

# EMPLOYER AWARENESS

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The value service members bring to organizations in driving business results.

# ***Where to Focus?***

A young man with short brown hair, wearing a blue and white plaid button-down shirt, is smiling and looking towards the right. He is seated in a classroom or seminar room, with rows of brown chairs visible in the background. The lighting is bright and natural, suggesting a window nearby.

## **Service Member Transition Readiness Seminar (TRS)**

- **Job Search Techniques**
- **Cover Letter/Resume Writing**
- **Interviewing Skills**
- **Military Occupational Specialty (MOS) Skills Translation**
- **Networking Techniques**

# Where to Focus?

***Employer***



# Virginia Success



From June 2012 through January 2014

# Virginia Employers

- Lockheed Martin
- Top Guard Security
- City of Norfolk
- Bon Secours
- Allied Associates
- Data Systems & Technologies
- Booz Allen Hamilton
- VCU Police Department
- Stafford County Sheriffs Office
- Town of Culpepper
- Mary Washington Healthcare



Booz | Allen | Hamilton



**Mary Washington  
Healthcare**

# Employer Awareness

## Human Resources

- Identifies candidates
- Reviews qualifications
- Screen applications
- Makes selection for interviews
- Coordinates interviews
- Participates in interviews
- Reference checks

## Strategic Leadership

- Sets strategic vision
- Establishes organizational goals
- Develops organizations initiatives
- Ensures successful results

# Unsuccessful Program

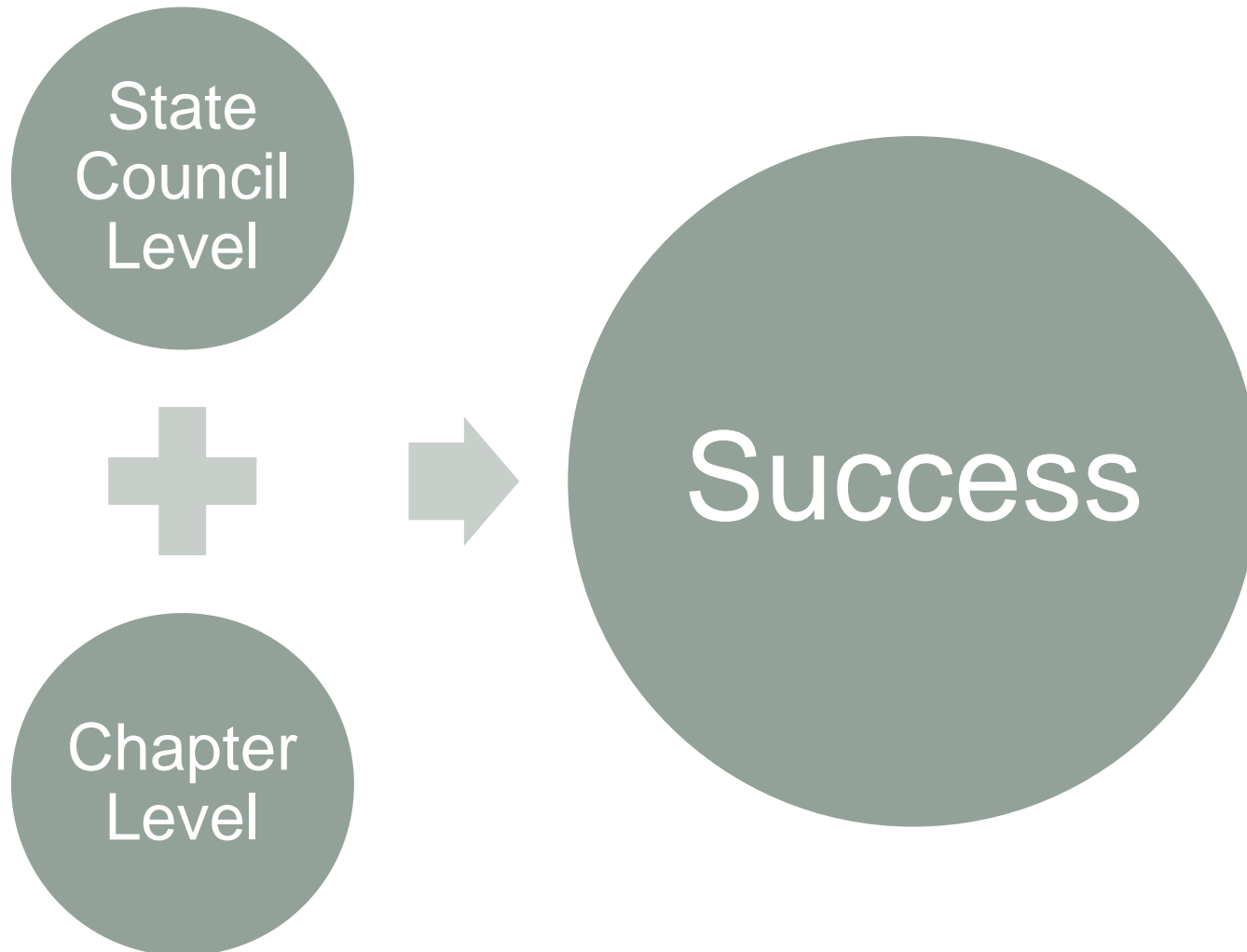


# Successful Model





# Society for Human Resource Management (SHRM)



# Tools for success with HR

## **State Council priority**

State level liaison

## **Chapter priority**

- Chapter level liaison
- Message from Governor
- Train the Trainer
- Provide Tools

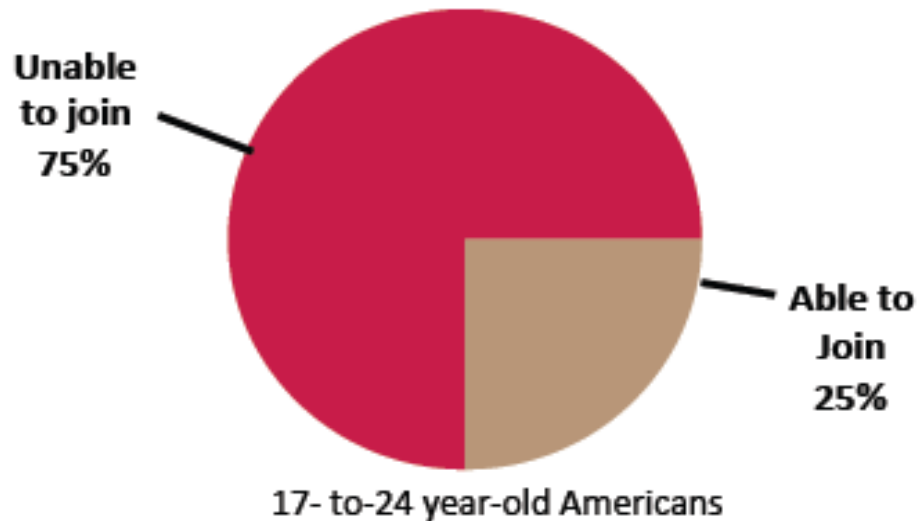
**End Result: SHRM chapter members educate Strategic Leadership within their organization**

# Strategic Leadership

## Education Sessions

- Statewide
- Market, market, market
- Create awareness of service member value
  - Proven success
  - Drive business results
- Employers establish commitments

**Seventy-five percent of young  
Americans cannot join the military**



Dr. Curtis Gilroy, Director of Accessions Policy, U.S. Department of Defense

***Four most common barriers for potential recruits:***

- ***Failure to graduate high school***
- ***Criminal record***
- ***Physical fitness issues including obesity***
- ***Unable to meet job minimum ASVAB scores***

# Competencies: Drive Business Results

## Competencies identified in many top 100 companies

- Communication
- Teamwork
- Technical expertise
- Results orientation
- Leadership
- Coaching
- Customer Focus
- Adaptability
- Innovation

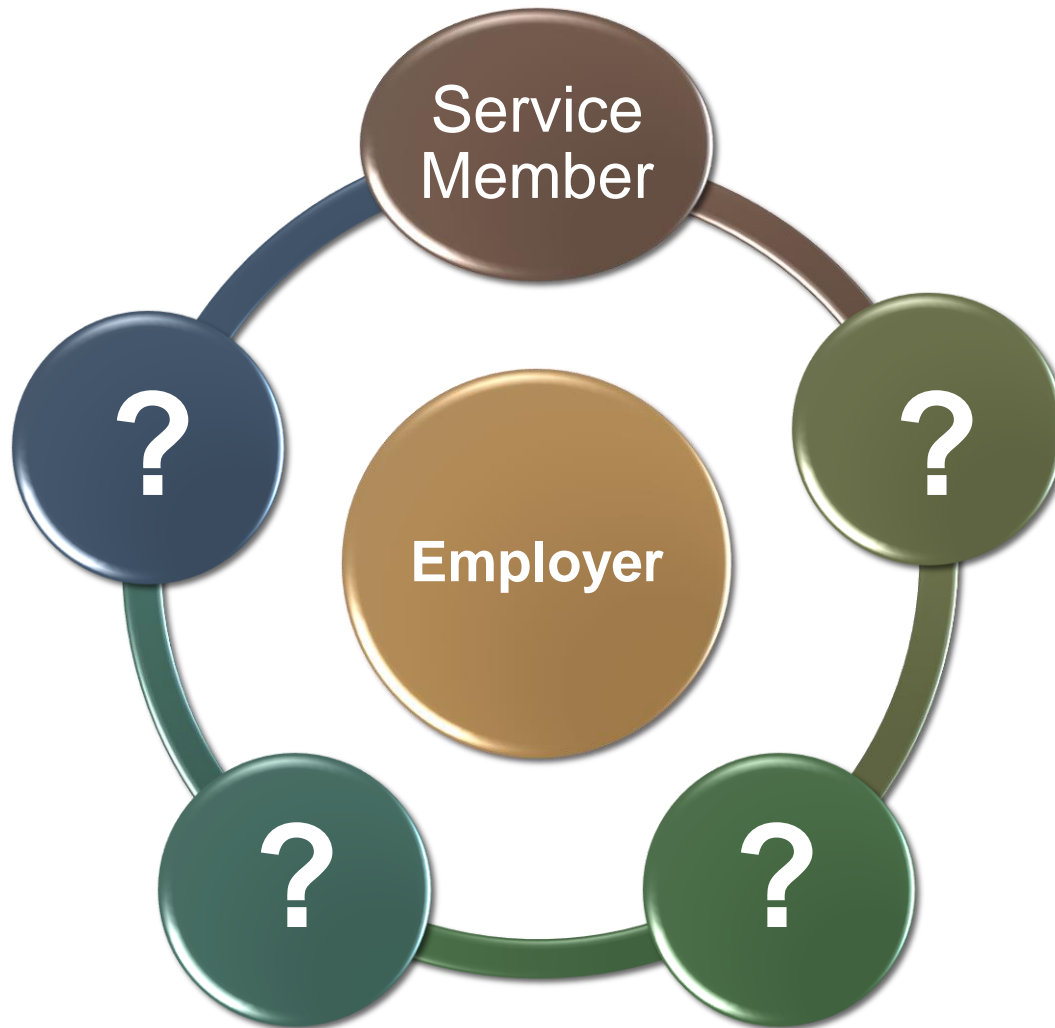
## Skills most enhanced by military experience

- Communication Skills
- Teamwork
- Planning and Organizing
- Results/ Execution
- Leading Teams
- Coaching and Developing Subordinates
- Analysis/Problem Solving

# Current Focus



# Model for Success



# NCDVA - Model for Success





# Implementation Plan

1. Select lead agency or office – NCDVA
2. Inter-agency leadership team
3. Establish target number to be employed
4. Identify and form an implementation team
5. Develop strategic plan
6. Create implementation plan
  - Target SHRM
  - ESGR – Employer Outreach
  - Develop Strategic Partnerships
  - Target Employers

