

# REACHING VETERANS AND MILITARY SPOUSES FOR CAREERS IN OLDER ADULT SERVICES

## INTRO

Americans are living longer. Over the next several decades, the number of us who are over 65 will nearly double to 88 million – and many of us will need help. Right now, we have a workforce crisis: there aren't enough people to provide high-quality help to older adults.

We need to encourage more people to join our field, including veterans and military spouses.

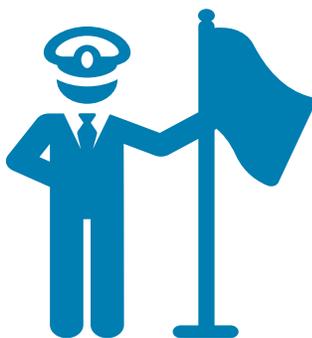
## BACKGROUND

Several studies make the case that hiring veterans is a wise business move, citing the tight enrollment standards, higher percentage of high school graduates compared to the general population, training in “soft skills” (leadership and ethics), and substantial education among the enlisted force. Other characteristics are high productivity and higher retention. The Work Opportunity Tax Credit is for organizations that hire a veteran who has a disability due to service, is unemployed, or receives food stamp benefits. Find out more about this program at <https://doleta.gov/business/incentives/opptax/>.

Military spouses have particular barriers to employment due to different state certification and licensing requirements, along with regular moves and the long-term deployments of their spouses.

## WHO MAKES UP THIS GROUP

### 19.4M VETERANS



- 180,000 service members leave the military each year

- Nearly 50% (9.7 million are in the workforce)



*of veterans are women and are the fastest growing category*



### 1M MILITARY SPOUSES

- *The unemployment rate in 2017 was 16%*

## WHERE TO REACH VETERANS

- Search for one of the 2,400 American Jobs Centers (AJC) in your zip code at <https://www.careeronestop.org/> and let them know you would like to hire a veteran.
- The AJC will provide resources and help you post your job on the National Labor Exchange and state job banks.

## WHERE TO REACH MILITARY SPOUSES

- The government is committed to assisting military spouses. Find them through the Military Spouse Employment Partnership, which allows companies to become partners and post jobs at <https://msepjobs.militaryonesource.mil>

## TIPS FOR RECRUITING AND RETAINING VETERANS OR MILITARY SPOUSES

- Have a specific recruitment plan that has the support of top leadership or it will fail.
- Find the veterans in your organization and encourage them to reach out to fellow vets.
- Create a veteran's group in your organization to support and develop veterans.
- List competencies rather than years of experience in job postings. Use words such as leadership, personal accountability, mission, and experience with diverse teams. Focus on transferrable skills, resilience, etc., in job descriptions.
- Ensure jobs have clear expectations, advancement opportunities, mentors, and meaning.

## OTHER RESOURCES

- Department of Labor – “America’s Heroes at Work – Veterans Hiring Toolkit” (<http://www.dol.gov/vets/ahaw>). The toolkit provides information and guidance to employers who want to recruit and hire veterans.
- US Chamber of Commerce – “Hiring our Heroes” at <https://www.uschamberfoundation.org/hiring-our-heroes> which is geared to helping veterans and military spouses find employment.
- <https://www.vetemployerroadmap.org/>
- [National Labor Exchange](#)
- [National Association of State Workforce Agencies](#)

(Sources: The U.S. Department of Labor)