

# Virginia Values Veterans

Bringing Veterans and Employers Together Across the Commonwealth



## **Background:**

Virginia has a unique opportunity to help Veterans gain career employment. While Virginia ranks 12th among states in total population, the Commonwealth ranks 7th in total Veteran population and 4th in Veteran working-age population. While many employers are unaware of the value Veterans can bring to their workforce, thousands more are seeking to hire Veterans as a part of their workforce but don't know how. Two of the most frequent questions pertaining to Veteran employment, from an employer's perspective are, "Why should I hire a Veteran?" and "Where can I find Veterans to hire?" The Virginia Values Veterans (V3) Program not only aims to educate and train companies on why it is a good business decision to recruit, hire, train, and retain Veterans, but also to help those committed companies meet their hiring goals.

## **Educate – Train – Connect**

**The V3 Program provides education, training, and connectivity resources to assist companies recruit, hire, and retain a highly-skilled, well-educated, and easily-trained leadership talent pool: Virginia's Veterans.** The Virginia Department of Veterans Services is fully-engaged in this venture with a firm confidence that hiring Veterans is not just the right thing to do – understanding who Veterans are and hiring them will increase organizational productivity and efficiency.

## **Authority and Mandate:**

The Code of Virginia (§ 2.2-2001.2) mandates the Department of Veterans Services (DVS) to "develop a comprehensive program to reduce unemployment among veterans by assisting businesses to attract, hire, train, and retain veterans. Such program shall promote strategies for connecting employers to qualified veterans and include (i) a workforce assessment and training program for participating employers and (ii) a certification process for participating employers with the objective of setting measurable goals for hiring and retaining veterans."

## **Execution:**

V3 Member companies will join a highly respected field of private- and public-sector organizations that have committed to hiring Veterans, and will have access to cutting-edge best practices in recruiting, hiring, and retaining Veterans. Companies who complete all training requirements will be recognized as an official "V3-Certified Company," and awarded a certificate from the Governor of Virginia.

In order for companies to become certified, they must first go through a curriculum that educates them on

- The value of hiring Veterans
- Building a business case for hiring and retaining Veterans
- Best practices in recruiting, hiring, and retaining Veterans.

## **Virginia Values Veterans (V3)**

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## Steps towards V3 Certification: “Get Enrolled, Get Trained, Get Certified”

- I. Company enrolls in program by submitting application and cover letter.
- II. Company completes all Training Requirements within one year (approximately 6 hours total training time).
- III. Company completes and submits Organizational Veteran Hiring Plan to the Department of Veterans Services.

Upon approval, your company will receive the official V3-Certified Company seal and certificate, and be recognized by the Commonwealth of Virginia as a great place for Veterans to work.

### V3 Program Success to Date (July 2012 – January 2015):

- Hundreds of Certified Companies
- 10,000+ Jobs Pledged to Veterans
- 7,000+ Actual Hires Reported
- 25+ Training Events conducted

### Goals for Fiscal Year (FY) 2015 July 1, 2014-June 30, 2015:

DVS has launched a **state-of-the-art curriculum** on July 1, 2014, which draws from nationwide best practices, and increases connectivity resources for V3-Member Companies.

- 350 V3 Companies
- 15,000 Jobs Pledged for Veterans
- 9,000 Veteran Hires Reported
- 20 V3 Training Events

#### **Additional V3 Points of Contact**

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## Virginia’s Veteran Population at a Glance (The Market):

68% of Virginia’s Veterans are in the Working-Age Population = 572,000 Veterans

- The national average is only 55%.<sup>1</sup>

68% of Virginia’s Veterans participate in the labor force

- The national average is only 50.3%<sup>2</sup>

### **Virginia Rankings:**

Overall Population – 12<sup>th</sup> (8.2 Million)

Overall Veteran Population – 6<sup>th</sup> (843,000)

Overall Veteran Working-age population – 4<sup>th</sup> (572,000)

Veteran education and vocational \$ spent per capita – 2<sup>nd</sup> (\$1,040)

Working-age veterans per capita – 1<sup>st</sup> (68%)

Veterans labor force participation rate – 1<sup>st</sup> (68%)

Veteran labor force growth rate over past five years – 1<sup>st</sup> (12%)

Veteran population growth rate over next five years – 1<sup>st</sup> (1.06%)

Number of Veteran-owned small businesses – 1<sup>st</sup> (1,000+)

Unique Veteran patients per capita – 50<sup>th</sup>

Veteran healthcare \$ spent per capita – 50<sup>th</sup>

### **Conclusion**

Virginia’s Veteran population is young, eager to work, highly educated, highly trained, healthy, and growing!

### **Strategic Partnerships:**

Bringing together a collaborative alliance of federal, state, and local agencies, as well as leading representatives of the private sector to constitute a strategic group of stakeholders that can influence policy and regulations favorably for increased Veterans’ employment opportunities. Representatives from the private sector include executive members of:

- Virginia Chambers of Commerce
- Northern Virginia Technology Council
- Virginia Manufacturer’s Association
- Virginia Energy Workforce Council
- Virginia Ship Repair Association
- Virginia Healthcare and Hospital Association

1 Source: US Department of Veterans Affairs, *Veteran Population Survey 2011*. Working-age population is defined by the US Census Bureau as between 18 and 64.2

2 Source: US Bureau of Labor Statistics, *Employment Status of the civilian non-institutional population by state and veteran status, Quarter II 2014*.