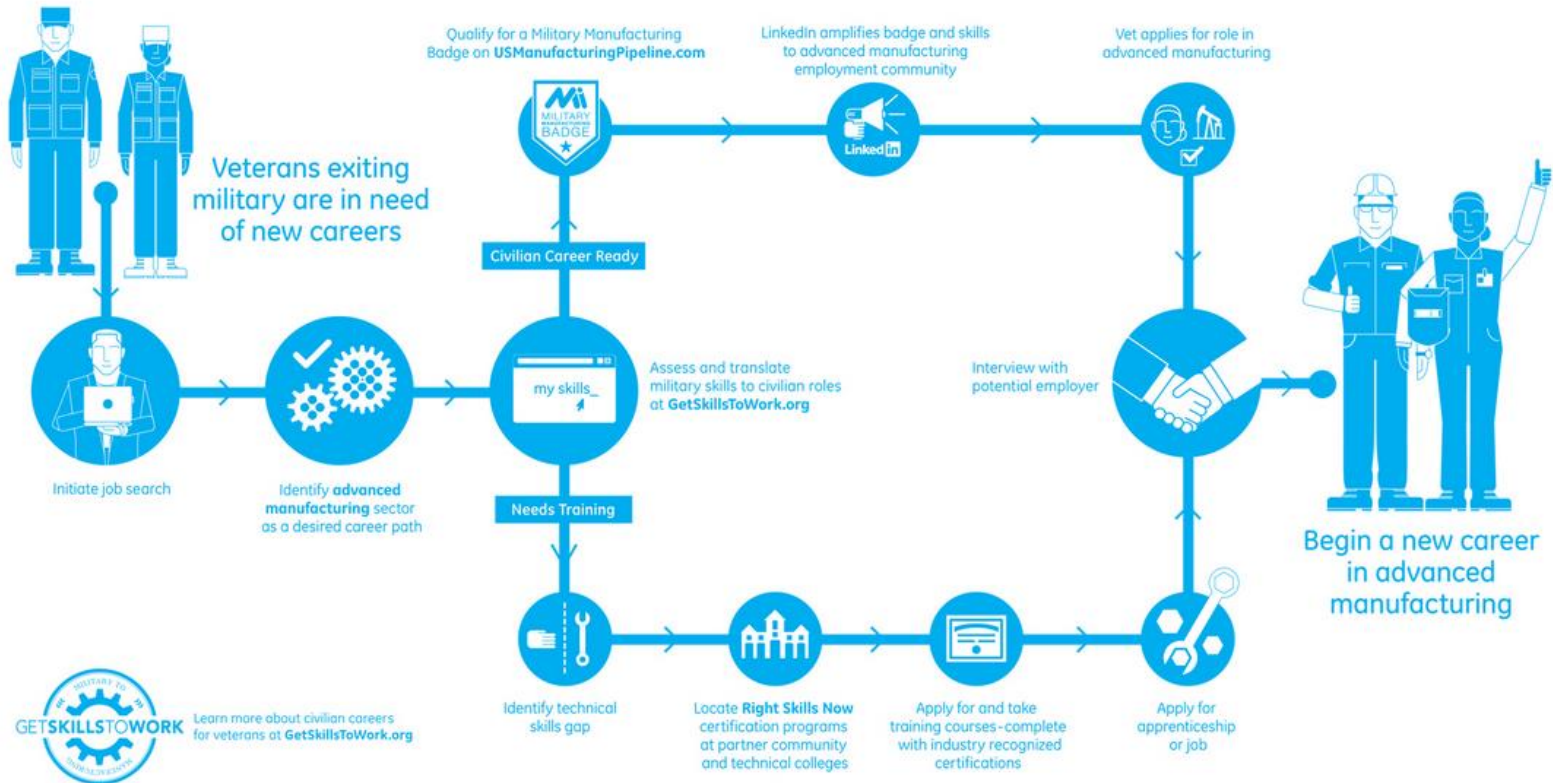
LEARN MORE ABOUT THESE WALMART JOBS SEE ALL WALMART JOBS

Use of DoD photographs does not constitute endorsement by the United States Department of Defense

<http://walmartcareerswithamission.com>

Additional example: General Electric

Bridging the Advanced Manufacturing Skills Gap Starting with Veterans



<http://www.ge.com/careers/culture/us-veterans>

Things to consider

- Utilize online skills translators to understand skills associated with specific military occupations
 - <http://www.careerinfonet.org/MOC//>
- Ask veterans to (voluntarily) submit the official narrative that accompanies their military awards and decorations
- Invest in encouraging individuals throughout the organization to learn more about veterans' skills
- Expose veterans to a broad array of business functions and work roles

Source: Institute for Veterans and Military Service, Syracuse University, "Guide to Leading Policies, Practices, and Resources: Supporting the Employment of Veterans and Military Families." Accessed July 30, 2013.

<http://vets.syr.edu/wp-content/uploads/2012/08/guidetoleadingpractices1.pdf>

ESTABLISHING PEER SUPPORT/ADVISORY GROUPS

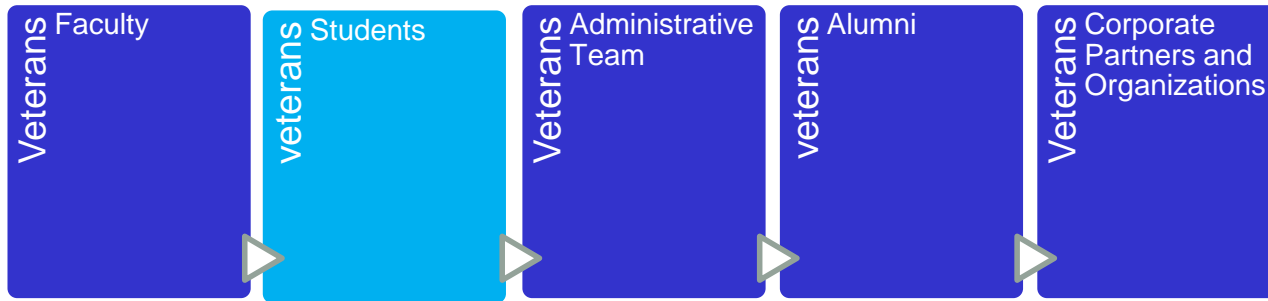
Gretchen Nester, Kellogg School of
Management

KELLOGG SCHOOL OF MANAGEMENT (KSM)

Building a community of veterans within KSM

This presentation is for reference only; not for further distribution

KSM: Potential Veteran Populations



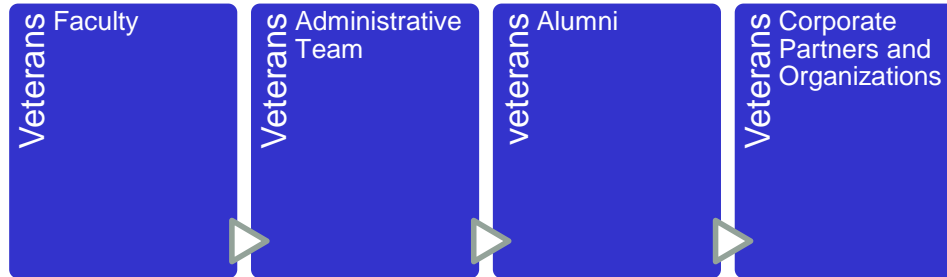
- KSM identified five possible populations with a focus of engaging veterans

KSM Initial Community Building



- Initial Focus: leverage the work in regards to community building that our student-run Kellogg Veterans Association (KVA) had already completed.
- Leverage Established Contacts & Processes:
 - Admissions process – insights, points of contacts by branch, “sofas for soldiers”
 - Acceptance and beyond - financial aid, scholarship, academic rigor
 - Internships – blogs
 - Moving into the civilian workforce – building the alumni network

KSM: Expanded Community Building



- Host Veteran's Day Event to identify key stakeholders in our other populations:
 - Faculty, Administrative Team, Alumni, Corporate Partners and Organizations
 - Identify common interests and concerns within the entire Kellogg School of Management

Questions



Additional examples



- Honoring Our Nation's finest with Opportunity and Respect (HONOR)
- <http://www.sodexohiresheroes.com/>



- Ernst and Young Veterans Network
- <http://www.ey.com/US/en/Newsroom/News-releases/Ernst---Young-LLP-joins-100-000-Jobs-Mission-and-expands-other-initiatives-to-support-veterans>

Things to consider

- Create a veterans mentorship program
- Name an executive-level champion for a veterans advisory group
- Leverage existing internal resources, such as diversity and inclusiveness initiatives

Source: Institute for Veterans and Military Service, Syracuse University, "Guide to Leading Policies, Practices, and Resources: Supporting the Employment of Veterans and Military Families." Accessed July 30, 2013.

<http://vets.syr.edu/wp-content/uploads/2012/08/guidetoleadingpractices1.pdf>