



NH VETERAN-FRIENDLY BUSINESS NETWORK RECOGNITION PROGRAM

The Department of Military Affairs & Veterans Services and NH Employment Security partners with businesses, educational institutions, NH State Department and agencies, Veteran Service Organizations and others across the State of New Hampshire to recognize their actions to Honor, Fortify, Empower and positively Impact the lives of NH Services Members, Veterans and their Families.

The NH Veteran-Friendly Business Recognition serves to:

- Recognize and identify businesses and other organizations that value the contributions of Service Members, Veterans and their Families and support the military and Veterans.
- Contribute to a broader effort to match talented and skilled Veterans with positions in NH businesses.
- To Support, Educate and Encourage businesses to adopt veteran friendly policies, procedures and programs for recruitment and retention.

Background

The Veteran Friendly Business Program was launched in 2020, established by the Department of Military Affairs and Veterans Services (DMAVS) and NH Employment Security along with partners from Next Step Bionics, Dead River Company, the NH Military Leadership Team and NH State Veterans Advisory Council. DMAVS would like to recognize the following additional businesses that contributed to the development of the program through participation on the Advisory Panel or providing feedback: 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 U.S. Department of Labor Veterans' Employment & Training Service.

RECOGNITION DETAILS

There is no fee associated with any aspect of the recognition program. Recognition levels will be awarded by the Department of Military Affairs and Veterans Services and NH Employment Security based on the business's current, self-reported practices. The NH DMAVS will make a discretionary award level based on the complete application. It is our hope that businesses will continue to expand their practices to support Service Members and Veterans employees and will utilize this document for additional implementation strategies even after the business has been recognized at any level.

Social Media & Promotion

By completing this application, applicants agree that the Department of Military Affairs and Veterans Services and 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 recognition announcements, business spotlights, 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 application.

BENEFITS

- *No Cost application process.*
- *Access to job seeking Veteran talent pool.*
- *Access to resources designed to help recruit and retain Veterans.*
- *Recognition of the Veteran-Friendly Business on DMAVS websites with links to the business.*
- *Access to exclusive LinkedIn group to exchange ideas, ask questions, and collaborate with other NH Veteran-Friendly Businesses for peer-to-peer learning and networking opportunities.*
- *Ability to routinely engage with State and Federal Organizations representatives including U.S. Department of Labor, NH DMAVS, NH Employment Security, ESGR and other.*
- *Participation in our annual Veteran-Friendly Business Network symposium.*
- *A certificate of designation signed by the NH Adjutant General and the Commissioner of NH Employment security.*
- *Logos suitable for posting.*
- *Access to a special newsletter packed with information about available resources, program updates, and other news relevant to the New Hampshire Veteran Community.*
- *Business Spotlight on our Social Media.*
- *Monthly Lunch & Learn Training by industry subject matter experts.*

QUESTIONS?

Please Contact:

Erica Webb

Military Skills & Test Waiver Program Specialist II

Division of Community Based Military Programs

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New Hampshire Veteran Friendly Business Application



Name of Organization: _____

Address: _____

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

Type of Business: _____

Business Phone: _____

Website Address: _____

1. Person Completing Application—Person to be contacted if there are questions about application.

Name & Position: _____

Contact Info (phone or email): _____

2. Primary Point of Contact--Person will be added to the network email list for all notifications.

Name & Position: _____

Email: _____

3. Secondary Point of Contact—Additional person to receive email notifications.

Name: _____

Email: _____

Completed applications can be emailed to VeteranFriendlyBusiness@DMAVS.nh.gov

ELIGIBILITY CRITERIA

All eligibility criteria must 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.

VETERAN EMPLOYMENT DATA

Please provide the following data to the best of your knowledge from your most recent count **of your NH based facilities**. This information will be used by the Department to monitor progress of network initiatives and trends occurring within the network.

	Enter #
Number of employees who have served, or are serving, in the military.	
Number of employees who have a spouse who has served, or is serving, in the military.	
Number of Service members or Veterans hired in the past 12 months.	
Number of Service members or Veterans that have left employment in the past 12 months.	
Number of Total Employees at your Organization	

Over the next several pages, please check any and all boxes that pertain to the actions your organization currently utilizes to support Veteran employees and job seekers. There is no minimum requirement for any category, we will assess your application as a whole. The items indicated in bold font are for the use of NH DMAVS staff. Please feel free to include any other actions not listed in the box below. Any questions can be directed to Erica Webb at VeteranFriendlyBusiness@DMAVS.nh.gov.

HONOR

NH Veteran-Friendly Businesses **HONOR** Service Members, Veterans and their Families by **recognize military experience and commitment** through implementing strategies, policies and practices that recognize and **HONOR** the service and sacrifice of military-connected employees, customers and/or clients/patients. Please indicate the ways in which your business **HONORS** Service Members, Veterans, and their Families.

Policies and Operational Practices

- Business is veteran owned.
- Employer has signed the 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 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 workplace with statements or content aimed at hiring Veterans.**

Training for Staff

- In the past 12 months, staff have participated in at least one training related to understanding basic military culture.
- For Service Provider agencies: In the past 12 months, staff have participated in at least one training teaching how to effectively identify Service members, Veterans and Family members the agency serves.

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. Please indicate the ways in which your business **FORTIFIES** Service Members, Veterans, and their Families.

Policies and Operational Practices

- Business is registered with State Labor Exchange to access Veteran job seekers. For more information: <https://nhworksjobmatch.nhes.nh.gov/vosnet/default.aspx>**
- 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, etc.)
- 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 12 months, business has participated in hiring events designed for Veteran job seekers (e.g., 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 (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, 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: [Ask the Question | Department of Military Affairs and Veterans Services \(nh.gov\)](#)

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 12 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.

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.**

Please indicate the ways in which your business **EMPOWERS** Service Members, Veterans, and their Families.

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 (e.g., spell out career advantage steps to grow Veteran employees into leadership roles, tuition assistance program for further professional development, etc.) 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 12 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.

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.** Please indicate the ways in which your business **IMPACTS** Service Members, Veterans, and their Families.

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 veteran’s programs, groups or charities.**
 - **In-kind donations of employee time to participate in veteran-specific groups/projects.**
- 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 12 months, staff have participated in at least one training related to how to promote wellness in the lives of SMVF.

Please include a brief description of your organization for us to use in marketing and social media below.

