



**COLLISION INDUSTRY**  
CONFERENCE

# Department of Labor Apprenticeships, Veteran Programs

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PRESENTED BY:

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**Department of Labor (DOL)  
Veterans' Employment and Training Service (VETS)**



Collision Industry Conference  
**Hiring and Retaining the Veteran Workforce**

July 2019

[VETERANS.GOV](http://VETERANS.GOV)

## Agenda

- Veteran Demographics and Trends
- Why hire Veterans?
- What's in it for you? Return on Investment
- Where do you find Veterans?
- Partners in the space
- Myths and Truths

## DOL VETS Enduring Missions

We prepare America's Veterans, transitioning service members, and their spouses for meaningful careers;

We provide them with employment resources and expertise;

We protect their employment rights; and

We promote their employment opportunities.

“DOL and DOL VETS programs served over 565,000 Veterans, National Guard and Reservists last year”

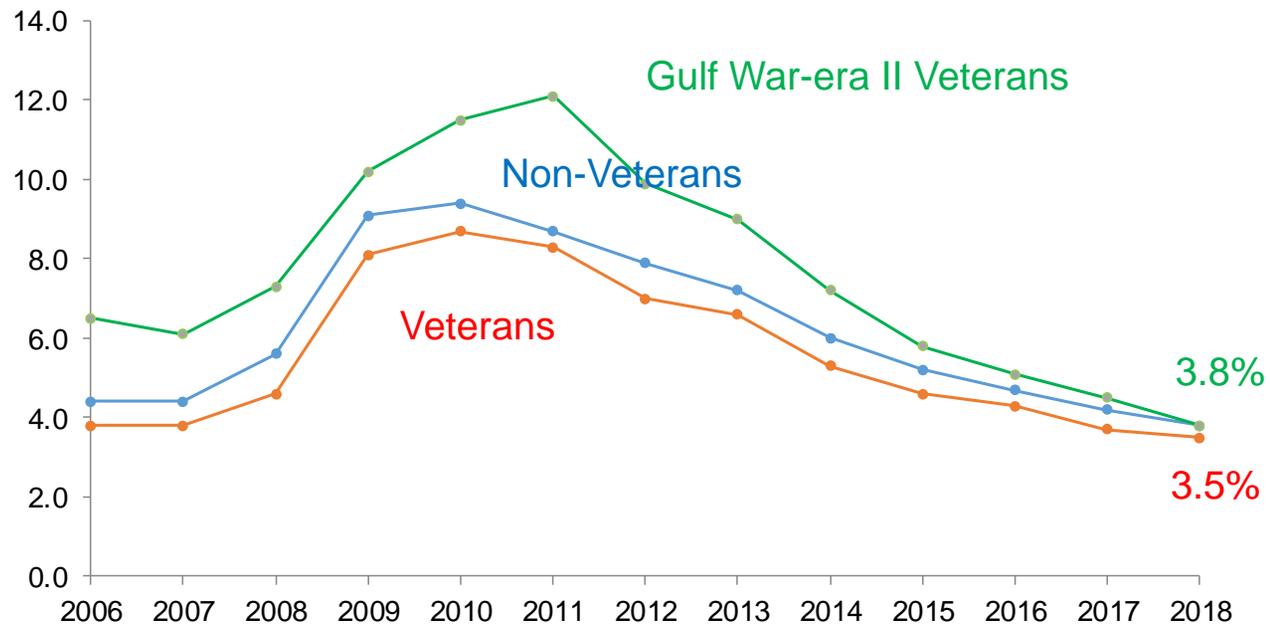
# The Veteran Landscape

- **64** is the median age of a Veteran (Men=65, Women=50)
- **18.2M** Veterans in the United States (5.6% of US population)
- **9.4M** Veterans are in the workforce (less than 6% of total workforce- first time since before WWII)
- **1.9M** Veterans are women
  - **14%** of current service members are women
- **180-200K** transitioning service members a year
- **Declining unemployment rates**
  - **Veteran unemployment rates continue to trend lower than non-Veterans**
  - **~326K Veterans are unemployed**
  - **60% of unemployed Veterans are 45 years or older**
  - **6% of unemployed Veterans are under 25 years old**

*\* Based on 2018 BLS Data*

# Unemployment rates continue to trend down - for Veterans and non-Veterans

Unemployment rate (percent)



**NOTE:** The unemployment rate is the number of unemployed as a percent of the labor force.  
**SOURCE:** Bureau of Labor Statistics, Current Population Survey (CPS), annual averages 2006-2018

# Military Stats that matter

As of July 2018, here is the breakdown of the military relative to the population of the US (327.2 Million)

Army – 562K

Navy – 330K

Marines – 203k

Air Force – 330K

Coast Guard – 41K

Total Active Duty – 1.47 Million

Guard & Reserves – 800K

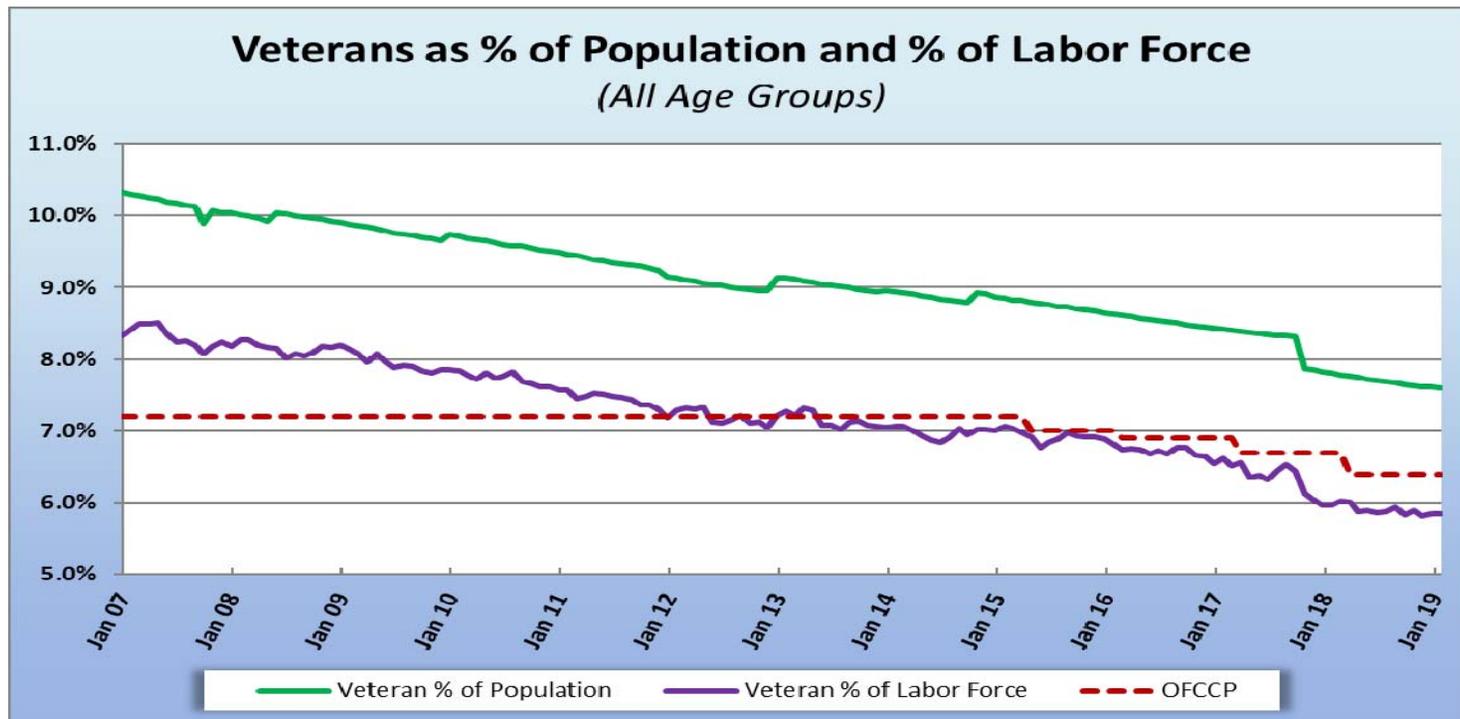
Total currently in uniform

2.27 Million

**Relative to the  
current  
population of the  
United States;  
only .672% are  
serving!**

**LESS THAN 1% OF AMERICANS SERVE!!!**

# Veteran Demographics – Veteran as Percentage of Population and Labor Force are Declining



***In 2015 over 20 M veterans in the US, currently approx. 18.2 M veterans nationwide.***

*Source: US Dept of Labor, Bureau of Labor Statistics; data series January 2007 through Feb 2019*

# Three Large Manpower Pipelines

## ✓ **Guard and Reserve Member Pipeline**

- Annual Amount: approximately 165,000 of 823,900 Guard and Reserve turn over each year
- Best Recruitment Strategy: Connect with local Guard units, which are State based

## ✓ **Veteran Pipeline, American Job Center Network (AJC)**

- Annual Amount: served over 565,000 veterans last year
- Best Recruitment Strategy: 1. Connect with local American Job Center (AJC) and create registered apprenticeships
- 2. Get GI Bill certified and leverage that as a recruiting tool

## ✓ **Transitioning Service Member Pipeline**

- Annual Amount: served over 154,000 last year
- Best Recruitment Strategy: Leverage DOD SkillBridge and attend hiring events

# Why Hire Veterans, Guardsman or Reservists

Service Members and Veterans provide US employers with a predictable manpower pool of unprecedented **quality** & **talent** that also live and understand US **values**

## ✓ **Unprecedented Quality**

- Less than 3 out of 10 Americans between the ages of 17-24 are eligible to serve  
*(Military competes with colleges and universities for the same talent)*
- Services collectively spend billions annually to support recruitment and retention efforts
- US tax payers (individuals and employers) fund annual recurring recruitment efforts

## ✓ **Unprecedented Talent**

- Services collectively spend billions on training (initial skills, advanced skills and leader training)
- Many have been deployed overseas in extremely demanding and complex environments
- US tax payers (individuals and employers) also fund annual recurring training efforts

## ✓ **Values Based**

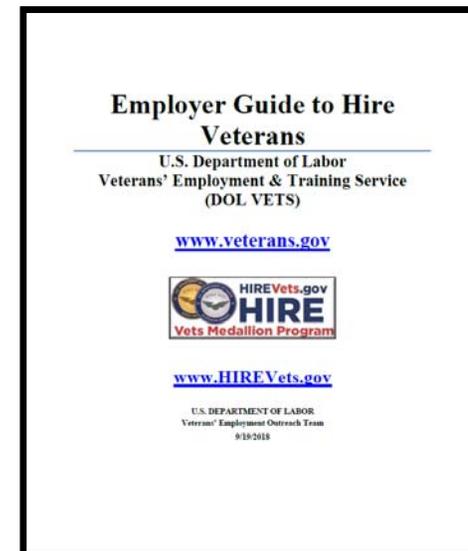
- Service values are US values
- US Air Force Values: Integrity First, Service Before Self, Excellence in all We Do

- ✓ Savvy US employers can leverage this manpower pool to gain a competitive advantage

# Finding and Hiring Veterans

The key to success is building and leveraging a network of no-cost resources:

- **Review our Employer Guide (Veterans.gov)**
- **Highlights State Workforce Agencies**
  - ✓ American Job Centers / Career One Stops
    - Served 565,000 Veterans in 2018
  - ✓ State Job Banks /National Labor Exchange
- **Highlights Federal Resources**
  - ✓ Marine For Life, Soldier For Life, Citizen Soldier for Life, National Guard Bureau
- **Highlights Veteran Service Organizations**
- **US Chamber of Commerce Hiring Our Heroes Events**



## Bottom line

### Unemployment Rates!

**As of April 2019,  
the Veteran  
Unemployment rate  
sits at 2.3%**

**Nationally, for ALL  
job seekers we are at:**

**3.3%**

**What's in it for me?**

[VETERANS.GOV](https://www.veterans.gov)

# What's in it for your organization?

- **Compliance:** Office of Federal Contract Compliance Programs (OFCCP)
- **Retention:**
  - ***Fact: Most veterans transition 3 times after the leaving the military before they find their niche.*** However, veterans who transition into an organization with a veteran culture, usually make that their next and only career before civilian retirement.
  - ***Fact: The retention rate for Veterans is higher in organizations with a DOL Registered Apprenticeship Program.***
  - ***Fact: Veterans will stay in organizations that provide training opportunities, information on tools for success, proven growth potential and realistic/competitive pay.***
  - ***Fact: Veterans are more apt to look at companies that showcase their Military Friendly side publicly .*** (Attending job fairs, and hiring events, have a web page dedicated to veteran hiring, has a program for military spouses, are present in the community)

# What's in it for your organization?

- **Recognition:**

- American Legion
- Disabled Veterans of America
- Veterans of Foreign Wars
- **Department of Labor's Medallion**



- Criteria:
  - 10% Veterans on staff
  - X% Veterans hired last fiscal year
  - X% Veterans retained last fiscal year
  - Organization presence in the veteran employment space
  - Organization presence among veterans in the community

- Not all awards have this criteria. Criteria is subject to change. Please work with the local workforce staff on receiving information on nomination requirements or check out the award website for more information.





# HIRE Vets Medallion Program

Recognizing employers for their investments in recruiting, employing, and retaining our nation's heroes.

2019 Application Period Closed

2018 Award Recipients Released



## Honoring the Employers who Hire our Nation's Heroes

The HIRE Vets Medallion Award is the only federal-level veterans' employment award that recognizes a company or organization's commitment to veteran hiring, retention, and professional development. [Review the criteria for the 2020 award cycle.](#)

# Value Proposition / ROI

- **Veterans:**
  - Identifies a proven “Veteran ready” employer
  - Facilitates a more focused employment search
- **Employers:**
  - Only Veteran hiring award at the federal level
  - Distinguishes local effort on a national basis
  - Assists in recruitment and advertising effort
  - Certificate/Award from the Secretary of Labor
  - Rights to a “digital” Medallion with year of award to use
    - Could mean **recognition over competitors**
  - ***Published list of award recipients***
    - ***+630K Veterans served by DOL / ~155K TSMs (2018)***



# HIRE

Vets Medallion Program

## 2019 HIRE Vets Medallion Award Criteria<sup>1</sup>

REQUIREMENTS	LARGE EMPLOYER AWARDS (500+ Employees)		MEDIUM EMPLOYER AWARDS (51-499 Employees)		SMALL EMPLOYER AWARDS (1-50 Employees)	
	 <b>Platinum</b>	 <b>Gold</b>	 <b>Platinum</b>	 <b>Gold</b>	 <b>Platinum</b>	 <b>Gold</b>
<b>Hiring</b> (Vets hired during CY 2018)	Not less than 10% of employees hired <b>AND</b>	Not less than 7% of employees hired <b>AND</b>	Not less than 10% of employees hired <b>OR</b>	Not less than 7% of employees hired <b>OR</b>	Not less than 10% of employees hired <b>OR</b>	Not less than 7% of employees hired <b>OR</b>
<b>Retention</b> (Vets hired during CY 2017)	Not less than 85% of Vets hired retained for 12 months	Not less than 75% of Vets hired retained for 12 months	Not less than 85% of Vets hired retained for 12 months <b>AND</b>	Not less than 75% of Vets hired retained for 12 months <b>AND</b>	Not less than 85% of Vets hired retained for 12 months <b>AND</b>	Not less than 75% of Vets hired retained for 12 months <b>AND</b>
<b>Veteran Employee Percentage</b> (Vets employed on 31 Dec. of CY 2018)	N/A	N/A	At least 10% of employees are Vets	At least 7% of employees are Vets	At least 10% of employees are Vets	At least 7% of employees are Vets
<b>Veteran Organization or Resource Group</b>	Must be established and exist on 31 Dec. of CY 2018	Must be established and exist on 31 Dec. of prior year	Must be established and exist on 31 Dec. of prior year	Satisfy 1 of 2	Satisfy 2 of 5	N/A
<b>Leadership Program</b>	Must be established and exist on 31 Dec. of CY 2018	Must be established and exist on 31 Dec. of prior year	Must be established and exist on 31 Dec. of prior year			N/A
<b>Dedicated HR Professional (large) or HR Veterans' Initiative (medium/small)</b>	Must be targeted to veteran employees	N/A	Satisfy 1 of 3	N/A		N/A
<b>Pay Differential Program</b>	Must be provided	N/A		N/A		N/A
<b>Tuition Assistance Program</b>	Must be available	N/A		N/A		N/A
<b>Labor Law Violations</b>	Must not have any of the violations identified in 20 CFR § 1011.120	Must not have any of the violations identified in 20 CFR § 1011.120	Must not have any of the violations identified in 20 CFR § 1011.120	Must not have any of the violations identified in 20 CFR § 1011.120	Must not have any of the violations identified in 20 CFR § 1011.120	Must not have any of the violations identified in 20 CFR § 1011.120
<b>Application Fee</b>	\$495.00	\$495.00	\$190.00	\$190.00	\$90.00	\$90.00

OTHER ITEMS INTEGRATION ASSISTANCE PROGRAMS

<sup>1</sup> The above is a brief overview of the criteria needed to qualify to receive a HIRE Vets Medallion Award. For a detailed explanation, please visit [HIREVets.gov](http://HIREVets.gov) and view the Final Rule for the program.



# Additional Programs that benefit the Employer

[VETERANS.GOV](https://www.veterans.gov)

# Department of Labor's Registered Apprenticeship Program



**Employer  
Driven**



**Structured  
On-the-Job  
Learning**



**Related  
Technical  
Instruction**



**Rewards for  
Skill Gains**



**National  
Occupational  
Credential**

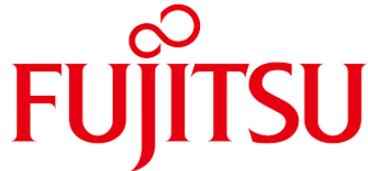
**Five Core Components of  
Registered Apprenticeship**

# Department of Labor's Registered Apprenticeship Program

## *Benefits to Companies:*

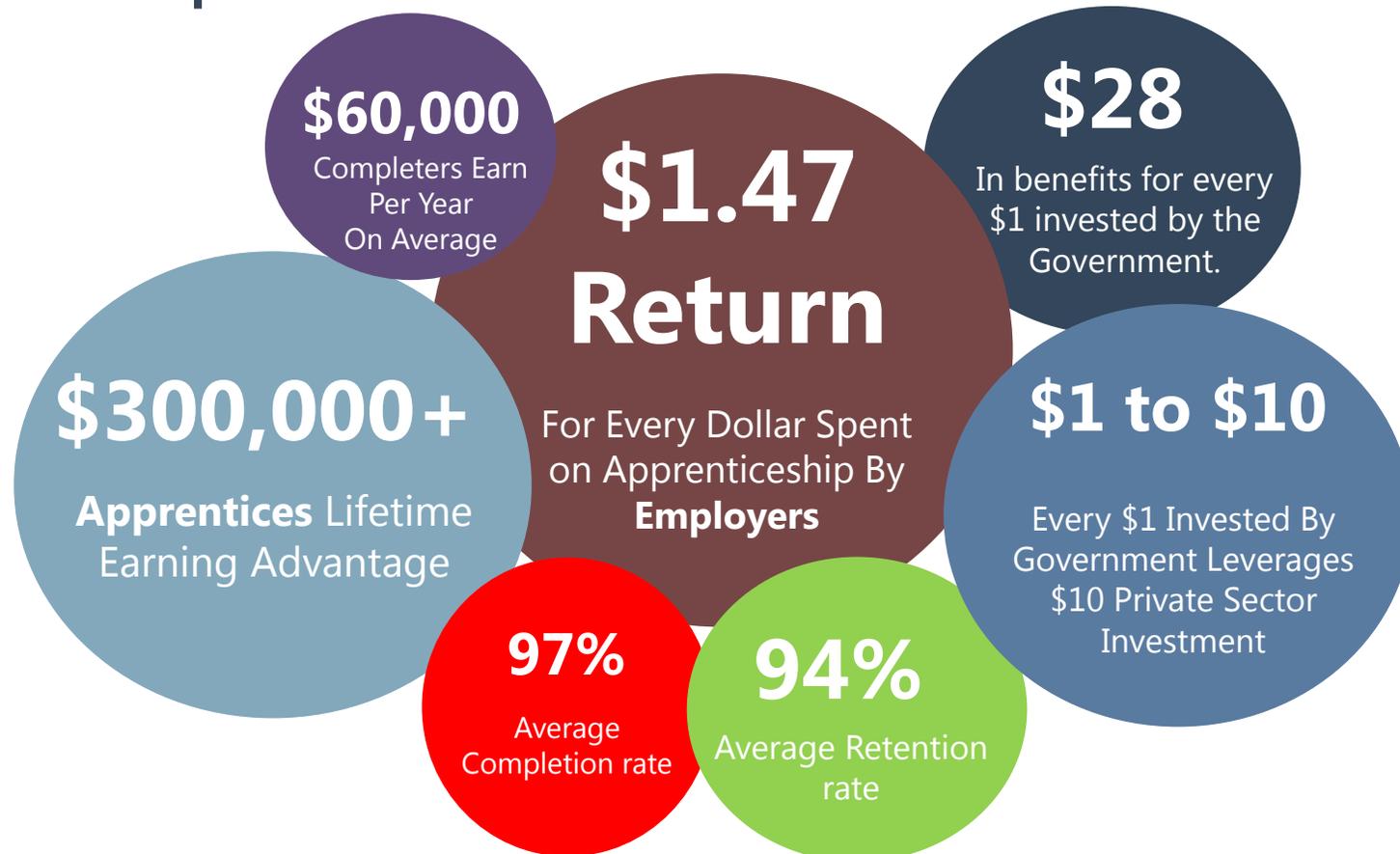
- Receive **consulting services** from DOL in the design, development, and structure of their Registered Apprenticeship program
- By partnering with DOL, it will bring a **level of credibility** to their training program by meeting approved standards
- Upon completion of the program, the apprentice will earn a **nationally recognized credential**. This credential be used as a **recruiting tool** to attract prospective applicants
- The company will **attract veterans and those transitioning out of the service** since they will be able to utilize GI Bill benefits (not take on educational debt)
- Career Skills Program/Skill Bridge (military pays transitioning service member's salary while in pre-apprenticeship training program)
- **Increased employee retention / reduce turnover costs**
- Creates a system where employers **can track return on investment** of training dollars invested

## Expansion of DOL RA to Major Businesses shows growth in recruitment and retention

 Microsoft			
			
			
 Mercedes-Benz			

# Department of Labor's Registered Apprenticeship Program

## Impressive Individual – Business – Public Benefits



# Department of Veteran's Affairs

## GI Bill Certified Employer

- Allows the Veteran to collect GI Bill Benefits while training under the apprenticeship program.
- Pays out the equivalent of an E-5 housing allowance based on the zip code of the training.
- Registered Apprenticeship Program is accepted by VA Education Department and allows for faster processing of GI Bill paperwork.
- Attractive to veterans who don't want to go back to school but want to use their GI Bill benefits.
- GI Bill benefits decreases as salary increases.
- Employer agreement with Dept. of Veterans Affairs.

# Department of Defense Career Skills Program

- Prior to leaving military service
- Allows the Transitioning Service Member (TSM) to receive valuable training prior to leaving military service.
- Happens in the last 6 months before separation/retirement.
- Permissive TDY allows TSM to travel to training location.
- After separation/retirement TSM can use their last move to relocate to the area of the job.
- Career Skills Program is an agreement between the employer and Department of Defense.

# DOD SkillBridge



Through DoD SkillBridge, tremendous potential exists for service members, companies, trade unions, and others to leverage this talent pipeline to meet state, regional, and industry workforce needs.



DoD can use the SkillBridge program to connect to DOL programs already in place and funded to facilitate Transitioning Service Members' success.

## Licensing and Certifications

- Service members are trained in hundreds of occupations with relevance to civilian employment opportunities
- There are few nationally recognized licenses and certifications
- DOL is working with DOD and the states as they develop their licensing and certification programs
- Counselors at the American Job Centers can help veterans navigate through the Licensing and Certification process

*The opportunities for service members to translate their experience and skills into civilian employment has never been better!*

# Attracting the Veteran

[VETERANS.GOV](https://www.veterans.gov)

# Bombs on target

## Making your company appear veteran friendly...

- Speak their language: Core values, Mission oriented
- Suggest translatable jobs
- Include job titles, MOS codes, Ranks or grades that are familiar and equivalent
- To attract veterans, make the face of your company, a veteran.
- Veterans know other veterans. Put the employees in your organization to work.
- Create an Employee Referral Program.
- **Transition from a Veteran Friendly Culture to a VETERAN READY CULTURE.**  
(Veteran Initiatives, Veteran Employee Resource Groups/Affinity Groups, Veteran Mentorship Program)



# Speaking Military

- Build a military translator into your careers page  
Great examples: Walmart, Boeing, etc...
- Use an already established Military Translator  
ONETOnline.org (Military Crosswalk)
- Military Recruiting Team or Military HR Generalist
- DOL Training for C-Suite to Recruitment team
- Look at EVERY Veteran resume
- Have a Veteran filter in your Applicant Tracking System
- Create a pipeline for veteran talent
- **Call the Veteran...**



The screenshot shows the ONET Online website interface. At the top left is the ONET logo, and to its right is the text "O\*NET OnLine". Below this is a navigation bar with links for "Help", "Find Occupations", "Advanced Search", and "Crosswalks". The main heading is "Military Crosswalk Search". Below the heading is a search instruction: "Search codes or titles from the Military Occupational Classification (MOC)". There is a search input field with a dropdown menu labeled "Select a branch:" and a "Go" button. Below the input field, there are examples: "Examples: 0963, radio chief".

Googles initiative to (1) recognize veteran owned business in “google search”, and (2), a veteran job / MOS match search capability.

# Take Away

**Using the services provided by DOL VETS and our partners you can expect to:**

- 1) Pursue solutions to attract more veterans to your organization.
- 2) Offer new services and raising the collective intellectual level of the business all while exceeding expectations and out-doing your competition.
- 3) Utilize the resources available to you for FREE to improve your current infrastructure and build a better future for generations to come.
- 4) Attract veterans to your industry, build partnerships across industries and create opportunities for training individuals in transferable skillsets; setting them up for immediate success and longevity within your organization upon completion.
- 5) Create buy-in of the a newer, more adaptable culture with a workforce driven focus and higher retention rates.
- 6) Create opportunities for growth in local economy surrounding your institution.

# ASKING QUESTIONS

SMALL  
QUESTIONS



LEAD TO SMALL  
DISCOVERIES.



BIGGER  
QUESTIONS



LEAD TO BIGGER  
DISCOVERIES.



SOME QUESTIONS



ONLY  
REVEAL DEEPER  
MYSTERIES.



EVEN IF YOU  
KNOW WHAT  
QUESTION TO ASK



THE ANSWER  
MAY SURPRISE YOU.



# Resources

[WWW.VETERANS.GOV](http://WWW.VETERANS.GOV)

[WWW.HIREVETS.GOV](http://WWW.HIREVETS.GOV)

[WWW.DOL.GOV](http://WWW.DOL.GOV)

[WWW.ONETONLINE.COM](http://WWW.ONETONLINE.COM)

[WWW.CAREERONESTOP.COM](http://WWW.CAREERONESTOP.COM)

[WWW.AMERICASHEROESATWORK.COM](http://WWW.AMERICASHEROESATWORK.COM)

[WWW.TRACER2.COM](http://WWW.TRACER2.COM)

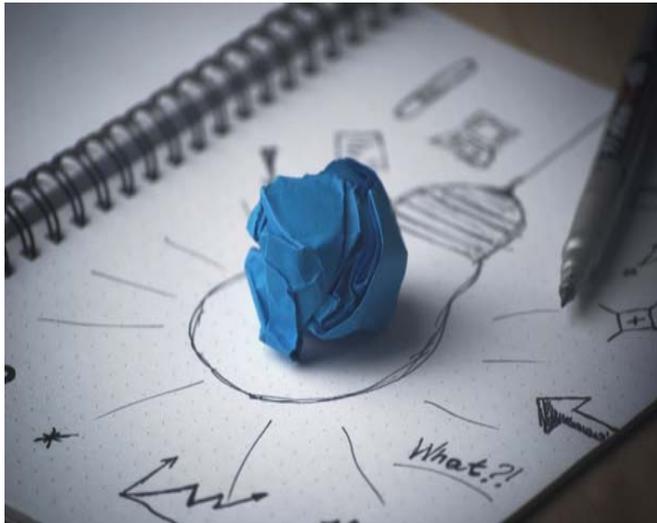
Veterans in Texas: A Demographic Study (2016):

[https://gov.texas.gov/uploads/files/organization/twic/Veterans in Texas 2016 Update.PDF](https://gov.texas.gov/uploads/files/organization/twic/Veterans%20in%20Texas%202016%20Update.PDF)

[https://gov.texas.gov/uploads/files/organization/twic/VeteransUpdate Summary.pdf](https://gov.texas.gov/uploads/files/organization/twic/VeteransUpdate_Summary.pdf)

Institute for Veterans and Military Families:

<https://ivmf.syracuse.edu/>



# Thank You for Your Time Today.

Let's Continue to Work towards the  
same End GOAL --- Veteran  
Employment!

## **Roxann Griffith**

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