

KNOW BEFORE YOU GO: CREATING INFORMAL CONNECTIONS WITH MILITARY TALENT

RISE



PUTTING YOUR PLAN INTO ACTION

BEST PRACTICES FOR ENGAGING WITH ACTIVE-DUTY MILITARY, VETERANS & SPOUSES

Companies looking to recruit active-duty military, veterans and military spouses can strengthen their hiring efforts by taking a thoughtful, visible and targeted approach to military community engagement. The most successful employers make it easy for military-connected individuals to understand who they are, what opportunities they offer and how military experience can translate into meaningful careers. The following strategies can help with planning and engaging with active military, veterans & military spouses.

- Look for opportunities with the greatest number of active-duty members, veterans and military spouses. Great examples are a July 4th Patriots' Day Run, Kid Fishing Events, etc.
- If you attend an event, bring an employee who is a veteran or military spouse who can connect with active-duty military, veterans or military spouses.
- If you have a display or booth, make it interactive & engaging.
- People love a free item! Have plenty of SWAG to hand out.
- Meet with the Transition Assistance Program (TAP) and Army Community Service (ACS) offices to share resources and employment opportunities.



- Ask the military's Morale, Welfare and Recreation (MWR) department to share information about your company before the event so people will know you are there, who you are and that you potentially have opportunities available. Have a list of your company's job opportunities. Many are hesitant to approach if they don't know the exact jobs being offered.
- Make clear how their military experience can be utilized in the positions you are offering. You can utilize military skills translation tools such as O*Net. (onetonline.org/crosswalk/MOC)
- List available shifts if applicable. One big roadblock for prospective veteran employees and their spouses is childcare. Presenting shifts available allows them to decide on how to make those arrangements. And if your company has a childcare program, flaunt it!
- Develop branding that emphasizes being military-friendly and promote awareness of other initiatives.
- There are several places companies may apply for formal recognition as a company committed to veteran employment and support including:
  - HIRE Vets Medallion (hirevets.gov)
  - Military Times: Best for Vet employer rankings (bestforvets.militarytimes.com)
  - VETS Indexes (vetsindexes.com)
  - Military Spouse Employer Partnership (msepjobs.miliatryonesource.mil/msep/become-a-partner)

THE RISE TEAM



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President and CEO Anna Chafin is responsible for overseeing the implementation of the 2023 workforce study, which led to the formation of RISE. She has more than 20 years of economic development expertise, serving 10 years as the CEO of the Development Authority of Bryan County.



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As Vice President of RISE, Justin Farquhar is focused on implementing RISE's efforts on housing, higher education, childcare and military. Before joining RISE, he was Senior Vice President for the Development Authority of Bryan County.



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Maria Whitfield works day to day with existing industries in the eight-county region including coordination of the Employer Forums. She also oversees the Industry Insiders program. Maria has more than 20 years of experience in human resources, specializing in working with manufacturers.



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Program Manager Jennifer Collins oversees RISE's transportation, underrepresented and K-12 education initiatives. She previously worked in economic development for Savannah Economic Development Authority as a project manager.