Business Steps Up: HIRING OUR HEROES

U.S. CHAMBER OF COMMERCE

NCF®
1,020,000 Unemployed Veterans

Source: Dept of Labor and Bureau of Labor Statistics

12,000,000 Veterans in Civilian Workforce

Source: Dept of Labor and Bureau of Labor Statistics
Hiring Our Heroes Strategy for 2012 - 2013
Creating a Movement - 400 Communities

★ SCALING through existing partnerships with VEAC, ESGR, American Legion, RecruitMilitary, DOL VETS, and DoD

★ HIRING 500,000 Heroes - Small Business Campaign

★ BEATING the drum - Strategic communications
  ★ NBCUniversal; Other Networks (Fox, Spike)
  ★ Indy Car Racing Series
  ★ Got Your 6 Campaign

★ REFINING through new partnerships Transitional workshops to help vets with resume writing, financial literacy, mentoring, etc
Roadblocks and Shortfalls

- Misinformed and ill-prepared decisions about second careers
- Transition Assistance - Private Sector Solutions
  - For Unemployed Veterans in 400 Local Communities
  - Earlier access on military installations
- Personal Branding Initiative
- *Fast Track, Pipeline, Expressway* programs
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