



INNOVATING GEORGIA'S
WORKFORCE PIPELINE
CONFERENCE 2023



**Strengthen Your Teams
by Leveraging the
Talents of Veterans and
Military Spouses**



HIRE HEROES USA

Strengthen Your Teams by
Leveraging the Talents of
Veterans and Military Spouses





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About Hire Heroes USA

- ★ Hire Heroes USA empowers US military members, veterans and their spouses to succeed in the civilian workforce
- ★ We provide the following services
 - One-on-One, Personalized Career Support
 - Resume Preparation
 - Mock Interviews with Expert Volunteers
 - Federal Employment Assistance
 - Virtual Services: Webinars, Virtual Career Fairs



Our Impact in 2022

80

Virtual Events

19k

Resumes
Prepared

\$62k

Avg. Starting
Salary

>12k

Confirmed
Hires

88k+

Total Confirmed
Hires



Our Services



Career Coaching

Learn effective job search, networking and interviewing techniques.



Resume Writing

Create the most important document in your job search with expert guidance.



Mock Interviews

Practice putting your best foot forward and make a great first-impression.



Mentoring

Receive career guidance from professionals in your desired field.



Direct Placement

Personalized recruitment including screening & delivery in a collaborative environment.



Career Events

Learn how to navigate the job search process.

Our services are global, virtual, and provided to fit our clients needs.





Misconceptions and Biases

How we perceive the military
culture today



The Veteran



- ★ Combined ethnic minorities account for 46.8% of the active duty population
- ★ More than just a rifleman
- ★ Reservists and National Guard service members are NOT gone all the time
- ★ 45% of veterans have a Bachelor's degree or higher and 65% have at least an Associate's degree
- ★ Less than 20% experience combat





The Military Spouse

- ★ Frequent Relocations– Many military families stay in one location for extended periods
- ★ They don't need to work– False! Not only do they need to work, they WANT to work
- ★ Military Spouses face higher than average unemployment and underemployment rates – True!





Benefits of Hiring Veterans and Military Spouses



Benefits of Hiring Veterans



Retention

Veterans stay with their initial company **8.3%** longer than non-veterans*



Promotions

Veterans are **39%** more likely to be promoted earlier than non-veterans*



Education

Veterans are **160%** more likely than non-veterans to have a graduate degree or higher*



Return on Investment

“Military friendly” firms had a higher return compared to firms not identified as military friendly (**7.23 %** vs 5.18%)**

*LinkedIn Veterans Opportunity Report

**Pollak, Arshanapalli, & Hobson, Military Friendly Firms

Benefits of Hiring Military Spouses



Retention

Military Spouse employment tenure is in line with the general population at 4.2 years



Education

89% have some college education
30% have a 4 -year degree
15% have an advanced degree

“Military spouses are force multipliers ... accessible, knowledgeable, professional. They are powerful influencers that bring diversity to decision-making and team dynamics. Provide them opportunities and they will bring that success to your teams,” said USAA lead business process consultant Steve Miller.



Veteran Candidate Traits

Leadership Skills

Discipline

Teamwork and
Collaboration

Technical Skills

Security Clearance



Military Spouse Candidate Traits





Finding Military Talent



Connect With the Military Community



Virtual Offerings: Career Fairs, Webinars, Networking Events, & Employer Training

Discover our virtual events to connect with this unique talent pool. Engage candidates with company benefits, network at career connection events, fill open roles, and highlight the contributions of this talent pool to your staff. Our virtual platforms effortlessly connects you with qualified candidates nationwide.



Job Board

Post career openings in front of thousands of verified candidates and access our resume database as a "partnered employer." Enjoy dedicated account support and visibility in our monthly newsletter. Various posting packages available.



Target Email Campaigns

Connect a pool of qualified job seekers based on specific search criteria. Engage these candidates with custom content, highlighting benefits, job openings, and upcoming events. Rest assured, we'll provide email performance metrics the following week for your evaluation.



Direct Placement

Leave the candidate recruitment, prescreening, and prevetting to Hire Heroes USA. Benefit from our personalized top candidate recommendations. Pay only after success, with a 60-day retention guarantee. It's a risk-free solution for your hiring needs.



Success Stories



Vita Perez

Marine Corps Veteran

“Hire Heroes USA’s commitment, knowledge, and candor facilitated the draining job search process and helped me get hired. They helped me get through the numerous challenges I faced during the process. Moments and countless thoughts of giving up entirely crossed my mind several times, but the encouragement, resource guidance, regular checkins, career guidance, and insights on the job market kept me hopeful and motivated me to keep on pushing through.”





MILITARY

SALUTING YOUR SERVICE



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