

# NH VETERAN-FRIENDLY BUSINESS RECOGNITION PROGRAM INFO & ROADMAP



The NH Veteran-Friendly Business Recognition serves to:

- recognize business that value contributions of Service Members, Veterans & their Families;
- support military and veteran families by identifying Veteran-Friendly Businesses; and,
- 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.

This document can act as a “road map” for businesses looking to enhance the ways in which they recruit, retain, support and serve members of the military and Veteran community. It includes criteria that we often look for when recognizing businesses.

## TO APPLY

Applicants must:

- Be based in New Hampshire or have locations in the State of NH for which employees are hired;
- Meet eligibility criteria; and
- Submit a completed application by a quarterly deadline.

Complete and submit to [VeteranFriendlyBusiness@dmavs.nh.gov](mailto:VeteranFriendlyBusiness@dmavs.nh.gov) .

Applications are accepted and reviewed on a quarterly basis. Recognition will be awarded for a period of 2 years, then businesses will need to re-apply. Quarterly deadlines: **March 31, June 30, September 30, December 31.**

## 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 category (Honor, Fortify, Empower, Impact) identifies trainings recommended for the category’s theme and focus; however, there are many excellent trainings available and we encourage businesses to find one that meets their needs.

## ADDITIONAL NOTES

SMVF = Service members, Veterans and their Families

## ELIGIBILITY CRITERIA

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

- Business is based in New Hampshire or has locations in the State of NH for which employees are hired
- Business is in good standing with the NH 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

## EVALUATION FOR RECOGNITION

Recognition will be awarded according to the following table:

Meet the criteria of:	Achieve recognition as a:
Any 1 category	Bronze Business
Any combination of 2 categories	Silver Business
Any combination of 3 categories	Gold Business
All 4 categories	Platinum Business

## CATEGORIES

# HONOR

NH Veteran-Friendly Businesses **HONOR** Service Members, Veterans and their Families through strategies, policies, practices and activities that **recognize military experience and commitment**.

- 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 member 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.*
- 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 comments 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 serving 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, etc.
- 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, etc.

### Website Content

- Website demonstrates support for the military and veteran community.
- Website tells a visitor that military talent is welcomed and valued in the work place with statements or content aimed at hiring Veterans.

### 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 the agency serves.

**The trainings listed below are recommended for the Honor category and can help provide guidance on how to accomplish the criteria listed above.**

Training Title	Host of Training	For Specific Audience:
Ask the Question: Ask, Link, Collaborate	<a href="#">Dept of Military Affairs &amp; Veterans Services</a>	Service Provider Agencies
15 Things Veterans Want You To Know	<a href="#">PsychArmor</a>	
USERRA 101 Basic Training	<a href="#">ESGR</a>	
Best Practices for Employer Support of National Guard & Reserve Members	<a href="#">PsychArmor</a>	
Veteran 101 Military Culture	<a href="#">PsychArmor</a>	
Veteran 201 Military Families	<a href="#">PsychArmor</a>	
S.A.V.E. (suicide prevention)	<a href="#">PsychArmor</a>	Service Providers of any type
Star Behavioral Health Providers Tier 1 Training	<a href="#">Star Behavioral Health Providers</a>	Service Provider agencies or anyone wanting a general, overview of military culture

# FORTIFY

NH Veteran-Friendly Businesses **FORTIFY** Service Members, Veterans and their Families through strategies, policies, practices and activities aimed at **hiring Service members, Veterans and their family members and/or preparing them for successful employment.**

## **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 (eg. 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 (eg. 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 (eg. 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 (eg. Hiring Our Heroes hiring fairs or visiting Guard and Reserve transition sites or drilling locations).
- 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 (eg. 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 (eg. brochures, resource guides, resource lists, rack cards, business cards for Veterans Services Officers, etc).
- For Service Provider agencies: Business has enrolled in the 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>

### **Workplace Culture**

- Business showcases a workplace culture 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 a specific person, knowledgeable about effective 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 the Fortify category and can help provide guidance on how to accomplish the criteria listed above.**

<b>Training Title</b>	<b>Host of Training</b>	<b>For Specific Audience:</b>
USERRA 102 Advanced Training	<a href="#">ESGR</a>	
Star Behavioral Health Providers Tier 1 Training	<a href="#">Star Behavioral Health Providers</a>	Service Provider agencies or anyone wanting a general, overview of military culture
Creating a Military-Friendly Culture & Onboarding Program	<a href="#">PsychArmor</a>	
Hiring & Retaining Veterans with Disabilities	<a href="#">PsychArmor</a>	
Hiring & Retaining Women Veterans	<a href="#">PsychArmor</a>	
Strategies for Effective Veteran Hiring	<a href="#">PsychArmor</a>	
Hiring & Retaining Veterans, National Guard and Reserve Personnel	<a href="#">PsychArmor</a>	
Creating a Military Spouse Hiring Program	<a href="#">PsychArmor</a>	

# EMPOWER

NH Veteran-Friendly Businesses **EMPOWER** Service Members, Veterans and their Families through strategies, policies, practices and activities aimed at **retaining Service members, Veterans and their family members and providing opportunities for career development.**

## Policies and Operational Practices

- Business dedicates resources to implementing a strategic initiative to retain Service member and Veteran employees.
- 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 (eg. spell out career advantage steps to grow Veteran employees into leadership roles, tuition assistance program for further professional development, ect.) Please describe in 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, FMLA 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.)
- 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 service. 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.
- 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 a 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 employees and Service member/Veteran spouses to succeed in all aspects of life.

The trainings listed below are recommended for the Empower category and can help provide guidance on how to accomplish the criteria listed above.

Training Title	Host of Training	For Specific Audience:
Star Behavioral Health Providers Tiers 2 or 3 Training	<a href="#">Star Behavioral Health Providers</a>	Service Provider agencies with clinical staff
Veterans At Work Certificate Program	<a href="#">Society for Human Resource Management (SHRM)</a>	Human Resources Staff
LivingWorks Start (suicide prevention) 90 minute, online course	<a href="#">LivingWorks</a>	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	<a href="#">PsychArmor</a>	
Supporting a Veteran in Crisis	<a href="#">PsychArmor</a>	
Veteran Supportive Supervisor Training Series	<a href="#">PsychArmor</a>	
Battle Forged, Business Ready Training Series	<a href="#">PsychArmor</a>	
Creating a Veteran Mentoring Program	<a href="#">PsychArmor</a>	
Supporting Veterans, Family Members, and Caregivers with Flexible Work Options	<a href="#">PsychArmor</a>	

## IMPACT

NH Veteran-Friendly Businesses **IMPACT** Service Members, Veterans and their Families through strategies, policies, practices and activities aimed at **making a positive impact in the lives of Service members, Veterans and their Families as experienced outside of work and in their New Hampshire communities.**

### Policies 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 (eg. 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 in the United States. Of these, 1.1 million [19.6 percent] 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 participating in a collective impact initiative aimed at guiding social movement. Please describe in the comment section how your business does this.
- For Service Provider 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.

### **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.

### **Website Content**

- Business showcases involvement in supporting the NH military community on 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 Impact category and can help provide guidance on how to accomplish the criteria listed above.**

<b>Training Title</b>	<b>Host of Training</b>	<b>For Specific Audience:</b>
Star Behavioral Health Providers Tiers 2 or 3 Training	<a href="#">Star Behavioral Health Providers</a>	Service Provider agencies with clinical staff
Invisible Wounds At Home series	<a href="#">PsychArmor</a>	
Am I A Caregiver?	<a href="#">PsychArmor</a>	



## CONTRIBUTORS

The program was launched in 2020 and was established by the Dept. of Military Services and Veterans Services and NH Employment Security along with partners from the Division of Community Based Military Programs, Next Step Bionics, 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, and 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 contract to the Primary Point of Contact listed on application.

## BENEFITS

Free application for all businesses! No cost!

Gain access to the job seeking Veteran talent pool through strategies implemented by the network.

Access resources designed to help recruit & support Veterans.

Certificate signed by the NH Adjutant General and the Commissioner of NH Employment Security to display.

Custom-designed logo available for your business use and promotion.

Enhance goodwill among Veteran employees and customers.

Business listed on DMAVS website with links to your website when possible.

Opportunity to highlight your business and its Veteran-Friendly practices on DMAVS website.

Post your company's events on the DMAVS Community Calendar for the Veteran community to see.

Connect with other businesses successfully implementing Veteran-Friendly practices through network meetings and other initiatives.

Connect with federal and state partners interested in establishing legislation, policies and statewide practices to benefit Veterans and the businesses that employ and serve them.

## QUESTIONS?

Contact the Division of Community Based Military Programs

4 Pembroke Road, Concord, NH 03301

603-227-1569

[VeteranFriendlyBusiness@dmavs.nh.gov](mailto:VeteranFriendlyBusiness@dmavs.nh.gov)