

Syracuse University

## SURFACE at Syracuse University

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Institute for Veterans and Military Families

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### Other Veteran Engagement Platforms

Institute for Veterans and Military Families at Syracuse University

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# OTHER VETERAN ENGAGEMENT PLATFORMS

## ABOUT THE SURVEY



**10** COMPANIES TOOK THE SURVEY ON THE OTHER VETERAN ENGAGEMENT PLATFORMS COMMITTEE

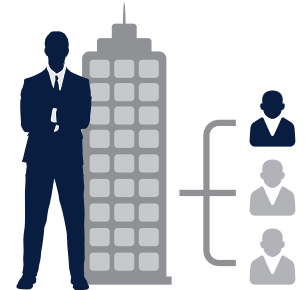
**86%** OF COMPANIES THAT HAVE LAUNCHED UNIQUE VETERAN ENGAGEMENT PLATFORMS DID SO BETWEEN 2012 AND 2016

**88%** OF COMPANIES THAT HAVE UNIQUE VETERAN ENGAGEMENT PLATFORMS MEASURE SOME OR ALL OF THE OUTCOMES

## REASONS COMPANIES CHOSE TO PARTICIPATE

### COMPANY GOALS AND AGENDA

- ✓ Company has activity in all areas of military veteran recruiting and retention
- ✓ Company shifting to veteran retention, wellness, and support
- ✓ Satisfaction with prior veteran hires and want to determine ways to hire more
- ✓ New to Veteran Jobs Mission
- ✓ Most identified with goal of committee



### OPPORTUNITIES TO LEARN AND SHARE

- ✓ Best practice sharing
- ✓ Desire to learn as much as possible
  - Including, managing community partnerships
- ✓ Recommended by another company or organization

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

Shift in emphasis from veteran hiring as unemployment rates for vets move below population at large. Looking to evolve areas of focus as the problem set shifts to ensure we are adapting to veteran retention, wellness, and other support programs as they become the most visible components of the veteran landscape.

-Comcast NBC Universal

## INITIATIVES IMPLEMENTED

### RESOURCES FOR VETERAN EMPLOYEES

- ✓ SharePoint for veteran employees
- ✓ Discussion platform for discussions on unique programs and issues
- ✓ Veteran employee resource groups
- ✓ Military concierge desk
- ✓ Military landing page
- ✓ Promote available resources to veteran employees, including university resources, such as Syracuse University



### COMPANY PROCESSES AND EVENTS

- ✓ Present new coin to every veteran employee on Veteran's Day
- ✓ Annual gathering of employees to veteran-specific holidays

### COMPANY DEVELOPMENT AND PARTNERSHIPS

- ✓ Partnering to develop veteran wellness topic
  - Presenting knowledge to others at conference
- ✓ Developed process to welcome newly hired veterans to company



# OTHER VETERAN ENGAGEMENT PLATFORMS



## IMPACT OF INITIATIVES

### ON COMPANIES

- ✔ More involvement and support with community events, such as volunteering
- ✔ More focus on veteran engagement, recognizing service, and bridging the divide
- ✔ Increased access to knowledge for employees on navigating resources

### ON VETERANS

- ✔ Employees have deeper gratitude for the service and sacrifice made by military personnel and their families
- ✔ More personal connection between nonveteran and veteran employees
- ✔ More opportunities for veteran employees to provide input and suggestions on ways to improve onboarding and integration process
- ✔ More opportunities for veteran employees to work with other veteran employees

## LEADING PRACTICES

### COMPANY'S AGENDA OR GOALS

- ✔ Offer a central place where veteran employees can get information or be referred to right person, such as a concierge desk or a central office
- ✔ Address other aspects affecting veteran employees, such as health and wellness
- ✔ Expand veteran employment focus to include military spouses and dependents

### OPPORTUNITIES TO LEARN AND SHARE

- ✔ Provide opportunities for nonveterans to learn about military service and sacrifice, such as annual events that honor veteran and military related holidays



## WHAT COMPANIES ARE DOING?

### KOCH INDUSTRIES

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

Koch Industries, a diverse group of companies that range from manufacturing and investing to ranching, created a military relations central office in 2014. They found that they were spending a lot of money on veteran employment. Though pleased with the quality of veterans hired, Koch decided to devise a new approach that continued to attract the highest quality veterans while also saving some money. To address their diverse technical and operational needs, Koch implemented a more balanced approach. As a result of this approach, Koch hired more veterans in 6 months than they did the entire prior year (2015) and spent less money.

Koch has many resources for veterans at all stages of employment, including a veteran-specific landing page that features stories about veteran employment at Koch, a transition guide, an online tool to help veterans with resume writing and interviewing, and a network where veterans can contribute to the recruiting process. Koch also has education tools for their recruiters, hiring managers, and others. In addition to these resources for those hiring, Koch has also implemented a leading practice that makes sure veteran employees who assist in recruiting other veterans are in compliance with government regulations.

Koch is doing exciting work around veteran employment and is eager to share best practices and work with the other companies. Speaking of exciting, in mid-October, an article on military transition and employment written by a Koch employee will be published.

### HEWLETT PACKARD ENTERPRISES

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

Hewlett Packard Enterprises (HP) is a community driven organization that is focused on team building, collaboration, strengthening employee relations, and fostering a culture of mentoring and coaching. One way HP is doing this is through their veteran onboarding program. Within the program is a talent acquisition system that helps recently separated veterans transition. The program also offers transitioning veterans the chance to learn more about compensation and performance management from experts in the field.

HP's commitment to community service and collaboration is especially highlighted by their Veteran Employee Resource Network (VERN). Through VERN, veteran and nonveteran employees collectively decide upon and participate in many volunteer opportunities, including rebuilding damaged homes in Dallas, Texas.

HP's participation in the Veteran Jobs Mission committees has also reinforced the importance of veteran engagement and opportunities for career advancement. As a result, HP partnered with VET Advisor 24/7 Network to provide additional advising, including on career advancement, to their veteran employees.

In closing, Hewlett Packard hopes to continue building upon their veteran employment initiatives, especially those that provide a space for veterans to continue serving their community.