New Hampshire Department of Military Affairs and Veterans Services

New Hampshire Employment Security
www.nhes.nh.gov
"We're working to keep New Hampshire working"

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
- Submit a completed application by the deadline.

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 annually July 1 – August 30. Recognition will be awarded for a period of 2 years, then businesses

HONOR

FORTIFY

EMPOWER

IMPACT

Name of Organization: _____

Address: _____

Type of Business: _____

Point of Contact: _____

Phone: _____

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

BRONZE LEVEL: HONOR

Bronze Level NH Veteran-Friendly Businesses **HONOR** Service Members, Veterans and their Families by implementing at least **4** of the following criteria:

Please use comment section to elaborate or gives examples. Tell us what your business does well! We may use this info to highlight your business.

- ☐ Business is registered at State Labor Exchange to access Veteran job seekers.
- ☐ Physical location of the business visually demonstrates support for the military and veterans community. (e.g. American flag is displayed).
- ☐ Healthcare, behavioral health or social services businesses: patients are asked at intake if they have ever served in the military.
- ☐ Website content and visuals demonstrate support for the military and veteran community.
- ☐ Website content and visuals tell a visitor that military talent is welcomed and valued in the work place.
- ☐ Business participates in military or veteran-related celebrations, holidays or events.
- ☐ 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.
- ☐ Business is veteran owned.
- ☐ One criteria achieved from any of the other levels can be credited as **1** of the **4** required to achieve Bronze level recognition. Please check off the criteria met in the other level.

Elaborate/Provide Examples:

SILVER LEVEL: FORTIFY

Silver Level NH Veteran-Friendly Business meet the criteria of the Bronze Level AND **FORTIFY** Service members, Veterans and their Families by implementing at least **3** of the following criteria:

Please use comment section to elaborate or gives examples. Tell us what your business does well! We may use this info to highlight your business.

- ☐ On-boarding or orientation program contains elements to meet Veteran interests/needs (please elaborate in comment section).
- ☐ Business implements innovative strategies to retain Veteran employees (please elaborate in comment section).
- ☐ Business has on-the-job training or apprenticeship program specific to Veterans (please elaborate in comment section).
- ☐ Business maintains a veteran-specific support program such as a Veterans Affinity Network, Guard & Reserve Family Support Program, Veteran Resource Group, Veteran Mentorship Program or formal Veteran employee recognition program. (please elaborate in comment section).
- ☐ Human Resources staff educate, train & support hiring managers to use practices effective in Interviewing Veteran candidates and retaining Veteran employees (eg. using behavioral and situational interview styles, matching military training to business needs, providing Military Culture Training on site for employees, ect.) Provide brief description or examples in comment section.
- ☐ Business includes Veteran employees in company initiatives to hire other Veterans (eg. bring Veteran employees to job fairs.) Please elaborate in comment section.
- ☐ Business implements a strategy to support military families when a Services Member is deployed (please elaborate in comment section).
- ☐ Meeting one criteria listed in the Gold or Platinum levels can be credited as **1** of the **3** required criteria for achieving Sliver level recognition please check off the criteria met in the other level.

Elaborate/Provide Examples:

GOLD LEVEL: EMPOWER

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 **2** of the following criteria:

Please use comment section to elaborate or gives examples. Tell us what your business does well! We may use this info to highlight your business.

☐ Employer has agreed to sign Employer Support of the Guard and Reserve Statement of Support.

☐ Business has a veteran-hiring initiative or program that includes elements such as: but not limited to the following (provide examples in comment section):

- Business is currently enrolled in program/services available through NH Employment Security;
- Business takes advantage of federal resources allowing companies to connect with, and train, veterans early in the transition process;
- Military-connected candidates are strategically sourced;
- Job postings describe the company's values, how it acts those values, and how the veteran's job will promote & support the values;
- Business participants in veteran-centric hiring events or visits to Guard and Reserves transition sites or drilling locations.

☐ Business dedicates resources to implementing a strategic initiative to better serve Military Services Members, Veterans and their Families (please elaborate in comment section.)

☐ Business demonstrates sensitivity and appreciation for the military/veteran family's commitment to service (please elaborate in comment section.)

☐ Website content is strategically designed to recruit, or better serve, veterans and may include any of the following (please elaborate in comment section):

- Information displayed clearly invites Veterans to view and apply for jobs openings;
- Site describes the values of the organization;
- A unique landing page exists for Veterans that highlights organizational values, veteran resources and services available to Veterans;

Elaborate/Provide Examples:

PLATINUM LEVEL: IMPACT

Platinum Level NH Veteran-Friendly Business meet the criteria for Bronze, Silver & Gold Levels AND **IMPACT** the lives of Service members, Veterans and their Family members employed at the business or in the community by implementing at least **1** of the following criteria:

Please use comment section to elaborate or gives examples. Tell us what your business does well! We may use this info to highlight your business.

- ☐ Business offers benefits to Veteran employees to support continued military service such as (eg. differential pay when absent from work for military service; continued healthcare coverage during deployment (please elaborate in comment section).
- ☐ 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 elaborate in comment section.
- ☐ Business contributes annually to the veteran community through philanthropy such as, but not limited to the following (please elaborate in comment section):
  - 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).
- ☐ The mission continues- -business supports Veteran employees who desire to promote problem-solving in their communities (please elaborate in comment section.)
- ☐ Business employ personnel whose primary position description is Veteran outreach and hiring/retention.
- ☐ Business allocates a portion of the annual operating budget to sustaining veteran-specific initiatives within the company or within the community (please elaborate in comment section.)
- ☐ Data regarding services provided to Veterans is collected and shared with groups in the state working to better the lives of Veterans.

Elaborate/Provide Examples:

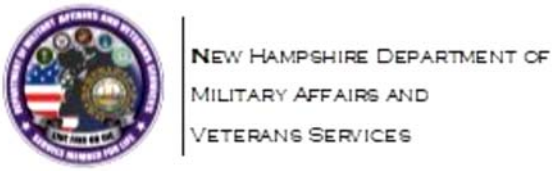
FINAL QUESTION

Does your business serve or impact Veterans in a way that our level system did not account for? Tell us about it please.

Comments:

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, DeadRiver Company and NH State Veterans Council.



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 Point of Contact listed on application. Business recognized will receive a certificate signed by the Adjunct General and the Commissioner of NH Employment Security.

BENEFITS

Free application for all businesses
Gain access to the job seeking Veteran talent pool
Access resources designed to help recruit & support Veterans
Certificate to display
Custom - designed logo available for your business use and promotion
Enhance goodwill among Veteran employees
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
Connect with other businesses successfully implanting Veterans-Friendly practices

An investment in a Veteran is an investment in your community!

Hire & Inspire the next generation of Veterans!

MAKE THE MOST OF YOUR RECOGNITION!

Use the program criteria as a road map for enhancing your Veteran-Friendliness and Veteran-Readiness in the future.
Display your NH Veteran-Friendly Business certificate prominently!
Refer to the recognition in all Veteran hiring initiatives.
Highlight the recognition on your website for potential Veteran candidates to see.
Embed a link on your website to the DMAVS website where your business will be listed, and possibly, highlighted.

QUESTIONS?

Contact the Division of Community Based Military Programs
105 Pleasant Street, Concord, NH 03301
603-271-9215
VeteranFriendlyBusiness@mavs.nh.gov