

# Military Recruitment Best Practices

*DirectEmployers Association*

April 2011

**Chad Sowash**

*Vice President, Business Development*

# DirectEmployers

a nonprofit association of employers



**CHAD SOWASH**

VP – Business Development

**DirectEmployers.org**





## Who is DirectEmployers Association?

DirectEmployers Association is a nonprofit HR consortium of leading global employers formed to improve labor market efficiency through the sharing of best practices, research and the development of technology.

### Mission

DirectEmployers Association's mission is to provide employers an employment network that is cost-effective, improves labor market efficiency, and reaches an ethnically diverse national and international workforce.

# DirectEmployers

## Talking Points

Mandatory listing requirements

Why hire veterans?

What are your veteran hiring goals?

Military occupations

Finding veterans

Finding qualified veterans

Creating meaningful partnerships

***Best practices*** (Lockheed, WellPoint, Alaska Airlines)



## *Mandatory Listing Requirements & Meaningful Recruitment*

## Mandatory listing requirements

### What are the new job listing requirements under the Jobs for Veterans Act?

The Jobs for Veterans Act (JVA) and the regulation implementing the JVA at 41 CFR 60-300.5 require that contractors list job openings with the appropriate employment service delivery system. Employment openings subject to the mandatory job listing requirement include all positions except

- (1) executive and top management positions,
- (2) positions that will be filled from within the contractor's organization, and
- (3) positions lasting three days or less.

***Listing with the appropriate employment service delivery system must be done concurrently with a contractor's use of any other recruitment source or effort.***

## Mandatory listing requirements

**What type of agency is considered part of the local employment service delivery system?**

The employment service delivery system means the public employment offices established under the ***Wagner-Peyser Act***, and known as the ***Employment Service***, that provide a variety of labor exchange services including, but not limited to, job search assistance, job referral, placement assistance, re-employment services and recruitment services. The Employment Service provides these services as part of the One-Stop service delivery system established by the Workforce Investment Act. The names of the agencies providing these services vary and may include the words "Employment Services," "State Workforce Agency," "Employment Security Commission," "Job Service," "Career Center," "Workforce Center," "One-Stop," "Job Center," or "Workforce Development Center."

## Mandatory listing requirements

**Is there a particular way contractors must list employment openings with the appropriate employment delivery system?**

A contractor may satisfy the mandatory job listing requirement by using any means that is ***permitted by the appropriate employment delivery system*** for listing employment openings, which may include ***mail, facsimile*** (FAX), ***electronic mail***, or other ***electronic postings***. The vast majority of the state workforce agency job banks accept job listings via the Internet. Contractors may use third parties, such as private or non-profit sector job banks, Internet gateway and portal sites, and recruiting services and directories, to assist them with the transmission of job listings to the appropriate employment service delivery system. However, a contractor remains responsible for complying with OFCCP's job listing requirements.



## Mandatory listing requirements

**What kind of documentation is a contractor required to maintain to demonstrate compliance with the mandatory listing requirement?**

Contractors must maintain documentation showing that they submitted information about their employment openings in the manner prescribed by the appropriate employment service delivery system for listing job openings. Such records may include, but are not limited to, ***copies of emails, other electronic transmissions, facsimiles, or letters to the appropriate employment service delivery system.***

In addition, during a compliance evaluation, a compliance officer will request documentation from the employment service delivery system to confirm that a contractor is in compliance with the mandatory job listing requirement. Usually, this documentation is a printout of all job listings for the contractor under review received by the employment service delivery system.

## A Federal Contractor Job Listing (FCJL) Solution *OFCCP Job Distribution and Reporting*

The **National Association of State Workforce Agencies** (NASWA) and **DirectEmployers Association** entered into an unprecedented public-private partnership creating the National Labor Exchange (NLX).

- Unlimited job delivery to State Workforce Centers, CareerOneStop Centers, Veterans and Disabled Veterans Centers closest to where the job is located **(3,500+)**
  - ❖ Layered distributive solution (Email & Feed)
- Real-time OFCCP reporting, showing job description, time and date stamp, and confirmation of delivery
- FCJL Compliance with detailed audit trail for 5 years
- Veteran portal to other alliance partners for military and disability recruiting
- Partnership agreements with State Workforce Agencies, D.C. and Puerto Rico.
  - ❖ **National Labor Exchange Committee**
  - ❖ **Advocacy**

# DirectEmployers

*Abiding by the "Letter" and  
"Spirit" of the law!*

The image shows two overlapping browser windows. The background window is an email from VETcentral with the subject 'VETcentral FCIL Job Alert- Ref#10528165'. The foreground window is the 'VETcentral Job Detail Page' for the job 'ABL Portfolio Manager 2' at SunTrust Banks in Atlanta, GA. The job details include the URL to apply, company URL, employer and VETcentral job IDs, and a description of the role.

**Job Detail**

|                                  |  |
|----------------------------------|--|
| <b>Title:</b>                    | ABL Portfolio Manager 2  |
| <b>Company:</b>                  | SunTrust Banks   |
| <b>Location:</b>                 | Atlanta, GA  |
| <b>URL to Apply:</b>             | <a href="http://jcnlx.com/d10fbdfed9434e3191ba952f4dad8ad499">http://jcnlx.com/d10fbdfed9434e3191ba952f4dad8ad499</a>  |
| <b>Company URL:</b>              | <a href="https://www.suntrust.com/portal/server.pt">https://www.suntrust.com/portal/server.pt</a>  |
| <b>Employer Job ID:</b>          | 160158   |
| <b>VETcentral Job ID:</b>        | 12665904   |
| <b>Description:</b>              | Job Title:<br>ABL Portfolio Manager 2<br>Job ID:<br>160158<br>Location: GA-Atlanta Area<br>Full/Part Time:<br>Full-Time<br>Regular/Temporary:<br>Regular   |
| <b>Duties and Qualifications</b> | Within the ABL team, responsible for oversight and monitoring of assigned portfolio of clients across STRH and multiple Geographies. Ensures loan quality, adherence to credit and risk guidelines and policies. Works with other team members to build relationships with bank clients and advise on credit solutions. Ensures monthly review of operating and collateral performance and ongoing monitoring of |

## Email Job Delivery to the State Workforce Centers

# DirectEmployers

## Direct Compliance OFCCP Reports

*As a large federal contractor, the OFCCP compliance is huge for us, along with the reporting provided in case of an audit. The time savings is tremendous! Recruiters do not have to manage postings manually for multiple state agencies.”*

**Pam Webster**  
**Assistant Vice President, Recruiting,**  
**Enterprise Rent-A-Car**

*...you folks are doing a great job. I don't have a Veterans' Representative in any of my local offices (and some have been around 20+ years) that ever remembers having received a real live job order from a federal contractor from a nationwide site set up for that purpose.”*

**Veterans Program Technician,**  
**Arkansas**

The screenshot shows the 'Member Desktop' interface for the DirectEmployers Association. A highlighted box points to the 'OFCCP Compliance Reporting' link, which allows users to review and print their company's OFCCP compliance reports. Other visible links include 'Search Resumes', 'Manage Resume Search Agents', 'Post/Manage Public Career Events', and 'Post/Manage Downstream Actions'.

The main report displayed is a 'Job Order Ad Hoc Compliance Report' for Acme Manufacturing (FEIN: 99-9999999) for jobs received between 2/1/2009 and 2/12/2009. The report is provided by VETCENTRAL, a service of JOBcentral. It shows a total of 522 jobs, with 376 confirmed, 146 pending, and 0 other. A table below details the job orders, including job titles, addresses, employer IDs, compliance IDs, and delivery dates.

| Job Title                                   | Job Address           | Employer Job ID             | Compliance ID | Status              |
|---|-----------------------|-----------------------------|---------------|---------------------|
| Pharma Manufacturing Technician II Americas | Arlington Heights, IL | 1006120                     | 1963704       | Delivery Confirmed  |
| Worknet Northern Cook County                | 847-981-7182          | Arlington Heights, IL 60005 | FAX           | 02/11/2009 08:00 AM |
| Product Surveillance Leader-HC              | Barrington, IL        | 1007806                     | 1963699       | Delivery Confirmed  |
| Worknet Northern Cook County                | 847-981-7182          | Arlington Heights, IL 60005 | FAX           | 02/11/2009 08:00 AM |
| CDF Field Service Group Analyst             | Hoffman Estates, IL   | 1007329                     | 1952464       | Delivery Confirmed  |
| Iete Elgin                                  | 847-931-2057          | Elgin, IL 60120             | FAX           | 02/10/2009 08:00 AM |

## Appropriate Employment Delivery System

### Job Delivery for Federal Contractors



Compliance provided in all 50 states

- Email, fax or mail delivery PLUS state file transfer
- Email, fax or mail delivery as stipulated by JVA Section 4212

# DirectEmployers

*“Above and beyond the call of duty”*

“Every veteran I have met and introduced to the VetCentral website has had nothing but very positive comments about the website and its use in Job Hunting. I want to add my personal "three cheers" and thanks from a Vet!”

**- Pennsylvania Vet Rep**

“I show the veterans this website all the time.. Thank you so very much, for myself and my/our veterans.”

**- Missouri Vet Rep**

“I just wanted to say I think your site is great. I just started working for the State of Arizona as an Disabled Veterans Outreach Program Specialist and will be using your site as one of my tools to help Vets find jobs. Thanks!!!!”

**- Arizona Vet Rep**

## Advocacy



Dr. Rochelle Webb  
Oct 2010



SFC Chad Sowash  
May 2009

# DirectEmployers

Success!

The screenshot shows a web browser window displaying the U.S. Department of Labor website. The address bar shows the URL: [http://www.dol.gov/ofccp/g-five/alaskair\\_recipient.htm](http://www.dol.gov/ofccp/g-five/alaskair_recipient.htm). The page header includes the U.S. Department of Labor logo and navigation links such as "Subscribe to E-mail Updates", "Enter E-mail Address", "SUBSCRIBE", "Find It In DOL", and "SEARCH". A search bar contains the text "job central". The main content area is titled "Office of Federal Contract Compliance Programs" and "DOL Home > OFCCP > G-FIVE". A callout box highlights the following text:

**Significant G-FIVE accomplishments:**

- Their facility has a good representation of covered veterans in their
- A good percentage of their recent hires have been covered veteran
- They have partnerships with **Job Central** and Work Source..
- Numerous recruitment efforts at educational institutions to reach s

Below the callout box, the following text is visible:

- Their facility has a good representation of covered veterans in their workforce (564 veterans out of 5,565 employees or 10.1%).
- A good percentage of their recent hires have been covered veterans (27 veterans out of 458 hires or 5.8%).
- They have partnerships with **Job Central** and Work Source..
- Numerous recruitment efforts at educational institutions to reach students who are covered veterans.

The footer of the page includes links for "Freedom of Information Act", "Privacy & Security Statement", "Disclaimers", "Customer Survey", and "Important Web Site Notices". The contact information at the bottom reads: "U.S. Department of Labor | Frances Perkins Building, 200 Constitution Ave., NW, Washington, DC 20210 | [www.dol.gov](http://www.dol.gov) | Telephone: 1-866-4-USA-DOL | TTY: 1-877-889-5627 | [Contact Us](#)".



# DirectEmployers

## Why Hire Veterans?

Leadership

Understanding the Rules

Diversity

Team Players

Educated and Tech Savvy

Performance Under Pressure

Healthy & Drug-Free

Security Clearance

Quick Learners

Willing to Relocate



## Veteran Hiring Goals

Set a baseline:

# of employees

# of qualified Veteran employees

# of qualified New Veteran employees

All by job category and hiring location

What are your geographic needs?

What MOCs align best



## Military Occupations

**94W - Electronics Maint. Chief**

**32E - Civil Engineer**

**0531 - Civil Affairs**

**0904 - Critical Care Nurse**



## Military Occupations



The screenshot shows the O\*NET OnLine website interface. At the top left is the 'o-net' logo, and to its right is the text 'O\*NET OnLine'. Below this is a navigation bar with four links: 'Help', 'Find Occupations', 'Advanced Search', and 'Crosswalks'. The main heading is 'Military Crosswalk Search'. Below the heading is the instruction 'Search codes or titles from the Military Occupational Classification (MOC)'. There is a search input field followed by a 'Go' button. Below the input field, it says 'Examples: 96U, radio operator'.

<http://online.onetcenter.org/crosswalk/MOC>

Google: Crosswalk MOC

## Finding Veterans to Hire

### Map Of US Military Bases

View: All Bases Army Bases Naval Bases Air Force Bases Marine Corps Bases



Zoom to | North East | Mid-Atlantic | South East | North West | South West

## Finding Qualified Veterans

Know what MOCs to target

Understand military rank and occupational structure

Target Citizen Soldiers Reserve & National Guard

- Employer Support of the Guard and Reserves (ESGR)

Research locations (active duty bases) throughout the world

Find relevant de-mob locations

*Partner with local Employment Services (DVOP/LVER)*

Short cut: *Hire a military recruiter*

**EMPLOYER PARTNERSHIP OF THE ARMED FORCES** Sign Up | Login

SEARCH JOBS | CAREER RESOURCES | EMPLOYER PARTNERS | ABOUT | MY HOME

## Quick Job Search

Enter Keywords (Job Title, Skill)

Enter Location (City, State, or Zip)

**SEARCH** [Advanced Search](#)

**Find your Dream Job**  
[Sign Up Now](#)

**Become an Employer Partner**  
[Click Here](#)

**FIND JOB OPENINGS FROM MILITARY-FRIENDLY EMPLOYER PARTNERS**

[JOIN NOW](#)



## Need Assistance?

Contact the nearest Program Support Manager in your area to talk about partnership and job opportunities.

[Find Yours Now](#)

## Employer Partners

We've partnered with some of the top companies around the country, check out the full list.

[See More](#)



## Quick Tips

Avoid phrases like, To be honest with you and Just between you and me. A person who uses such qualifiers is implying that they're not typically honest.

[See More](#)

[LINKEDIN](#) [TWITTER](#) [FACEBOOK](#) [FLICKR](#)

[FAQ](#) | [Site Disclaimer](#) | [Privacy Statement](#) | [Freedom of Information Act](#) | [Accessibility](#) | [Terms & Conditions](#) | [Site Map](#)

# DirectEmployers

The image shows a screenshot of the VetsSuccess.gov website. At the top, it features the United States Department of Veterans Affairs logo and navigation links: Home, Veteran Services, Business, About VA, Media Room, and Locations. Below this is a banner with a smiling man and the text 'VETSUCCESS.GOV'. A secondary navigation bar includes Home, Jobs, Job Tools & Tips, Additional Resources, and VA, VR&E.

The main content area is titled '3 Easy Ways to Search' and is divided into two columns:

- 1 Login to VetSuccess:** A green box with a '1' in a circle. It contains a login form with fields for 'Username:' and 'Password:', a 'SUBMIT' button, and a link: 'No Login? Register for a free account'.
- 2 JobCentral: Search 4,000,000 jobs:** A blue box with a '2' in a circle. It contains a search form with a 'Keyword:' field and a 'SEARCH' button. Below the form, it states: 'Please note, submitting the search form above takes you to an external web site in a new window.' and 'The Department of Veterans Affairs is not responsible for content or services of the external website listed below. The link below is intended for information service'.

A red arrow points from the 'SEARCH' button in the JobCentral section to the right-hand side of the page, which displays a search results page from JobCentral. The results are for the keyword 'sales' and location 'Worldwide'. The page shows 500+ jobs found, with 'Jobs 1 - 10 of 500+' displayed. The results list several job titles and companies, including:

- AARP Inside Sales Associate** at The Hartford (Southington, CT), first acquired 2009-5-12 3:56 PM.
- Membership Representative** at National Federation of Independent Business (White Plains, NY), first acquired 2009-5-28 12:36 PM.
- Regulatory Project Manager** at Contract Staffing Recruiters (Andover, MA), first acquired 2008-7-8 11:16 AM.
- Sales Associates for a 6-8 months contract** at Contract Staffing Recruiters (Shelton, CT), first acquired 2008-9-8 11:26 AM.
- Salesperson** at The Roofing Store, LLC (Sterling, CT), first acquired 2008-12-5 3:46 PM.
- salesperson/manager** at wirellesone (Riverside, CT), first acquired 2009-1-13 4:26 PM.
- (2-3) Inside Sales Reps!** at TER Consulting, LLC (North Andover, MA).

On the right side of the JobCentral results, there are 'Additional Resources' including 'simplyhired' (457222 jobs matching...), 'indeed' (81011 jobs matching...), and 'Google' (400620 jobs matching...).



# DirectEmployers

## CareerOneStop

The screenshot shows the CareerOneStop website with several key elements:

- Header:** CareerOneStop logo with the tagline "PATHWAYS TO CAREER SUCCESS". Navigation links include "Print", "Email This Page", "FAQs", "Rate This Page", "Site Search", "Topics A to Z", and "State Job Banks".
- Left Sidebar:** A "Lost Your Job?" section with links to "mySkills myFuture", "Worker ReEmployment", "Census Worker ReEmployment", and "Deepwater Response". Below it is a "CareerOneStop is:" section describing it as a pathway to career success for job seekers, students, businesses, and career professionals. A red arrow points from this section to the "mySkills myFuture" banner.
- Center Banner:** A blue banner for "mySkills myFuture" with the text "Tell us a job you've had. We'll match your skills to new careers." and a video player showing a woman in a pink blazer. A red arrow points from the "mySkills myFuture" link in the sidebar to this banner.
- Bottom Left:** A "thinkabout:" section with icons for "your income" and "ReEmployment Tools" (Find Unemployment Benefits, Find One-Stop Career Centers). A red arrow points from this section to the footer.
- Bottom Right:** A grid of service categories: "Explore Careers", "Education + Training", "Resumes + Interviews", "Salary + Benefits", "Job Search", and "People + Places to Help".
- Footer:** A seal of the U.S. Department of Labor, Employment and Training Administration, with the text "CareerOneStop is sponsored by the U. S. Department of Labor, Employment and Training Administration". Navigation links for Home, Explore Careers, Salary + Benefits, Education + Training, Job Search, Resumes + Interviews, and People + Places to Help are provided, along with About Us, Site Privacy, Contact Us, Link to Us, and Site Map. Copyright © 2010 State of Minnesota v.2.3.

# DirectEmployers

mySkills myFuture

The careers below may be a good match for **Marketing Managers** in the **United States**.

Choose a Location: ZIP Code or State Within Distance GO

| Best Match  | # Job Listings                           | Typical Wage                       | Typical Training   |
|---|--|------------------------------------|--|
| <b>Training and Development Managers</b><br>Plan, direct, or coordinate the training and development activities and staff of an organization.<br><a href="#">Compare Skills</a> | 92<br><a href="#">See Job Listings</a>   | HOURLY ANNUAL<br>\$31.69 - \$55.30 | Work experience plus degree<br><a href="#">Find Training</a> |
| <b>Auditors</b><br>Examine and analyze accounting records to determine financial status of establishment and prepare<br><a href="#">Compare Skills</a>                          | 500+<br><a href="#">See Job Listings</a> | \$22.47 - \$38.21                  | Bachelor's degree<br><a href="#">Find Training</a>           |
| <b>Sales Managers</b><br>Direct the actual distribution or movement of a product or service to the customer. Coordinate sales<br><a href="#">Compare Skills</a>                 | 500+<br><a href="#">See Job Listings</a> | \$31.35 - \$68.00                  | Work experience plus degree<br><a href="#">Find Training</a> |

mySkills myFuture a careeronestop website

Build a bridge to your new career.

Tell us a job you've had. We'll match your skills to new careers.

ENTER YOUR CURRENT OR PREVIOUS JOB.

**FIND MY CAREER MATCHES**

Watch Help Video

Learn about mySkills myFuture

Your future is wide open. Explore new career options based on the skills you've used in a past job.

With mySkills myFuture you can compare careers, find training, and search for jobs. Watch the video to learn more.

Get Video Help | About Us | Contact Us | Go to CareerOneStop | Site Privacy



mySkills myFuture is sponsored by the U.S. Department of Labor, Employment and Training Administration  
mySkills myFuture is a CareerOneStop Website

Copyright © 2010 State of Minnesota v.1.0.0

# DirectEmployers

## Create Partnerships

**RECRUIT MILITARY**

Register below to search more than 100,000 jobs.

You've served. Now it's your turn.

**Veterans Register Now**  
It's FREE and takes just a few minutes.

First Name

Last Name

Email

Password

Password (Confirmation)

**Register**

**Featured Veteran-Friendly Organizations**

**Veteran**

Home

Map

Real jobs from real companies. Updated daily.

**Search by Service branch**

Air Force


Army

Coast Guard

Marines

Navy


Enter the occupation code, military title, or civilian title



**Our energy begins with you!**

**DTE Energy**

www.dteenergy.jobs




**Join us. Let's build**

ibm.j

Accessibility: Scripting: [Disable AJAX and DHMTL] [Disable javascript alerts] [Remove all scripting] Text Size: A A A

Home Job Seekers Employers


 **VETCENTRAL**  
answering the call

Search by: **Keywords** | Occupation | Military | Company | Job ID.

Keywords  Location

**SEARCH**

Add Advanced Fields Add Location



Putting unemployed soldiers at ease


**Related:** Discuss this report on Newsvine

Choose A Clip: [NBC Nightly News](#) | [CNN American Morning](#) | [NPR Weekend Edition \(audio\)](#)


**Feds Hire Vets**

**AMERICA'S VETERAN**  
Valued • Experienced • Trained


**Veteran Partner Sites**



Connecting military veterans and employers nationwide.




**Career**



**Career Research**

Use your Military Occupation Classification to identify similar occupations and career opportunities in the civilian workforce.


**Transition**



**Resources for Veterans**







Excellent government and private-sector resources are available to help you make a successful military-to-civilian transition.

**Relocation**



**Relocation Resources**

Comparison of cost of living, salaries, climate, demographics, schools, and other vital information for easy relocation



## Be Proactive - Establish Relationships

**Military Bases (De-mob locations)**

**Local and National Recruiting Sources**

**LVER, DVOP, DVET & Employment Services**

**VSO, ESGR, and other soldier advocates**

**Veteran's Administration**

**Educational Institutions**

**Search for winning programs**

**Share best practices**

Lockheed Martin

## Teri Matzkin

Manager, Strategic Sourcing &  
Military Relations

[teri.matzkin@lmco.com](mailto:teri.matzkin@lmco.com)

703.416.5372 office

**LOCKHEED MARTIN**  
We never forget who we're working for™

Capabilities | Global | Products

Total Value  
Learn About Us  
College Students  
Experienced Professionals  
Transitioning Military  
Events  
Job Search

Guided by Integrity  
Powered by Innovation

everything is possible

HOME > CAREERS > TRANSITIONING MILITARY >

**A WEALTH OF TRANSITIONING EXPERIENCE, JOB OPPORTUNITIES, AND POSSIBILITIES FOR SEPARATING MILITARY PERSONNEL.**

Check out our [Military Job Fair video](#).

When you are launching your next career search - moving from the military to the private sector - it helps to have someone in your corner who knows the way.

Meet Our Military Relations Managers [LEARN MORE >](#)

Career Paths [LEARN MORE >](#)

Testimonials [LEARN MORE >](#)

Military Recruiting Events Search [LEARN MORE >](#)

Assistance Programs [LEARN MORE >](#)

Security Clearance [LEARN MORE >](#)

You will find that our Military Staffing function is highly experienced in all the processes and nuances of military career transitioning. It also serves the entire breadth and scope of Lockheed Martin Corporation, offering you the widest possible career choices for your skills and ambitions. Our expertise includes:

- Special dedicated [Military Relations Managers](#) who understand your needs
- Regular visits to military bases, attendance at transitioning [military job fairs](#), and partnerships with on-base transition centers
- Relationships with service academies, and academy alumni on-line forums
- Attendance and sponsorships of Service Academy Career Conferences
- Participation in Transition Assistance Program Seminars
- Participation at military hiring events outside the U.S. (OCONUS)
- Participation in [assistance programs](#)

[Download our Transitioning Military Recruiting Brochure](#) (PDF, 825 KB)  
Viewing this file requires that you have the software Adobe Acrobat Reader. If you do not have it, get it by [clicking here](#).

For more information about our career opportunities, [search for a job now](#), or [submit your resume](#).

© 2010 Lockheed Martin Corporation  
[Disclaimer](#) | [Privacy](#)

Meet Our People  
Rebecca Currier  
Employment Representative  
[LEARN MORE >](#)

LIVE CHAT  
VIRTUAL RECRUITER  
Discuss the possibilities with one of our recruiters!  
ENTER CHAT NOW

Which of these items would most prevent you from applying for a position today?

- Job search, cannot find opportunities that match your needs
- Navigation, cannot easily locate job search
- Application process is lengthy and complicated
- Site performance, it takes too long for pages to load

[View Results](#)

Lockheed Martin is an Equal Opportunity/Affirmative Action Employer.

## Lockheed Martin Transitioning Military Team – Background

Military Relations Team established in  
Corporate Talent Acquisition - March, 2005



Team structured to allow for military branch Subject Matter Expertise  
and cost-effective transition event coverage nationwide

# Lockheed Martin Transitioning Military Team – Current Outreach

## Establish/Maintain Base Relationships

Attend >250 Base and 3<sup>rd</sup> Party Military Job Fairs Yearly

Attend Hiring Heroes Events for Wounded Warriors

**Participate in Transition Seminars (TAP/ETAP) across US**

Manage Service Academy Alumni Conference Relationship

Establish/Maintain LM Internal Military Friendly Network

Identify High Priority Candidates at Events – Highlighted to LM Network

Provide Input on Proposals & SME for Hiring Managers

Branch-specific Alumni Relationships

“Military Branded” Content-rich Careers Website, Printed Collateral & Career Fair Pop-ups

YouTube LM Military Team [Career Fair Video](#)

**Transitioning Military Webinars**

Dedicated Transitioning Military Chat Room (2 hours 2xMo.)

**U.S. Armed Forces Employment Partnership (EPO)**

**Internal Enterprise SharePoint for Centralized Military Reference Info**

Army Spouse Employment Program

**Partnership for Youth Success (PaYS)**





## Lockheed Martin Transitioning Military Team – Successes

Increased hires from events each year; **increased hiring manager participation** at events

**In 2009 hired over 1,800 veterans including 990 transitioning directly from military service**

Moved percentage of Exempt transitioning military hires from **1% to >65%**

Best Practice methodology among competitors – sizable dedicated SME team

Comprehensive branding of all Military Relations Team activities

Achieved role of Primary Sponsor of Service Academy Career Conferences (SACC)

U.S. Dept. of Veterans Affairs awarded Lockheed Martin the *“Employer of the Year – Private Sector Employers”* award, 2010

Notable firsts: 1<sup>st</sup> Dedicated **Transitioning Military** (TrM) Recruitment Website;  
1<sup>st</sup> TrM Webinars; 1<sup>st</sup> YouTube TrM Job Fair Video

High customer satisfaction rating per enterprise surveys

# WellPoint

## Best Practices



**Alicia M. Wallace, MBA**

**EEO Program Consultant/Disability Outreach Manager**

**HR, Diversity & Inclusion**

Phone: (317) 488-6205

[Alicia.Wallace@wellpoint.com](mailto:Alicia.Wallace@wellpoint.com)

# WellPoint

“one minute commercial”



- WellPoint (NYSE: WLP) is the nation's leading health benefits company serving the needs of approximately 35 million medical members nationwide.
- One in nine Americans receives coverage for their medical care through WellPoint's health plans.
- Indiana domiciled and is a Blue Cross or Blue Cross Blue Shield licensee in 14 states: California, Colorado, Connecticut, Georgia, Indiana, Kentucky, Maine, Missouri, Nevada, New Hampshire, New York, Ohio, Virginia, and Wisconsin with 40,000 associates.
- The largest Fortune 50 company with a female Chairman, President & CEO.

# Veteran Initiatives



## Internal Efforts

- ❖ Associate Resource Groups - VOW
- ❖ Inclusion of Veteran's programs in diversity model
- ❖ Ensure focus on veteran's in recruitment efforts
- ❖ Remember Memorial Day & Veteran's Day
- ❖ Vets 100/100A

# Veteran Initiatives



## External Efforts

- ❖ Partnership with DirectEmployers
- ❖ Connect with local Veteran Service Organizations
- ❖ Introduced to Army's Wounded Warrior Program – AW2 (NOD)
- ❖ Wounded Warriors Disabled Sports Project
- ❖ Media, branding efforts  
(RecruitMilitary, Search & Employ, Milicruit, GI-jobs) , Patriot Awards
- ❖ National Affinity Leadership Congress- Executive Sponsor Award

## Alaska Airlines G-FIVE Recipient

### Laura Harlos, PHR

Manager, HR Compliance and  
Diversity Programs

(206) 392-5287

[laura.harlos@alaskaair.com](mailto:laura.harlos@alaskaair.com)

Careers@AlaskaAir.com. We are an Equal Opportunity Employer that recognizes the value of a diverse workforce. [company info](#) | [copyright](#) | [privacy policy](#)'."/>

Alaska Airlines return to alaskaair.com

about us | career center | our benefits | career opportunities  
our people | our culture | our community

## our people

We differentiate ourselves from our competition by providing an exceptional customer experience and continually finding better ways to meet our customers' needs. We accomplish this by attracting, developing, and empowering talented and diverse individuals who share a passion for genuine, caring service. This is the Alaska Spirit in action.

Our people are best viewed through the eyes of our customers. Click on the following titles to read some of their stories:

- > My dad
- > Baby's first flight
- > Proposal at 30,000 feet
- > The nicest person in Los Angeles
- > No worries
- > Kindness
- > Why I choose Alaska
- > Alaska Airlines brings me home

Have more questions? Drop us a line at: [Careers@AlaskaAir.com](mailto:Careers@AlaskaAir.com)  
We are an Equal Opportunity Employer that recognizes the value of a diverse workforce.  
[company info](#) | [copyright](#) | [privacy policy](#)

## External Outreach Efforts

- *Networking with local Veterans Employment Representatives (Work Source, Separation Offices)*
- *Job Fairs (Veterans and their families)*
- *Job Postings (DirectEmployers)*
  - *Posted to State sites*
  - *Disability Sites*
  - *Job posting sites*
  - *Diversity and Networking sites*
  - *Global sites*
  - *Military Network Sites*
  - *College Alumni Networks*

## External Outreach Continued...

- Employment Partnership Initiative
- Hire America's Heroes
- Air shows



## Internal Outreach

- Alaska/Horizon Military Group
  - Support Internal Veterans
  - COO executive sponsor
  - General teaching sessions
- Training Internal Staff (language, lifeworks)
- Support Bulletins/Corporate Features
  - Award Display (Pro Patria, ESGR)
  - First Officer Kimberly Scott panel for “Pushing the Envelope – Pioneers in Aerospace” – 20 years of service

- Paralyzed Veterans of America (wheelchair games)
- Nisei Veterans Committee
- Michael Anderson Scholarship foundation
  - Columbia Space Shuttle
- Fisher House Foundation
  - “Hero Miles” (charity miles website)
  - Fundraising effort to build Seattle Fisher House (completed Q4 2008)
  - 1300 families to date

## Community Engagement Continued...

- Travel Accommodations
  - Tuskegee Airmen (DCA to receive Gold Medal of Honor)
  - Several were sent to the presidential inaugural events in DCA
- Bag Fee Exemptions
  - With Military ID / dependants on orders first 3 bags are FREE

# Questions?

*DirectEmployers Association*

April 2011

317-874-9003

*chad@directemployers.org*