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### Military Community Recruiting

Institute for Veterans and Military Families at Syracuse University

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# MILITARY COMMUNITY RECRUITING

## ABOUT THE SURVEY



**28** COMPANIES TOOK THE SURVEY ON THE MILITARY COMMUNITY RECRUITING COMMITTEE



**86%** OF RESPONDENTS PLAN TO PARTICIPATE IN THE MILITARY COMMUNITY RECRUITING COMMITTEE IN 2017

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

Exelon started its commitment with the 100,000 Jobs Mission in January of 2013. With that and our focus on recruiting top military talent, Military Community Recruiting seemed like the perfect committee for us to belong too - to gain knowledge, share any best practices or results in hiring veterans and to connect with other organizations who are making this commitment. While we are doing many great things at Exelon to recruit and retain veteran talent, recruiting is still a focus for us and a reason why we are present in the Military Community Recruiting committee.

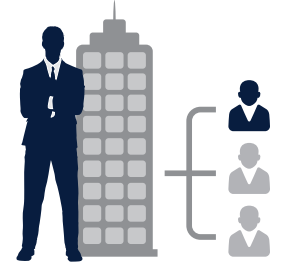
-Exelon



## REASONS COMPANIES CHOSE TO PARTICIPATE

### RECRUITING EFFORTS

- ✓ Company has initiative to recruit and hire veterans
- ✓ Want to become preferred servicer and employer among military connected persons
- ✓ Desire to recruit at community level
- ✓ Satisfied with veteran hires and want to increase percentage of veterans hired
- ✓ Want to attract veterans and understand their experiences
- ✓ Interest in knowing veterans' personal stories



### KNOWLEDGE SHARING

- ✓ Interest in learning more about how companies successfully recruit and retain veterans
- ✓ Want to learn other companies' best practices for recruiting veterans
- ✓ Want to learn how to retain veteran employees
- ✓ Share, learn, and build company's employee resource group

### COLLABORATION/PARTNERSHIPS

- ✓ Opportunity to collaborate with other companies
- ✓ Eager to learn how company's advisory board and the Military Community Recruiting committee can work together to bolster recruiting and retention of veteran employees
- ✓ Chance to partner with likeminded companies to change traditional veteran narrative

## INITIATIVES IMPLEMENTED

### VETERAN-SPECIFIC RECRUITING EFFORTS

- ✓ Customized hiring events for veterans and military-connected individuals
- ✓ Strategic outreach, which includes targeted marketing
- ✓ Recruiting program where veterans employed at the company assist in recruiting prospective veteran employees
- ✓ Regularly publicize open positions to colleges and organizations serving veterans
- ✓ Center dedicated to talent acquisition
- ✓ Resource guide for companies' recruiters



### PARTNERSHIPS AND USING AVAILABLE RESOURCES

- ✓ Leveraging of DoD and VA resources, such as TAP to locate qualified veteran candidates
- ✓ Partnering with likeminded companies



### TRAININGS AND CERTIFICATIONS

- ✓ Offering pathways to certification for job skills, honor military experience/certification
- ✓ Opportunities for on the job training

# MILITARY COMMUNITY RECRUITING



## MEASUREMENTS

- ✓ Sources of application
  - By program and talent type
- ✓ Success of leadership program
  - By practice and location
- ✓ Offers and hires made
  - By veteran status and disability status
- ✓ Effectiveness and cost of recruiting efforts, including events
- ✓ Veterans' experiences with company's recruiting and hiring process
- ✓ Retention and promotion of veteran hires
- ✓ Number of veteran employees involved in recruiting programs

## IMPACT OF INITIATIVES

### ON COMPANIES

- ✓ Stronger candidate pools and better retention rates
- ✓ Better military to civilian work environments
- ✓ Increase in veteran hiring
- ✓ More military friendly

### ON VETERANS

- ✓ Opportunity to network with other veterans
- ✓ Sense of value to company
- ✓ Long term career path at company

## LEADING PRACTICES

### RECRUITING EFFORTS

- ✓ Build relationships with colleges to recruit on campus and receive referrals
- ✓ Be clear on recruitment goals

### KNOWLEDGE SHARING

- ✓ Offer a guide that links available internal and external resources for veteran employees
- ✓ Build platform for veterans to share knowledge
- ✓ Regularly communicate open positions to prospective candidates

### COLLABORATION/PARTNERSHIPS

- ✓ Leverage TAP and other established resources to aid veteran in gaining employment
- ✓ Put together a group of individuals to lead company's veteran employee hiring initiative

## WHAT COMPANIES ARE DOING?

### EXELON CORPORATION

Committee(s): *Military Community Recruiting*

As an energy company, Exelon is a hands-on firm, committed to being able to respond 24/7. As a result, Exelon believes the skills and traits embodied by veterans greatly align with their needs. After joining the Veteran Jobs Mission and learning more about the benefit of employee resource groups, Exelon launched their own employee resource group, Exelon Militaries Actively Connected (EMAC), in 2012. Participation in the Military Community Recruiting Committee has also helped with identifying best practices, such as having veterans self-identify. Providing a way for veterans to self-identify during the hiring process has helped Exelon become more inclusive.

Exelon is using the self-identifying to connect recently hired veterans with available resources. For Exelon, their efforts have resulted in more positive veteran recruiting and retention.

To improve recruiting of the military community, Exelon employed a toolkit. This toolkit acts as a guide for recruiters to translate military experience and skills. For example, last summer a Navy veteran expressed great interest in working at Exelon. The toolkit helped the Exelon recruiter understand how the veteran's training and skills matched with Exelon's needs. The Navy veteran was hired, and now participates in Exelon's military recruiting efforts.

Exelon is passionate about veteran recruitment and is looking forward to learning more leading practices to further strengthen their military recruiting efforts.

### XEROX CORPORATION

Committee(s): *Military Community Recruiting*

Xerox understands that landing a job eases the transition, even if the veteran does not intend to keep the job. Xerox is focused on hiring younger veterans. For Xerox, veteran employees integrity, professionalism, leadership, and many other exemplary skills. So, Xerox is excited about the opportunity to support veteran employment.

Xerox has hundreds of call centers across the United States and is constantly seeking and hiring. Once hired, Xerox provides opportunities for veteran and non-veteran employees to advance within the company. For example, Xerox promotes call center managers from within. In addition to opportunities for promotion, Xerox offers competitive benefits and opportunities for employees to pursue more education.

To help veterans locate available jobs within the company, Xerox regularly provides information on open positions to their partners and military branches. Xerox also regularly meets with partners and colleges to inform student veterans of positions and answer any questions.

Xerox holds open houses where veteran candidates can view the facility, speak with current employees, and learn more about a typical work day. Through these events, Xerox has hired many veterans and is eager to hire more. Xerox has also observed that many returning veterans have disabilities. As a result, Xerox has expanded veteran employment initiatives to include veterans with disabilities along with younger veterans.

Xerox appreciates the collaboration and sharing of ideas that takes place in Military Community Recruiting and is looking forward to continuing to get veterans hired.