



NH VETERAN-FRIENDLY BUSINESS RECOGNITION PROGRAM

The NH Veteran-Friendly Business Recognition Programs serves to:

- Recognize business that value contributions of Service Members, Veterans & their Families
- Support military and veteran families by identifying Veteran-Friendly Businesses
- Contribute to a broader effort to match talented & skilled Veterans with positions in NH businesses

The Department of Military Affairs & Veterans Services and NH Employment Security will celebrate and partner with businesses and organizations in New Hampshire that strive to Honor, Fortify, Empower and positively Impact the lives of NH Services Members, Veterans and their Families.

TO APPLY

Applicants must:

- Be based, or have locations, in the State of New Hampshire;
- Be in good standing with the State of New Hampshire; and
- Have no USERRA violations in the past 24 months; and
- Submit a completed application.

The application is available as a fill-able .pdf. Complete and submit to VeteranFriendlyBusiness@mavs.nh.gov

Recognition levels are designed to be progressive (eg. in order to be recognized as a Gold Level Veteran-Friendly Business, the business must meet the Bronze, Silver and Gold criteria).

Applications will be reviewed as they are received. Recognition will be awarded for a period of 2 years, then businesses will need to re-apply.



**HONOR
FORTIFY
EMPOWER
IMPACT**

TRAINING FOR STAFF

A variety of training and education resources are available for all types of professionals to learn how to: translate military skills to civilian jobs, effectively hire and retain Veteran employees, create a workplace environment where Veteran employees can succeed, create a healthy work environment aimed at suicide prevention for all employees, and effectively provide direct services to Veterans. Those interested in these trainings might be human resources professionals, managing supervisors, hiring managers, and clinical service providers among others.

The Department of Military Affairs and Veterans Services (DMAVS) has compiled a list of recommended trainings for a variety of professionals. Businesses are encouraged to utilize the document when seeking training for staff.

[DMAVS Recommended Training](#)

Each level within the application identifies trainings recommended for the theme and focus; however, there are many excellent trainings available and we encourage businesses to find one that meets their needs if those we've recommended do not.

ADDITIONAL NOTES

SMVF = Services members, Veterans, and their Families

Business vs. Service Provider agency - DMAVS recognizes that businesses such as non-profit organizations and other service provider agencies have some unique ways in which they demonstrate Veteran-Friendliness because they not only may hire Veterans, but they also provide direct services to Veterans. Examples are healthcare, behavioral healthcare and other social service agencies. For these reasons, Services Provider agencies can meet the criteria in each level by achieving any of the criteria listed—those for Businesses and those identified as “For Service Provider agencies:” In the coming year, DMAVS will be working to develop an application specific to Service Provider agencies.

Name of Organization: _____

Address: _____

How many NH locations/sites does the business operate? _____

Type of Business: _____

Business Phone: _____

Website Address: _____

Person Completing Application

Name: _____

Contact Info (phone or email): _____

Who will be the program's primary Point of Contact at your business? This person will be added to the program's email list for all notifications and e-newsletters.

Name: _____

Email: _____

Human Resource Contact (this person will receive HR-related notifications such as notices about job fairs)

Name: _____

Email: _____

ELIGIBILITY CRITERIA

All criteria must be met and checked in order to be eligible for any level of program recognition.

Business is in good standing with the Secretary of State

Business is not delinquent in paying Unemployment Insurance taxes

Business is in good standing with the Department of Labor (including Workers' Comp)

All required taxes are current with the Department of Revenue

Business has not had any USERRA violations in the past 24 months

BRONZE LEVEL: HONOR

Bronze level criteria highlight and promote strategies, policies and practices that **recognize and honor** the service and sacrifice of military-connected employees, customers and/or clients/patients. Bronze Level NH Veteran-Friendly Businesses **HONOR** Service Members, Veterans and their Families by implementing at last **4** of the following criteria:

Business is veteran owned.

Policies and Operational Practices

Employer has agreed to sign Employer Support of the Guard and Reserve (ESGR) Statement of Support.

Business keeps track of how many Service members and Veteran employees it has by asking "Have you [or your spouse] ever served in the military?". *Some individuals who have served do not identify as a "Veteran" because they served during peacetime.* Please enter current # SM/Veteran employees: ____

For Service Provider agencies: Clients/Patients are identified at intake by answering "Have you [or a family member] ever served in the military?". *Some individuals who have served do not identify as a "Veteran" because they served during peacetime.*

For Service Provider agencies: Business has utilized New Hampshire's Ask the Question Toolkit for guidance on operational Veteran-Friendly strategies to implement. Please describe changes you implemented in the comment section.

For more information about the Toolkit: <https://www.askthequestion.nh.gov/documents/atq-toolkit.pdf>

Workplace Culture

Physical location of the business visually demonstrates support for the military and veterans community. (e.g. American flag is displayed).

Business participates in military or veteran-related celebrations, holidays or events.

Business hosts welcome home events for when actively service employees return to work after deployment, orders or extended training (make sure to consult a family member first!).

Business stays connected with actively serving employees while they are deployed, on orders or extended training through cards, care packages, ect.

Business supports military and veteran community by offering displays of appreciation such as Military/Veteran discounts, in-kind or financial donations to veteran charities or organizations, ect.

Website Content

Website demonstrates support for the military and veteran community.

Website tells visitor that military talent is welcomed and valued in the work place with statements or content aimed at hiring Veterans.

BRONZE LEVEL: HONOR

Training for Staff

In the past 24 months, staff have participated in at least one training related to understanding basic military culture.

For Service Provider agencies: In the past 24 months, staff have participated in at least one training teaching how to effectively identify Service members, Veterans and Family members and honor their service experience.

The trainings listed below are recommended for the Bronze Level and can help provide guidance on how to accomplish the criteria listed above for recognition in this level.

Training Title	Host of Training	For Specific Audience:
Ask the Question: Ask, Link, Collaborate	Dept. of Military Affairs & Veterans Services	Service Provider Agencies
15 Things Veterans Want You To Know	PsychArmor	
USERRA Training	DOL—VETS (603) 225-1424	
Best Practices for Employer Support of National Guard & Reserve Members	PsychArmor	
Veteran 101 Military Culture	PsychArmor	
Veteran 201 Military Families	PsychArmor	
S.A.V.E. (suicide prevention)	PsychArmor	Service Providers of any type
Star Behavioral Health Providers Tier 1 Training	Star Behavioral Health Providers	Service Provider agencies or anyone wanting a general, overview of military culture
Women Who Serve	PsychArmor	
Academic Accommodations in Higher Education	PsychArmor	

BRONZE LEVEL: HONOR

Elaborate/Provide Examples:

SILVER LEVEL: FORTIFY

Silver Level criteria highlight and promote strategies, policies and practices aimed at **hiring Service members, Veterans and their Family members and/or preparing them for successful employment**. Silver Level NH Veteran-Friendly Businesses meet criteria of the Bronze Level and **Fortify** Service Members, Veterans and their Families by implementing at least **4** of the following criteria:

Policies and Operational Practices

Business is registered with State Labor Exchange to access Veteran job seekers.

For more information: <https://www.nhes.nh.gov/services/employers/index.htm>

Business is currently enrolled in program/services available through NH Employment Security.

For more information: <https://www.nhes.nh.gov/services/employers/index.htm>

Business posts available jobs where Veterans are likely to see them (e.g. Veterans Job Bank, RallyPoint).

Business has taken intentional steps to translate military occupation codes (MOCs) into specific job requirements for purposes of posting jobs or reviewing and evaluating candidates with military experience.

Business has added language to job descriptions that would attract Veterans (example: "Bachelor's degree or military experience preferred").

On-boarding or orientation program contains elements to meet Veteran interests/needs. Please elaborate in comment section.

Human Resources staff educate, train & support hiring managers to use practices effective in interviewing Veteran candidates (e.g. using behavioral and situational interview styles, matching military training to business needs, providing Military Culture Training on site for employees, ect).

Business includes Veteran employees in company initiatives to hire other Veterans (e.g. bring Veteran employees to job fairs, include Veteran employees in Veteran candidate interviews, get Veteran employee help translating military resumes, provide incentives to Veteran employees who refer Veteran candidates). Please describe in comment section.

In past 24 months, business has participated in hiring events designed for Veteran job seekers (e.g. Hiring Our Heroes hiring fairs).

Business takes advantage of federal resources allowing companies to connect with, and train, veterans early in the transition process.

Business utilizes financial incentives available for training and hiring Veterans. Or, the business has consulted with an accountant or tax attorney to learn more about the various financial incentives available.

Business has reached out to local representatives of Employment Support for Guard and Reserves (ESGR) and/or the National Guard Employment Support Program for assistance in finding actively serving Guard/Reserve, Veterans or spouses who meet the company's needs.

Business uses an employer search engine dedicated to accessing Veteran job seekers by posting jobs, accepting applications and searching a large database of resumes (e.g. eBenefits Veterans Employment center).

For Service Provider agencies: Business keeps on hand information about resources specific to Veterans so it can be easily and frequently referred to by staff and provided to appropriate clients/patients (e.g. brochures, resource guides, resource lists, rack cards, business cards for Veterans Services Officers, ect).

For Service Provider agencies: Business has enrolled in the 2021 Ask the Question: Ask, Link, Collaborate Technical Assistance Program funded by the NH Governor's Commission on Alcohol & Other Drugs. For more information: <https://www.dmavs.nh.gov/community-based-military-programs/ask-link-collaborate-technical-assistance-program>

SILVER LEVEL: FORTIFY

Workplace Culture

Business showcases a workplace that is military family-friendly by using social media to highlight policies, photos and/or write-ups about the company's military support.

Website Content

Website has a page dedicated to recruiting Veteran job seekers.

Website provides name and contact information for specific person, knowledgeable about affective Veteran hiring practices, for Veteran job seekers to contact.

For Service Provider agencies: Website clearly displays information & resources specific to Veterans to make it easier for them to locate appropriate services.

Training for Staff

In the past 24 months, staff have participated in at least one training related to topics such as translating military skills to civilian jobs, effectively hiring and retaining Veteran employees, or creating a workplace environment where Service member/Veteran employees and Service member/Veteran spouses can succeed.

The trainings listed below are recommended for Sliver Level and can help provide guidance on how to accomplish the criteria listed above for recognition in this level.

Training Title	Host of Training	For Specific Audience:
USERRA 102 Advanced Training	DOL-VETS (603) 225-1424	
Star Behavioral Health Providers Tier 1 Training	Star Behavioral Health Providers	Service Provider agencies or anyone wanting a general, overview of military culture
Creating a Military-Friendly Culture & Onboarding Program	PsychArmor	
Hiring & Retaining Veterans with Disabilities	PsychArmor	
Hiring & Retaining Women Veterans	PsychArmor	
Strategies for Effective Veteran Hiring	PsychArmor	
Hiring & Retaining Veterans, National Guard and Reserve Personnel	PsychArmor	
Creating a Military Spouse Hiring Program	PsychArmor	

SILVER LEVEL: FORTIFY

Elaborate/Provide Examples:

GOLD LEVEL: EMPOWER

Gold Level criteria highlight and promote strategies, policies and practices aimed at **retaining Service members, Veterans and their family members and providing opportunities for career development**. Gold Level NH Veteran-Friendly Businesses meet the criteria of the Bronze & Silver Levels and **EMPOWER** Service members, Veterans and their Families by implementing at least **3** of the following criteria:

Policies and Operational Practices

Business dedicates resources to implementing a strategic initiative to retain Service member and Veteran employee.

Business dedicates resources to implementing a strategic initiative to retain Military Spouse employees. Examples are offering flexible work options, job relocation assistance or on-site daycare.

Business operates a veteran-specific career management program to pave the way for growth (e.g. spell out career advantage steps to grow Veteran employees into leadership roles, tuition assistance program for further professional development, ect). Please describe in the comment section.

Business encourages Veteran employees to take advantage of government education programs and help them in their search for one that best fits their needs and career goals.

Business has established a veteran-specific support program such as an Employee Resource Group for Veterans or Military Spouses, a Veterans Affinity Network, Guard & Reserve Family Support Program, or Veteran Mentorship Program.

Business trains appropriate managers on complying with ADA, FLMA and USERRA.

Business has on-the-job training or an apprenticeship program specific to Veterans. Please elaborate in the comment section.

Business ensures Employment Assistance Program managers have training in issues that might be related to military experience such as post-traumatic stress disorder, traumatic brain injury and suicide risk.

Business has developed a partnership with the Division of Veterans Services (DVS) so Veteran employees can be referred for assistance with benefits or VA claims. (DVS is available to conduct Veteran Info Sessions regarding benefits & claims at employment sites). To contact: 1-800-622-9230.

Business has taken steps to accommodate the needs of Veterans with disabilities. Please elaborate in the comment section.

Business educates non-Veteran employees on military culture.

For Service Provider agencies: Business dedicates resources to implementing a strategic initiative to better serve SMVF. Please elaborate in comment section.

Workplace Culture

Business demonstrates sensitivity and appreciation for the military/veteran family's commitment to services. This could include supporting an employee or client when their spouse is deployed, on orders or away for extended training. Please describe in comment section.

GOLD LEVEL: EMPOWER

Workplace Culture Cont.

On an annual basis, business celebrates SMVF employees through recognition or a social event that includes families.

Business stays connected with a spouse of an employee who is deployed, on orders or extended training by doing regular check-ins to see if they need additional help during that time.

Website Content

Website has unique landing page for Veterans that highlights services available to them within the company that aim to enhance quality of life (at work and outside work).

Training for Staff

In the past 24 months, staff have participated in at least one training related to topics such as retaining SMVF, providing opportunities for career development or creating a workplace environment that encourages Service member/Veteran employee and Service member/Veteran spouse to succeed in all aspects of life.

The trainings listed below are recommended for Silver Level and can help provide guidance on how to accomplish the criteria listed above for recognition in this level.

Training Title	Host of Training	For Specific Audience:
Star Behavioral Health Providers Tiers 2 or 3 Training	Star Behavioral Health Providers	Service Provider agencies with clinical staff
Veterans At Work Certificate Program	Society for Human Resource Management (SHRM)	Human Resources Staff
LivingWorks Start (suicide prevention) 90 minute, online course	LivingWorks	Any person 13+ years; trainees learn to recognize when someone is thinking about suicide and how to connect them to help and support.
Creating a Career Skills Program	PsychArmor	
Supporting a Veteran in Crisis	PsychArmor	
Veteran Supportive Supervisor Training Series	PsychArmor	
Battle Forged, Business Ready Training Series	PsychArmor	
Creating a Veteran Mentoring Program	PsychArmor	
Supporting Veterans, Family Members, and Caregivers with Flexible Work Options	PsychArmor	

GOLD LEVEL: EMPOWER

Elaborate/Provide Examples:

PLATINUM LEVEL: IMPACT

Platinum Level criteria highlight and promote strategies, policies and practices aimed at **making a positive impact in the lives of Services members, Veterans and their Families (SMVF) as experienced outside of work and in their New Hampshire communities**. Platinum Level NH Veteran-Friendly Businesses meet the criteria of the Bronze, Silver & Gold Levels and **IMPACT SMVF** by implementing at least **2** of the following:

Polices and Operational Practices

Business offers benefits to Veteran employees to support continued military service such as “gap pay”, differential pay or continued healthcare coverage during times of deployment. Please describe in comment section.

Business contributes annually to the veteran community through philanthropy such as, but not limited to the following:

- Seeding or starting charities to benefit Veterans;
- Financially supporting annual budgets of veterans programs, groups or charities;
- In-kind donations of employee time to participate in veteran-specific groups/projects (e.g. NH Community Veteran Engagement Board and NH Veteran-Friendly Business Advisory Panel).

Business employs personnel whose primary position description is related to Veteran Outreach and Hiring/Retention.

Business has implemented strategies to support military caregiver employees. (5.5 million military caregivers are in the United States. Of these, 1.1 million (19.6) are caring for post -9/11 veterans).

Business allocates a portion of the annual operating budget to sustaining veteran-specific initiatives within the company or within the community.

Business utilizes job sharing, shadowing or rotational work flow programs to make sure non-Veteran workers are prepared for additional responsibilities when a Service member employee is deployed, on orders or away for extended training.

Business invests resources to implement leadership strategies for increasing collaboration with community partners and activating community support for Veterans and their families such as participation in a collective impact initiative aimed at guiding social movement. Please describe in the comments section how your business does this.

For Service Providers agencies: Data regarding how many Veterans served or services provided to Veterans is collected and shared with groups in the state working to better the lives of Veterans.

For Service Provider agencies: The Columbia-Suicide Severity Rating Scale has been adopted and utilized in a consistent and uniform manner to assess suicide risk.

Workplace Culture

Resources or benefits are available to SMVF employees to encourage and support physical wellness and fitness.

The mission continues-Business supports Veteran employees who desire to promote problem-solving in their communities. Please describe how the business does this in comment section.

Business partners with organizations in the community that support Service members and Veterans by participating in volunteer activities or other events.

Business promotes military service by connecting eligible employees with information about serving in the National Guard and Reserves.

PLATINUM LEVEL: IMPACT

Website Content

Business showcases involvement in supporting the NH military community on the website through photos or stories showing its volunteer or fundraising commitments benefitting Service members or Veterans.

Training for Staff

In the past 24 months, staff have participated in at least one training related to how to promote wellness in the lives of SMVF.

The trainings listed below are recommended for the Platinum Level and can help provide guidance on how to accomplish the criteria listed for recognition in this level.

Training Title	Host of Training	For Specific Audience:
Star Behavioral Health Providers Tiers 2 or 3 Training	Star Behavioral Health Providers	Service Provider agencies with clinical staff
Invisible Wounds At Home series	PsychArmor	
Am I A Caregiver?	PsychArmor	
Columbia Scale for Healthcare Providers	PsychArmor	Service Provider agencies

PLATINUM LEVEL: IMPACT

Elaborate/Provide Examples:

FINAL QUESTION

Does your business serve or impact Veterans in a way that our level system did not account for? Tell us about it please and we will determine if it fits into any of the levels or is an example of something that should be added to a future version of the application.

Comments:



CONTRIBUTORS

The program was launched in 2020 and was established by the Department of Military Affairs and Veterans Services and NH employment Security along with partners from the Division of Community Based Military Programs, Next Step Bionics & Prosthetics, Inc., Dead River Company and NH State Veterans Council. DMAVS would like to thank the following additional businesses that also contributed to the development of the program through participation on the Advisory Panel or providing feedback on the format of the application: Hypertherm, Inc., Employer Support of the Guard and Reserve (ESGR), National Guard Employment Support Program, New Hampshire Hospital Association, Northeast Passage—UNH, Southern New Hampshire University, Partnership for Public Health, Service Credit Union, VFR HealthCare, LLC., and Veterans' Employment & Training Service, US DOL.

RECOGNITION DETAILS

Recognition will be awarded by the Department of Military Affairs & Veterans Services and NH Employment Security. Applicants agree that the Department of Military Affairs & Veterans Services/NH Employment Security may publish their business name in various medias including, but not limited to website, social media, and print for the purposes of annual recognition announcements, promotional campaigns and/or marketing materials to promote the program in the future. Businesses awarded recognition will be publicly announced via our website, social media websites and direct contact to the Primary Point of Contact listed on the application.

BENEFITS

- Free application for all business!
- Promotion to the job seeking Veteran talent tool.
- E-Newsletter highlighting resources & opportunities.
- Access resources designed to help recruit & support Veterans.
- Certificate and customized logo to display.
- Access to private LinkedIn group where NH Veteran-Friendly Businesses connect
- Business listed on DMAVS website with links when possible to your site.
- Opportunity to highlight your business on DMAVS website.
- Quarterly networking & advisory panel meetings.
- Opportunities to participate in, and be recognized at, recruiting and career events.

MAKE THE MOST OF YOUR RECOGNITION

- Use the program criteria as a road map for enhancing veteran-friendliness in the future.
- Display your NH Veteran-Friendly Business certificate prominently!
- Proudly use the NH Veteran-Friendly logo on your promotional materials.
- Promote your recognition in all Veteran hiring initiatives.
- Highlight the recognition on your website for potential Veteran candidates & customers.
- Embed a link on your website to the DMAVS page where your business will be listed, and possibly, highlighted.

QUESTIONS?

Contact the Division of Community Based Military Programs

4 Pembroke Road, Concord, NH 03301

603-225-1360

VeteranFriendlyBusiness@mavs.nh.gov