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## SURFACE at Syracuse University

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Institute for Veterans and Military Families

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### Business and Employee Resource Group

Institute for Veterans and Military Families at Syracuse University

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# BUSINESS AND EMPLOYEE RESOURCE GROUP

## ABOUT THE SURVEY

**19** COMPANIES TOOK THE SURVEY ON THE BUSINESS AND EMPLOYEE RESOURCE COMMITTEE



**84%** OF THE COMPANIES SURVEYED PLAN TO PARTICIPATE IN THE BUSINESS AND EMPLOYEE RESOURCE GROUP COMMITTEE AGAIN IN 2017

**47%** OF COMPANIES' INITIATIVES FOR BUSINESS AND EMPLOYEE RESOURCE GROUPS WERE LAUNCHED IN 2015 AND 2016.

## WHAT INFLUENCED YOUR DECISION TO JOIN THE MILITARY COMMUNITY RECRUITING COMMITTEE?

Monsanto has developed a good Veteran Employee Resource Group so we would be glad to share insights from our journey. However, we also know that we could learn from other companies who have even more robust groups that we do. This [Business and Employee Resource Group] forum provides a great opportunity to do both.

-Monsanto



## REASONS COMPANIES CHOSE TO PARTICIPATE

### LEARNING OPPORTUNITIES

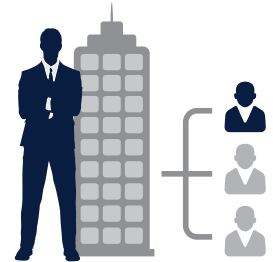
- ✓ Learn how other companies recruit and retain veteran employees
- ✓ Learn how to further support veteran employees
- ✓ Learn how to properly leverage employee resource and support groups
- ✓ Desire to learn other ideas veteran employers can offer to employees who have recently transitioned, such as employee resource groups

### COLLABORATION AND SHARING

- ✓ Collaboration with other companies interested in offering employee resource groups
- ✓ Share and learn best practices

### ENHANCE CURRENT OFFERINGS AND COMPANY SATISFACTION

- ✓ Desire to enhance current veteran employment strategy
- ✓ Experienced in business and employee resource groups
- ✓ Satisfaction with recent veteran hires
- ✓ Interest in improving performance of company's business and employee resource groups



## INITIATIVES IMPLEMENTED

### RESOURCES FOR VETERANS

- ✓ SharePoint for veterans, where veterans can access recruitment schedule and relevant articles, and seek employment help
- ✓ Private LinkedIn page for veteran employees

### EMPLOYEE RESOURCE GROUPS

- ✓ Employee resource groups/networks at specific locations within the company
- ✓ Employee resource groups to be led by employees
- ✓ Set specific goals for employee resource group, such as work environment and connecting employees and community

### COMPANY LEADERSHIP, BUY-IN, AND SUPPORT

- ✓ Dedicated leadership, budget, and technological infrastructure for veteran employee services and supports
- ✓ Leadership buy-in of need for veteran employee resources, such as employee resource group





# BUSINESS AND EMPLOYEE RESOURCE GROUP



## IMPACT OF INITIATIVES

### ON COMPANIES

- ✔ Initiated healthy dialogue on best ways to integrate veterans within company
- ✔ Higher overall retention rate for veteran hires
- ✔ Increased awareness of value of veterans
- ✔ More opportunities to volunteer in/serve the local community
- ✔ A more veteran-friendly workplace culture

### ON VETERANS

- ✔ More opportunities for veteran employees to network with senior leaders
- ✔ More support for veteran employees and their families
- ✔ Increased engagement
- ✔ More development opportunities, including leading projects and teams
- ✔ Increased self-identification of veteran status



## WHAT COMPANIES ARE DOING?

### ALLSTATE CORPORATION

Committee(s): *Military Community Recruiting, Veteran Integration and Retention, Business and Employee Resource Group, and Service Member Transition*

For Allstate, hiring veterans is only the beginning. Allstate is working to become more veteran friendly before veterans apply. For example, Allstate is in the process of rewording educational requirements on job postings to make sure that military experience equivalency is listed. Allstate believes this leading practice will help veterans with solid military training, but no college degree, more easily identify when they are qualified for a position. Bridging the gap between Allstate and veterans, Allstate has hired more staff for their military veteran programs and has several ways for veteran employees to receive support and resources, including a veteran employee resource group.

Participation in the Veteran Jobs Mission committees has provided Allstate an opportunity to learn more about strategies and initiatives that have worked for other veteran friendly companies, while also receiving feedback on strategies they would like to implement. For example, Allstate is using the committees to address external and internal concerns, such as how to recruit talent and ensure veteran employee satisfaction. Collaboration with other committee members is also helping Allstate to get ideas on how to get buy-in from non-veteran employees.

Allstate is really excited about the impact of becoming more veteran friendly and is providing many opportunities for growth from within.

### AT&T INC.

Committee(s): *Military Community Recruiting, Veteran Integration and Retention, Business and Employee Resource Groups*

Despite AT&T establishing employee resource groups more than 30 years ago, AT&T is still interested in improving them, especially around engagement. To increase engagement, AT&T has strategic ambassadors. But, AT&T is looking forward to learning other strategies and sharing best practices with other companies participating in the Veteran Jobs Mission. Having the opportunity to help companies that are just starting employee resource groups has been quite informative for AT&T since many of the people who started AT&T's employee resource group more than 30 years ago are no longer at AT&T.

A leading practice identified by AT&T is learning what jobs appeal to veterans. For example, AT&T recognizes that the technician position appeals to many veterans. AT&T also recruits and retains many veteran and nonveteran employees by offering a competitive salary and benefits that are protected, and opportunities for advancement within the company.

In addition to implementing an executive advisory board for veteran employee initiatives, AT&T offers job advising sessions, and promotes a culture of appreciation and recognition. AT&T encourages veteran employees to self-identify veteran status and branch of service on their employee badge. This inexpensive initiative makes a world of difference in creating a more inclusive culture. AT&T is looking forward to continuing to improve its initiatives while also helping other companies grow their veteran employee supports.

## LEADING PRACTICES

- ✔ Provide opportunity for veteran employees to participate in community service projects
- ✔ Offer online tool for veteran employees to locate company resources available to them
- ✔ Provide a secure forum for veteran employees to receive advice on transition into the workplace
- ✔ Offer recently hired veteran employees mentoring and coaching
- ✔ Employee resource groups that are employee led can encourage veteran participation and engagement



### NEXT STEPS FOR COMMITTEE IN 2017 BASED ON SURVEY

- ✔ Increase opportunities for collaboration and sharing of best practices
- ✔ More educational sessions
- ✔ More regular committee meetings