



GETTING STARTED GUIDE

Thank you for providing veterans, service members and military spouses with the opportunity to continue their mission of serving America’s suburban and rural communities. The purpose of this Getting Started Guide is to help you identify steps to attract and recruit veterans.

Step	Description	Action
1	Make the Commitment. Make the commitment to Vets Power Us to increase the focus on employing and honoring veterans.	<ul style="list-style-type: none"> • Click here to take the pledge and to commit to recruiting, hiring and honoring veterans and veteran spouses.
2	Celebrate Making the Commitment. Share with your employees, members and community.	<ul style="list-style-type: none"> • Engage your veteran employees as champions for this initiative. • Announce the commitment to your employees. • Promote the Vets Power Us brand and website with your community. • Offer employees the opportunity to support your co-op’s recruiting, hiring and honoring efforts.
3	Identify Your Workforce Needs. Document your anticipated workforce needs for the next 12-18 months.	<ul style="list-style-type: none"> • Create a consolidated list of anticipated new positions based on known retirements, new headcount and other anticipated turnover. • Consider the core competencies, attributes and skills that you need for your organization’s culture and your workforce now and in the future.



Step	Description	Action
4	Locate Your Local American Job Center for assistance with hiring veterans.	<ul style="list-style-type: none"> • Visit the DOL/VETS website: veterans.gov. • Connect with the veteran employment representative at your local American Job Center* to tell the cooperative story and explain potential employment opportunities: servicelocator.org.
5	Create Military-Friendly Job Descriptions. Improve your veteran outreach by describing military-specific competencies and capabilities that translate to civilian positions.	<ul style="list-style-type: none"> • Engage your American Job Center veteran representative for support writing military-friendly job descriptions. • Describe desired attributes in terms of competencies rather than years of experience. Avoid acronyms that are known only in our industry. • Talk about your co-op's value proposition in your job description—benefits, co-op culture, principles, etc.
6	Post Your Jobs on Multiple Military-Connected Job Sites. Prioritize and maximize the exposure of your jobs to veterans and military spouses.	<ul style="list-style-type: none"> • Post your jobs on NRECA's Cooperative Career Center: careers.electric.coop. • Post your jobs on your state job bank/workforce system: careeronestop.org. • Learn more about the Vocational Rehabilitation and Employment (VR&E) program's opportunities and incentives: benefits.va.gov/VOW/for-employers.asp.



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7	<p>Talk to Your Local Universities, and Community and Technical Colleges. Share your interest and commitment to hiring veterans and ask how you can partner with them.</p>	<ul style="list-style-type: none"> • Promote your commitment to veteran employment at their career centers. • Discuss opportunities to leverage the G.I. Bill benefits to attract veterans to participate in training programs, on-the-job training (OJT), or apprenticeships to prepare them for the utility industry. • Connect with Student Veteran Chapters and Yellow Ribbon Programs. Support their events, talk about your co-op and the national network of 900+ co-ops. • Attend career fairs with veteran employees on behalf of your co-op.
8	<p>Connect With Your Local Chamber of Commerce. Share your interest and commitment in hiring veterans and ask how they can help.</p>	<ul style="list-style-type: none"> • Discuss your interest in hiring veterans with representatives of the Chamber of Commerce Foundation’s Hiring our Heroes Program. • Participate in their Veteran Career Fairs and invite veteran employees to attend. • Request information about participating in their on-base job fairs (transition summits) and virtual job fairs.



***AMERICAN JOB CENTER DETAILS:**

Engage with the American Job Center staff, who can assist you in many ways, including:

- Assisting with writing military-friendly job descriptions and interpreting veteran resumes and skill sets.
- Translating military lingo, certifications and awards for greater clarity.
- Prescreening candidates on your behalf to determine qualified candidates.
- Posting your open jobs on your State Workforce System / State Job Bank and train you how to use it to access a large veteran pool.
- Providing local labor market data and workforce information.
- Coordinating job fairs / hiring events at your site or at a local veteran employment center and market the event for free.
- Providing education on how to leverage the Virtual Recruiter tool.
- Conducting resume searches with specific keywords or job histories.
- Helping with the development of apprenticeship programs.

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