



NATIONAL ASSOCIATION OF  

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Community Health Centers



America's Voice for Community Health Care



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## *America's Voice for Community Health Care*

The National Association of Community Health Centers (NACHC) represents Community and Migrant Health Centers, as well as Health Care for the Homeless and Public Housing Primary Care Programs and other community-based health centers.

Founded in 1971, NACHC is a nonprofit advocacy organization providing education, training and technical assistance to health centers in support of their mission to provide quality health care to medically underserved populations.



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## The NACHC Mission

To promote the provision of high quality, comprehensive and affordable health care that is coordinated, culturally and linguistically competent, and community directed for all medically underserved populations.



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**For further information about NACHC  
and America's Health Centers**

**Visit us at [www.nachc.com](http://www.nachc.com)**



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Community Health Centers

# **Tapping into Military Talent**

## **Strategies for Hiring and Retaining Veterans**

Meg Meador, MPH, C-PHI

October 19, 2014

# The Context

- 140,000 service members leave active duty annually
- Opportunity to link pool of workers and needs of health centers → mutual benefit
- In 2011, the unemployment rate for veterans who served on active duty in the U.S. Armed Forces at any time since September 2001 was 12%
- By the end of 2013, 9% (national ~6.6%)



# *VOW Hire to Heroes Act*

**Solution:** train job-seeking veterans to find and attain employment, while creating opportunities for employers to meet those veterans

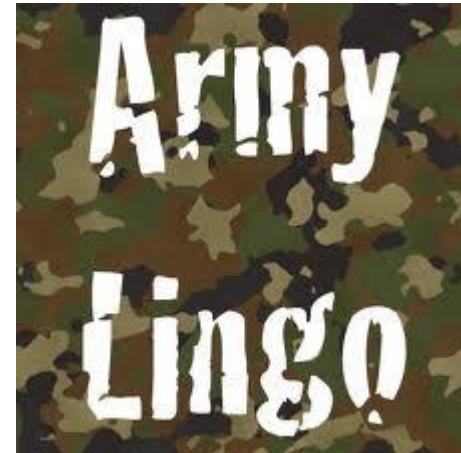


***In 2011, President Obama issued a hiring veterans initiative with a goal of health centers hiring 8,000 veterans by December 2014, or roughly one veteran per health center site.***



# Challenges

- **Many veterans struggle to market themselves effectively**
  - Hiring managers have trouble understanding military lingo and identifying transferable skills



- **Stigmas**
  - Perception that service members lack creativity, only follow orders, or have a drill sergeant bearing
  - Some employers believe Iraq and Afghanistan veterans are not good job candidates due to physical or psychological disabilities



# Challenges

- **Acclimation**
  - Employers worry veterans may not fit into corporate culture
- **Future Deployments**
  - Army National Guard or Reserve



# *Why Hire a Veteran?*

- Accelerated Learning Curve
- Leadership
- Teamwork
- Diversity and Inclusion in Action
- Efficient Performance under Pressure
- Respect for Procedures
- Accountability



# *Why Hire a Veteran?*

- Technology and Globalization
- Integrity
- Conscious of Health and Safety Standards
- Triumph over Adversity
- Resourceful
- Lower Turnover



# Case Study

- **Beaufort-Jasper-Hampton Comprehensive Health Services, Inc. (BJHCHS)** currently employs 20 veterans – about 10% of its workforce. Two-thirds are working non-clinical jobs.

- **Why? Value Proposition**

- Mission focus
- Initiative
- Teamwork
- Organizational and time management skills
- Loyalty to the organization - *retention rates are almost double the rate of the non-veteran workforce!*





*Tapping into Military Talent*

## **New York Resources**



# How many are Currently Serving?

## New York

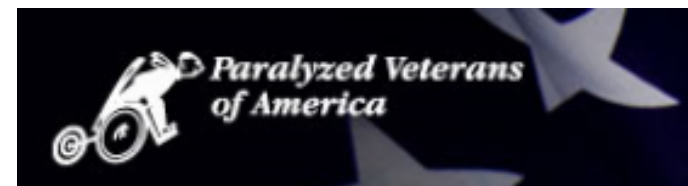
Service	Total Personnel
Army	17,219
Navy & Marine Corps	2,636
Air Force	677
Coast Guard	1,218
<b>Total Active Duty Military</b>	<b>20,532</b>
Reserve and National Guard	50,665
<b>Total Personnel</b>	<b>71,197</b>

Source: American Forces News Service



# Strategies

- Talk to your existing military veteran workforce.
- Cultivate the local veteran network
  - American Legion,
  - Veterans of Foreign War
  - Paralyzed Veterans of America
  - Disabled American Veterans, Iraq/Afghanistan Veterans of America



# Strategies

- Other local veteran organizations.
  - **Nearby VA Hospitals and clinics** can be found at:  
[www2.va.gov/directory/guide/division\\_flsh.asp?dnum=1](http://www2.va.gov/directory/guide/division_flsh.asp?dnum=1)
  - **Nearby Vet Centers** can be found at:  
[www2.va.gov/directory/guide/vetcenter\\_flsh.asp](http://www2.va.gov/directory/guide/vetcenter_flsh.asp)
  - Local Veterans' Employment Representatives (**LVERs**)
  - Disabled Veterans' Outreach Program (**DVOP**)



- **Local Veterans Employment Representatives (LVERs)**
  - **Employment services** - counseling, aptitude testing, identifying training and employment opportunities
  - **Not individualized** except to target resumes for employers.
  - **Ratio:** Usually, one full-time LVER for every 1,100+ Veterans who registered for assistance in the preceding year.

# Local Veterans Employment Representatives

DEPARTMENT OF LABOR Career Services A-Z Index Translate

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- Overview
- Training and Education
- Find a Local Veterans' Employment Representative**
- Apprenticeship Opportunities
- Specialized Services
- Forms and Publications
- New York State Career Centers



Map Sat Ter

Use the zoom feature above to find a New York State Career Center near you.

<http://www.labor.ny.gov/vets/employspec/veteransemployspec.shtm>

- **Disabled Veterans Outreach Program (DVOP)**
  - **Provide outreach and offer assistance** to disabled and other Veterans by promoting community and employer support for employment and training opportunities.
  - **Case management employment services** - resume and interview preparation, identifying tailored training and employment opportunities
  - **1,400 disbursed nationally**
  - **New York Director for Veterans' Employment and Training (DVET):**  
*Barry Morgan*  
*Phone: (518) 457-7465*  
*E-mail: morgan.barry@dol.gov*

# On-Post/Base Career Programs

Partner with on-post organizations who can reach service members before they leave active duty:

## **Soldier for Life: Transition Assistance Program – Fort Drum**

Contact:

Lorrie Guler

Transition Services Manager

(315) 772-3284

[lorrie.s.guler.civ@mail.mil](mailto:lorrie.s.guler.civ@mail.mil)



**TRANSITION ASSISTANCE PROGRAM**  
*Start Strong • Serve Strong • Reintegrate Strong • Remain Strong*



**ARMY CAREER & ALUMNI PROGRAM**  
The Army's Official Transition website

CONTACT | FAQ | LOCATIONS | VIRTUAL CENTER | CALL US: 1-703-695-5418

LOG-IN



U.S. ARMY

ARMY STRONG:





# SFL TAP – Fort Drum

## SFL TAP mission:

- **Prepare**
  - Counseling
  - Seminars and workshops
- **Connect**
  - Network with employers, schools, service organizations
  - Hiring events
  - Identify apprenticeship/ internship/OJT opportunities



**TRANSITION ASSISTANCE PROGRAM**  
*Start Strong • Serve Strong • Reintegrate Strong • Remain Strong*



# Fort Drum SFL TAP Partners

- **Department of Defense** – all service members must be afforded the opportunity to receive transition services – TAP; core services
- **Department of Veterans Affairs** – individual counseling, claims processing, benefits briefings, Veterans Employment Center
- **Department of Labor** – 3-day employment workshops, LVERs & DVOPs
- **U.S. Small Business Administration** – Boots to Business seminar, counseling via the Small Business Development Centers



# Other Hiring Strategies

- Participate in events that connect to veterans and their families
- Consider paid media to prepared military markets



# *Veterans Hiring Fairs*



*Hiring Our Heroes New York City - March 27, 2014*



# Finding Hiring Fairs

## FIND A HIRING FAIR



## UPCOMING EVENTS

WEDNESDAY, MAY 7, 2014: BIRMINGHAM, AL

WEDNESDAY, MAY 7, 2014: KANSAS CITY, MO

**THURSDAY, MAY 8, 2014: ROCHESTER, NY**

THURSDAY, MAY 8, 2014: SALISBURY, MD

SATURDAY, MAY 10, 2014: MILWAUKEE, WI

[View more hiring events](#)

## NEWS

**HIRING OUR HEROES HOLDS VETERANS JOBS SUMMIT IN FORT CAMPBELL**

<http://www.hiringourheroes.org/hiringourheroes/events>



# *Transition Assistance Program Job Fairs*

## **Transition Assistance Program (TAP) Job Fairs**

- Hosted at five military installations in the state including:
  - Fort Drum
  - West Point
  - Fort Hamilton
  - Stewart Air National Guard Base
  - Naval Support Unit at Saratoga

# Finding Hiring Fairs

## Army Career and Alumni Program - Job Fairs

Today   Wednesday, November 19   Print 

### Wednesday, November 19

9:00am Fort Meade Job Fair

10:00am Knox Career Day

11:00am NSAB/WRNMMC Employer Networking Event

### Friday, November 21

11:30am West Point Mini Job Fair

When Fri, November 21, 11:30am – 1:30pm

Where ACS Lounge, Building 622 Swift Road West Point, NY (

Description Rachel Coleman, 845-938-0634

[more details»](#) [copy to my calendar](#)

### Monday, December 1

9:00am Fort Hood SFL: TAP Mini Job Fair

10:00am Drum Job Fair

When Mon, December 1, 10am – 2pm

Where Fort Drum ([map](#))

Description Lorrie Guler; 315-772-3284

[more details»](#) [copy to my calendar](#)

### Wednesday, December 3

10:00am Knox Employment Event

Fort Drum has quarterly job fairs, some of which have one day focused on health care employment

<https://www.acap.army.mil/calendars/ACAP%20Job%20Fairs%20Calendar.aspx>



# Advertising Health Center Positions

## Take advantage of free venues!

- Hero to Hired <https://h2h.jobs/>
- Hire Veterans <http://www.hireveterans.com/>
- National Resource Directory  
<https://www.nationalresourcedirectory.gov>
- U.S. Chamber of Commerce Foundation: Hiring Our Heroes  
<http://www.hiringourheroes.org>
- Project: Return to Work Inc. (R2W)  
<http://www.return2work.org/>
- U.S. Department of Veterans Affairs: Vet Success  
<https://www.vetsuccess.va.gov/public/index.html>
- Army Career and Alumni Program  
<https://www.acap.army.mil/default.aspx>



# Advertising Health Center Positions

**ARMY CAREER & ALUMNI PROGRAM**  
The Army's Official Transition website

LOG-IN

U.S. ARMY  
ARMY STRONG!

CONTACT | FAQ | LOCATIONS | VIRTUAL CENTER | CALL US: 1-703-695-5418

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- [REGISTERED EMPLOYERS](#)
- [WHO WANT TO HIRE](#)
- [VETS](#)

## Employers Guide

### Helpful Hints

#### EMPLOYERS WHO WANT TO HIRE VETERANS

Your company can become an ACAP Employer Partner and have free, easy access to transitioning Soldiers and veterans by taking a few minutes to register with EMPLOYERS WHO WANT TO HIRE VETERANS. A completed registration lists your company on ACAP On-Line, the Army's official transition website, and makes it easy for you to advertise job opportunities and reach qualified job seekers.

Contact Us

**ASK ACAP:**  
Contact Via Email

**Call Center:**  
1-703-695-5418

SFL TAP (formerly ACAP) is unique in that it connects employers with both transitioning service members as well as veterans



# *Advertising Health Center Positions*

## **Other veterans sites charge:**

- Hire Heroes USA: <http://jobs.hireheroesusa.org/>
- Military Officers Association of America <http://www.moaa.org/>

## **Uniformed Services Health Professional Placement (USHPP)**

- Job placement representing active duty and transitioning military clinicians and allied health workers
- Provides discounted clinician referral services to NACHC members seeking clinicians

<http://www.ushpp.com/employer-services.html>

# Advertising Health Center Positions

## Social Media



**Fort Drum Army Career & Alumni Program-ACAP**

March 25

Nurse Case Manager - St. Louis IHM – 81323

Anthem Blue Cross and Blue Shield is a proud member of the WellPoint family of companies. At Anthem, we are working together to transform health care with trusted and caring solutions.

Bring your expertise to our innovative culture where you will have the opportunity to make a difference in people's lives, and to take your career further than you ca... [See More](#)

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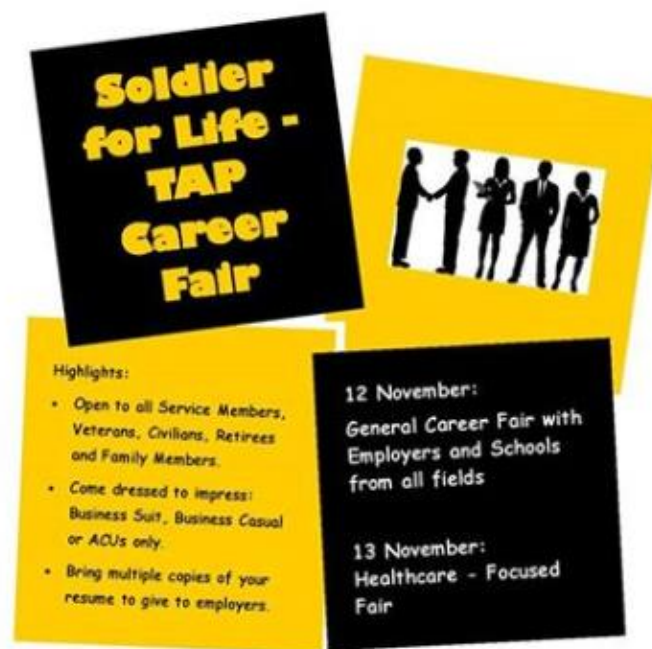
Fort Drum ACAP page:  
[www.facebook.com/DrumACAP](http://www.facebook.com/DrumACAP)



**Fort Drum Army Career & Alumni Program-ACAP**

October 8

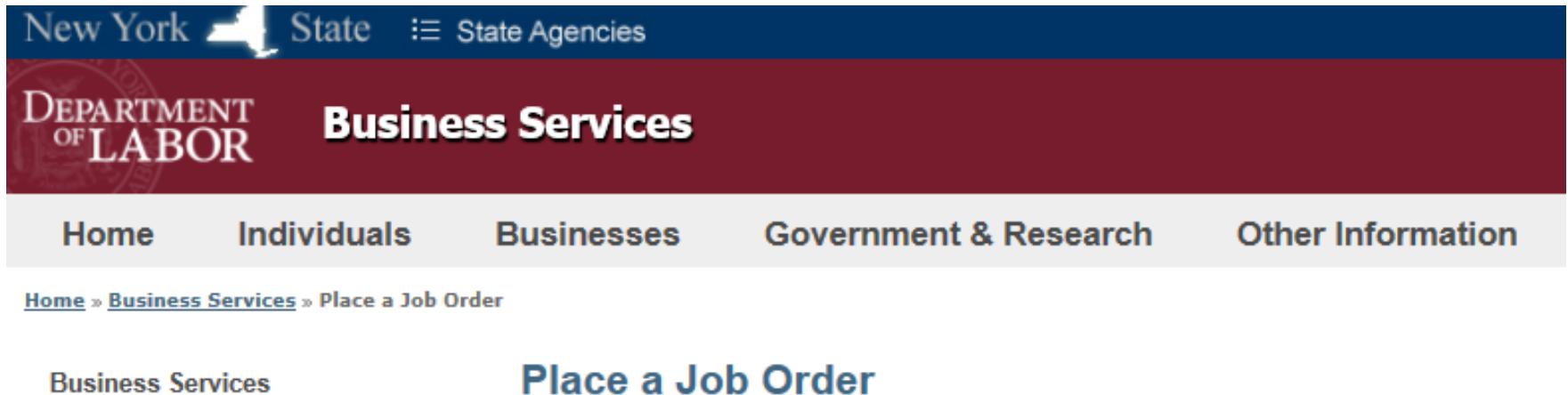
Save the date for our upcoming SFL-TAP Career Fair. It will be a two day fair; 12 Nov will be our general fair with employers, schools and service organizations from all fields. 13 Nov will be a healthcare focused fair. Please see flyer below for more info, hope to see you there.





Soldier for Life - Transition Assistance Program

# Advertising Health Center Positions

## State Job Banks



New York  State  State Agencies

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Business Services **Place a Job Order**

<http://labor.ny.gov/businessservices/services/perm.shtm>

# Retention Strategies

- Mentorship programs
- Opportunities for social support
- Opportunities for growth and advancement
- Understand veteran educational benefits
  - May be able to gain certification/credentials through GI Bill or other veterans education assistance programs





# Resources

NACHC: <http://nachc.com/veterans.cfm>, briefs/materials on FQHCs and hiring veterans

The [Veterans Hiring Guide...](#), provides employers with valuable information to establish a recruitment program by quickly connecting to America's Veterans.

Download an employer toolkit:  
[www.WTC.Army.mil/employers....](http://www.WTC.Army.mil/employers....)

Crosswalk military job specialties and terms to civilian jobs/skills <http://www.careerinfonet.org/MOC/>





# Resources

## Other toolkits:

- [The VA's Veterans Employment Toolkit...](#) - designed to provide useful resources to employers, managers or supervisors, and human resource professionals to support Veterans and members of the Reserve and National Guard in the workplace.
- [America's Heroes at Work...](#) - offers a step-by-step toolkit for employers interested in hiring Veterans. The toolkit provides information on how to develop your Veteran recruitment strategy and retention program.



# *Health Centers: Hiring Our Nation's Veterans*

<http://www.youtube.com/watch?v=uUY2JK2I7gU>

# Questions?



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