

Does your company have a strategic Guide to Hiring Veterans, Transitioning Service Members, and Military Spouses.

Introduction to the Military Workforce



1. Why Focus on Veterans, Transitioning Service Members, and Military Spouses?

- Skill sets developed in the military: leadership, discipline, teamwork, adaptability.
- The unique challenges military spouses face (frequent relocations, employment gaps).
- Addressing unemployment and underemployment among Veterans and military families.

2. Benefits of Hiring from the Military Community

- Strong work ethics and problem-solving abilities.
- Transferable technical skills and certifications (e.g., logistics, IT, healthcare).
- Financial incentives for businesses (e.g., tax credits, VA partnerships).

3. Challenges Companies May Face

- Understanding military terminology and translating skills into civilian roles.
- Biases or misconceptions about Veterans' abilities or mental health.
- Career continuity issues for military spouses.

Building a Military-Friendly Recruitment Strategy



1. Identify Business Needs and Matching Skill Sets

- Map military occupational specialties (MOS) to civilian job roles.
- Utilize tools like the Military Skills Translator to decode military resumes.

2. Establish Partnerships

- Partner with organizations like Hiring Our Heroes, the USO, and local veteran service organizations (VSOs).
- Work with military transition offices and base career fairs.

3. Develop Military-Focused Recruitment Channels

- Post jobs on veteran-focused job boards (e.g., Military.com, RallyPoint, Indeed Military).
- Engage on social media platforms and forums dedicated to Veterans and spouses.

Enhancing Your Hiring Process



1. Crafting Veteran-Friendly Job Descriptions

- Avoid jargon that may not resonate with military candidates.
- Focus on skills and experience rather than strict civilian credentials.

2. Educating Hiring Managers

- Train recruiters to interpret military resumes and understand transferable skills.
- Provide education on military culture and values.

3. Conducting Inclusive Interviews

- Ask about relevant skills, not just industry experience.
- Address gaps in employment tactfully (especially for military spouses).

4. Providing Feedback

- Offer constructive feedback tailored to military candidates' unique backgrounds.
- Guide Veterans on how to better align their applications with civilian standards.

Onboarding and Retention Strategies



1. Creating a Welcoming Workplace

- Establish mentorship programs pairing Veterans with experienced employees.
- Recognize and celebrate military service (e.g., Veterans Day events).

2. Providing Support Systems

- Offer flexible work schedules to accommodate military spouse obligations.
- Provide access to mental health resources and support for Veterans.

3. Career Development Opportunities

- Develop training programs to bridge gaps in civilian industry knowledge.
- Encourage Veterans and military spouses to pursue leadership tracks.

4. Monitoring and Measuring Retention

- Use employee satisfaction surveys to identify areas for improvement.
- Conduct regular check-ins with Veterans and spouses to address concerns.

Building a Military-Inclusive Employer Brand



1. Demonstrating Commitment

- Share success stories of Veteran employees on your website and social media.
- Earn designations like the Military Friendly Employer or ESGR's Freedom Award.

2. Engaging in Community Outreach

- Sponsor military-related events and initiatives in your local area.
- Volunteer with organizations that support military families.

3. Leverage Tax Incentives and Programs

- Highlight programs such as the Work Opportunity Tax Credit (WOTC) for Veteran hires.
- Utilize Department of Labor resources to streamline compliance and reporting.

4. Evolving Your Strategy

- Continuously seek feedback from your military hires.
- Adapt recruitment and retention strategies based on lessons learned.

Conclusion

- Recap the importance of hiring Veterans, transitioning service members, and military spouses.
- Encourage companies to view the military community as an invaluable resource.
- Highlight the long-term benefits of building a diverse, inclusive, and mission-ready workforce.