

Veterans as a Strategic Assets Initiative

Detailed Research Findings

May 2014



Objectives and Methodology

The objectives of the Veterans as a Strategic Assets Initiative is to gain an understanding practices around teaching and hiring veterans, in order to position veterans as a strategic asset for the Illinois Joining Forces (IJF) and the Student Veterans of America (SVA). More specifically it is to explore the following:

- General attitudes, behaviors and perceptions surrounding the workplace;
- The analysis into employers' attitudes, behaviors and perceptions surrounding veterans in the workplace;
- The analysis into those who work in higher education/community college/workplace training non-profits and attitudes, behaviors and perceptions higher education/community college/workplace training non-profits surrounding veterans;
- The analysis into veterans seeking jobs, to understand current challenges, opportunities and key features that resonate with this target audience.
- Identify attributes, skills and experiences that effectively position Veterans as strategic assets rather than corporate social responsibility program among employers and those in higher education/community college/workplace training non-profits.

Edelman Berland conducted a global, 10-minute online survey from January 9 to May 7, 2014. The findings are based on 1,628 responses including 1,469 veterans, n=89 employees, and n=70 community partners including those in higher education/community college/workplace training non-profits.



Illinois Department of
Veterans' Affairs



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*Supporting Service Members, Veterans
and their Families*

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OUR
HEROES.**
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of AMERICA**

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KEY FINDINGS

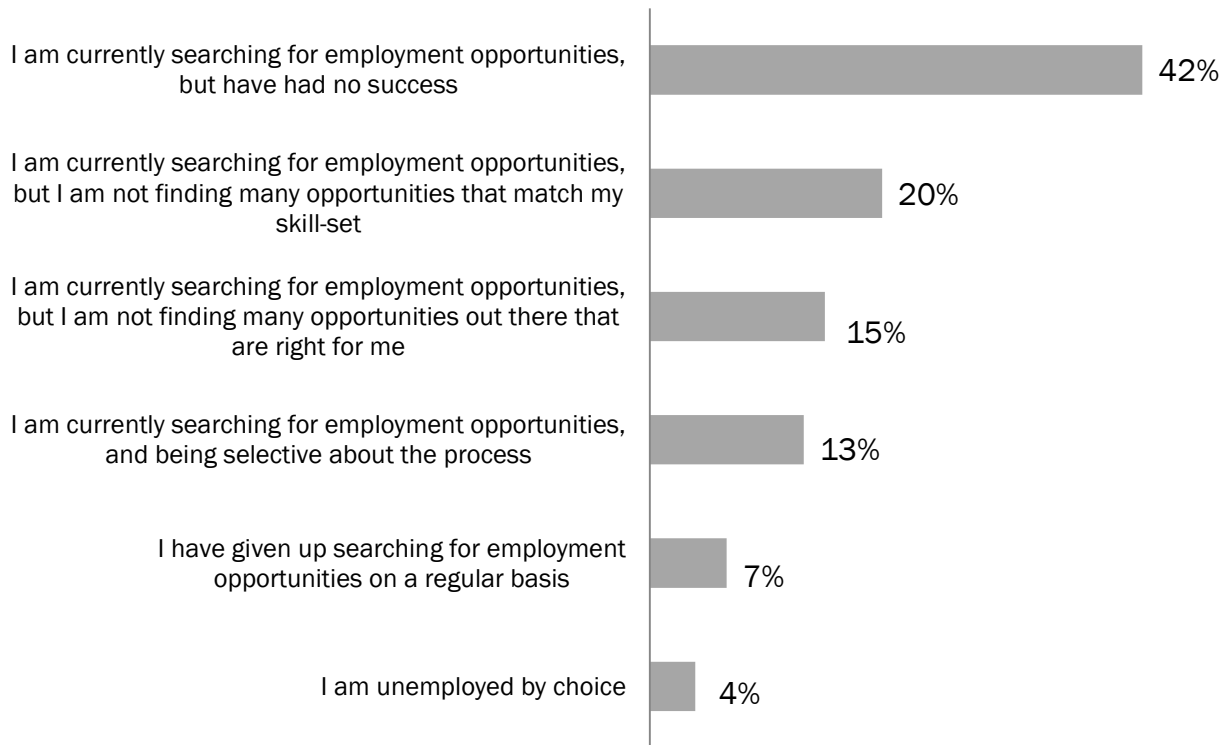


84% of *employers* say their organization actively seeks out and recruits veterans

99% of *community partners* say their organization helps veterans find employment

HOWEVER DESPITE ACTIVE
SEARCHES FROM EMPLOYERS
AND COMMUNITY PARTNERS...

69% of Veterans are *currently unemployed*

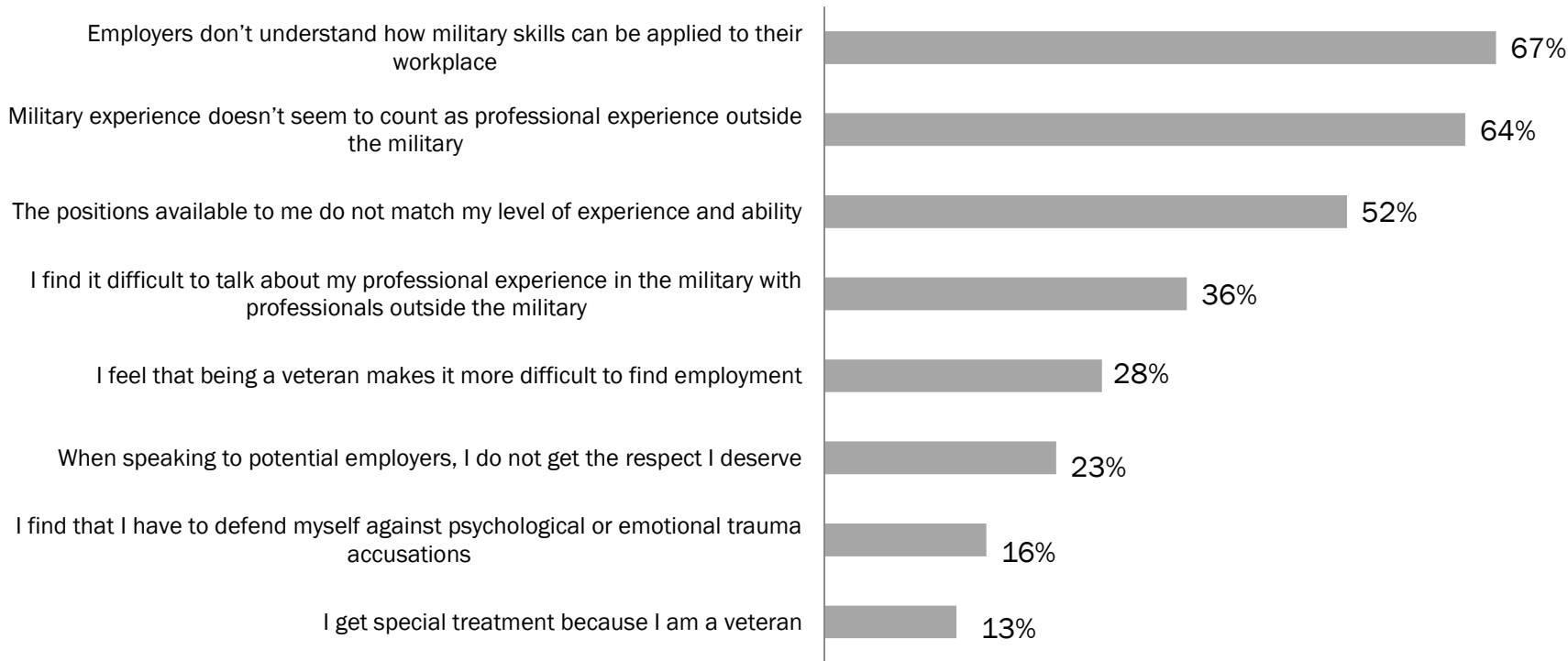


Of those unemployed,
90% are
currently searching



Veterans need most help with getting employers to understand how their military skills count in the workplace

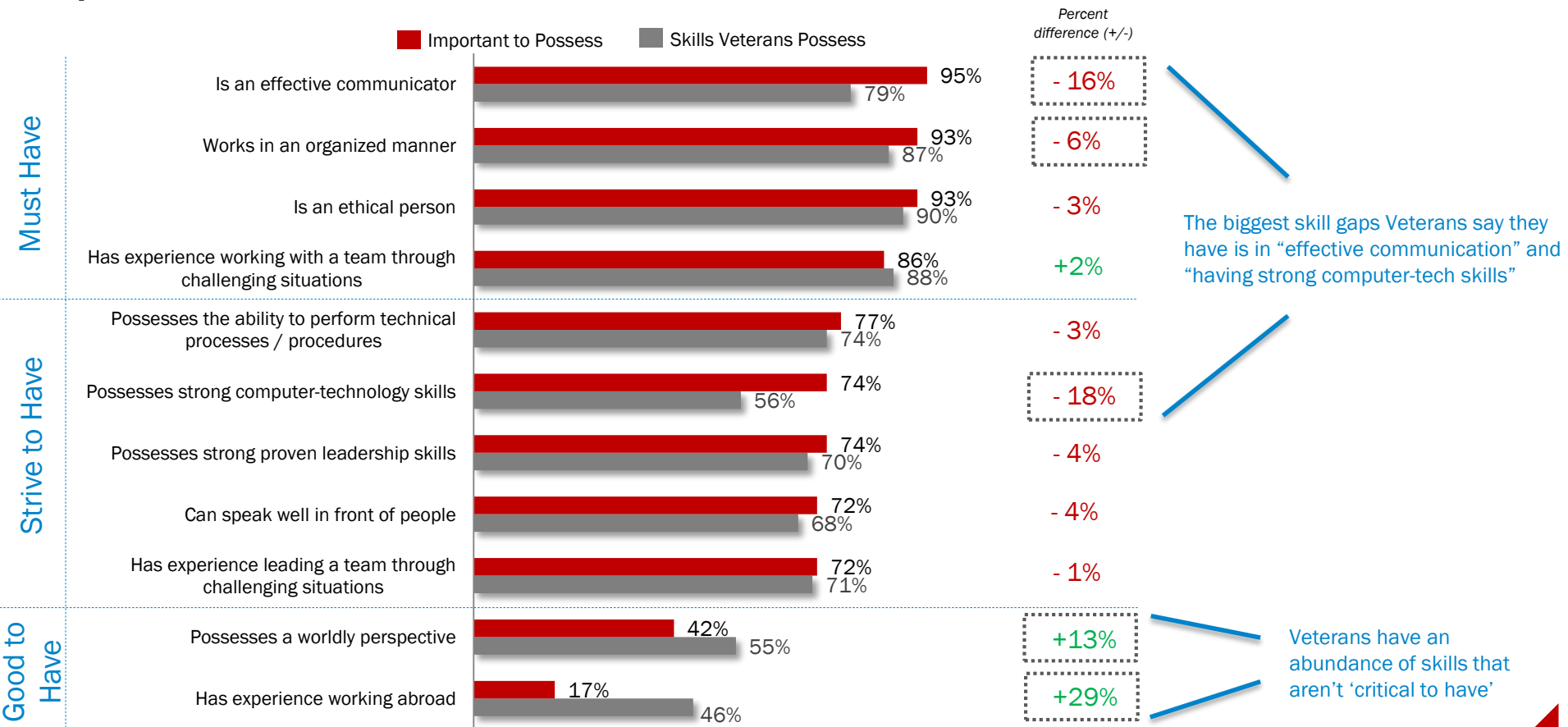
Veterans Agree that...





Being an effective communicator is the 'must have' skill that Veterans need help with

Skills Important to Have vs. Skills Veterans Possess



The biggest skill gaps Veterans say they have is in "effective communication" and "having strong computer-tech skills"

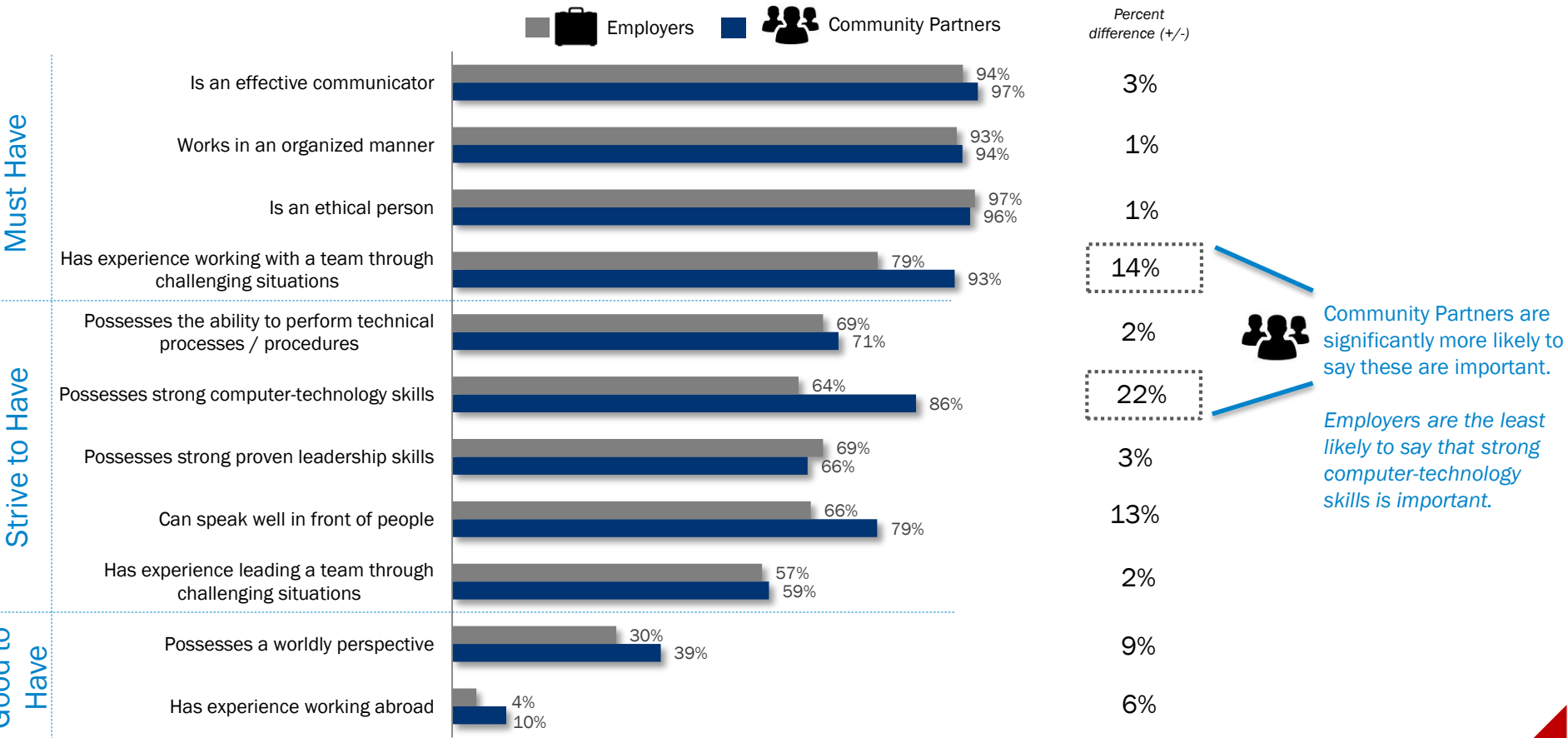
Veterans have an abundance of skills that aren't 'critical to have'

Q2. How important do you believe the following skills are for a person to possess in order to be successful in the workplace? [EXTREMELY / VERY] (n=1,469)
Q29. Thinking about your overall ability, which of the following skills do you believe you possess? (n=1,469)

Employers and Community Partners agree on the important skillsets, but differ on computer-tech skills



Skills Important to Have



Community Partners are significantly more likely to say these are important.

Employers are the least likely to say that strong computer-technology skills is important.

Q2. How important do you believe the following skills are for a person to possess in order to be successful in the workplace? [EXTREMELY / VERY] (n=89 EMPLOYERS)(n=70 COMMUNITY PARTNERS)

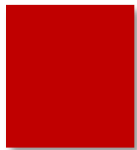
Having experience – particularly trained and diverse experience – is most important in the workplace

In the workplace, it is more important to...



Have experience

Have a fresh perspective



In the workplace, one is most effective in a given field if he or she...



Has trained experience in that field

Comes in with leadership experience in an unrelated field



In the workplace, it is more important to have professionals with...



A diverse set of experiences and skills

Extensive training and experience in a given field

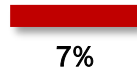


Successful colleagues put the advancement of...



The team or group over their individual interests

Individual interests the team or group



In the workplace, [Veterans: I prefer to work with] [Employers/Community Partners: employers are looking for] people who...



Have unique experiences and broad perspectives

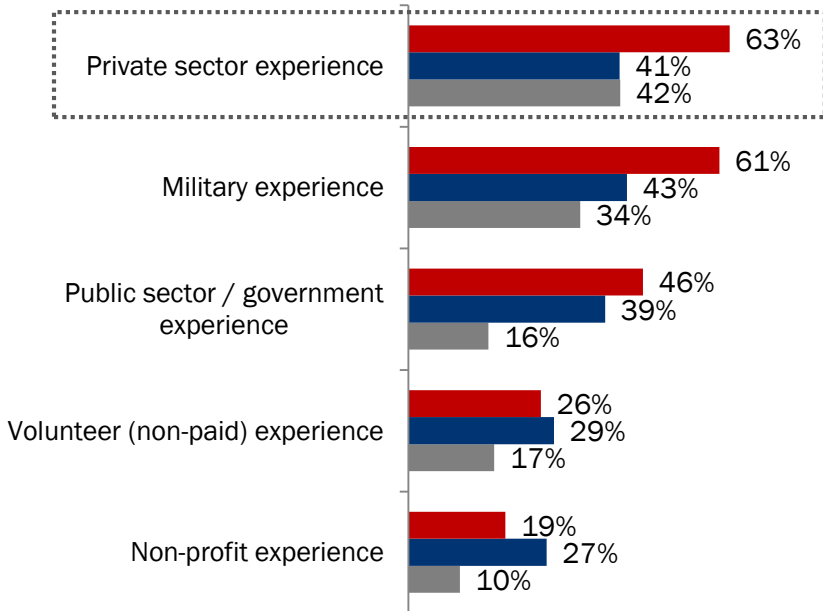
People who have the same experiences and similar perspectives









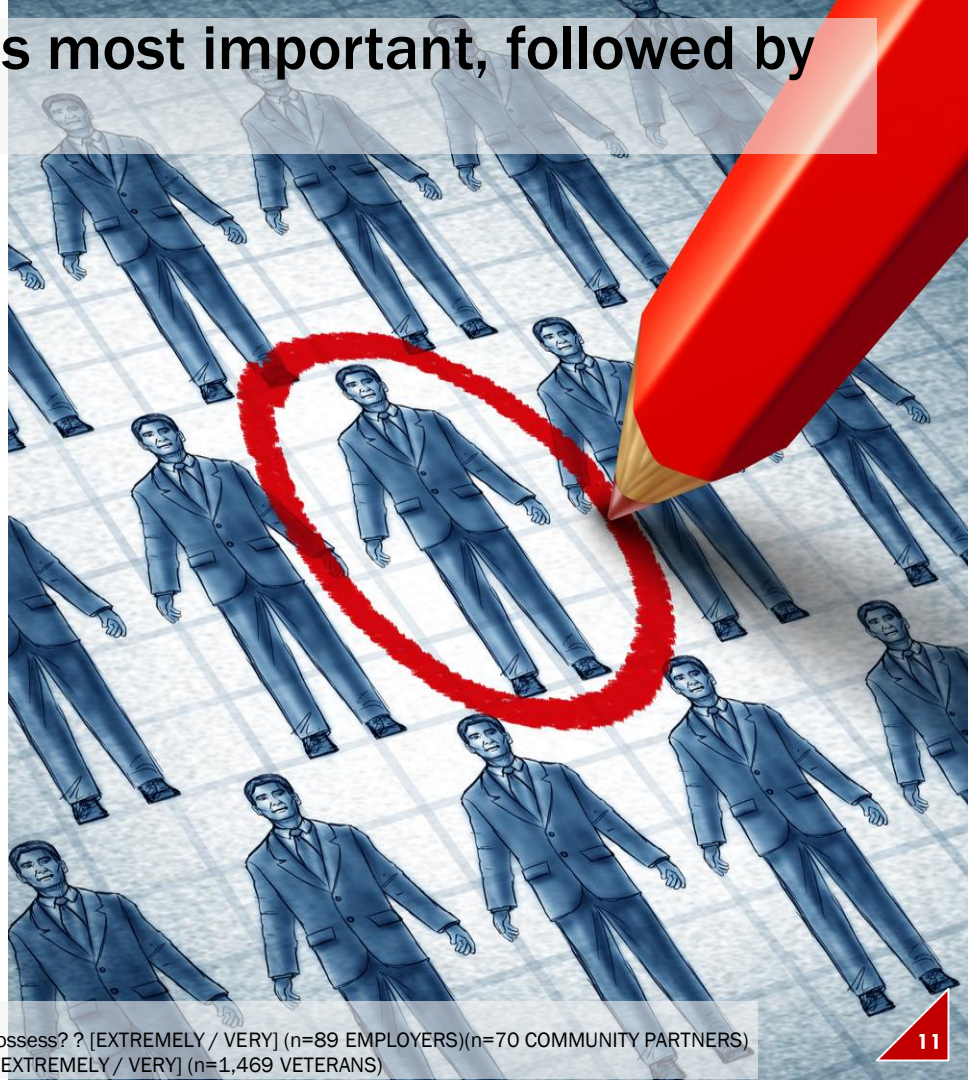
Can get the job done. An individual's personal experiences and perspectives are irrelevant in the workplace

All agree that private experience is most important, followed by military experience

How important are the following experiences for a potential candidate to possess?

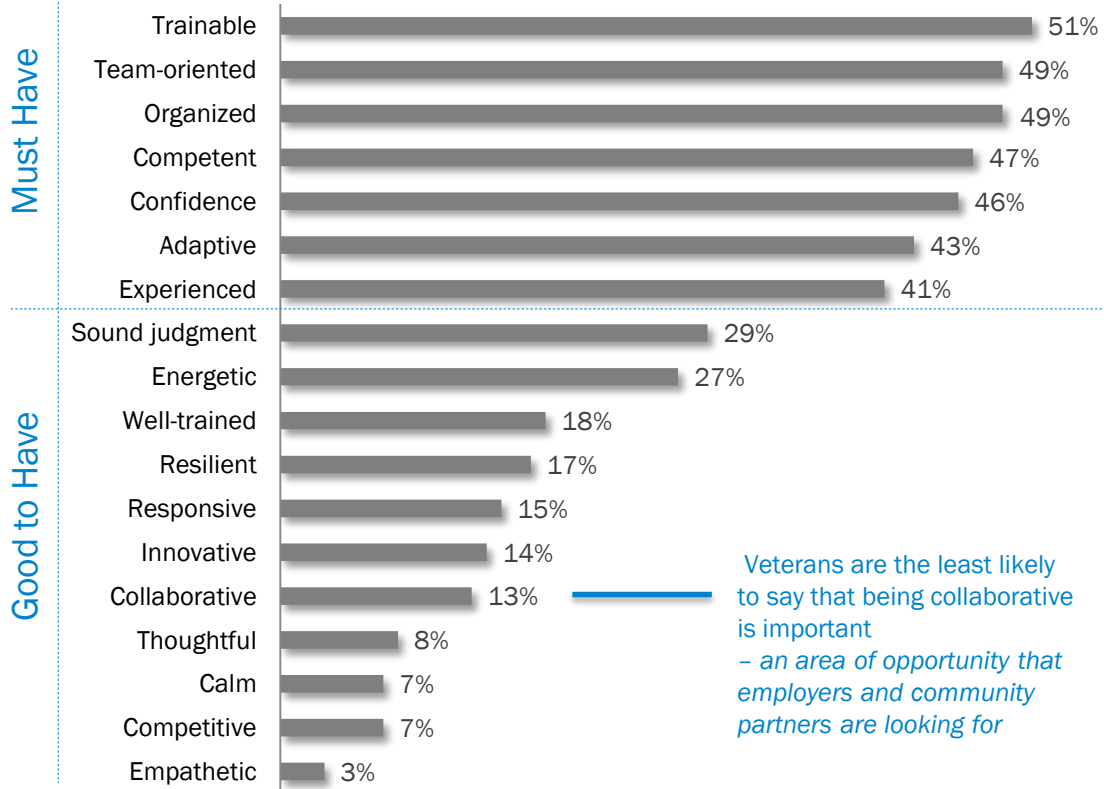


  Veterans
   Community Partners
   Employers



When searching for a job, all say being *trainable* is the most important for an individual to possess

Which of the following are most important to possess when searching for employment?



Veterans are significantly more likely to say the following is important:

- Organized (50%)** vs. Employers (36%) vs. Community (46%)
- Confidence (47%)** vs. Employers (33%) vs. Community (37%)
- Experienced (43%)** vs. Employers (26%) vs. Community (23%)



Employers are significantly more likely to say the following is important:


- Energetic (42%)** vs. Veterans (27%) vs. Community (14%)
- Collaborative (30%)** vs. Veterans (11%) vs. Community (34%)



Community Partners are significantly more likely to say the following is important:

- Collaborative (34%)** vs. Veterans (11%) vs. Employers (30%)
- Responsive (26%)** vs. Veterans (15%) vs. Employers (15%)
- Resilient (24%)** vs. Veterans (17%) vs. Employers (11%)

Veterans are the least likely to say that being collaborative is important – an area of opportunity that employers and community partners are looking for



84% of employers
are *very likely* to consider
hiring someone that has
served in the military

“Because my belief is they are disciplined, trainable, and have a good outlook.”



“Being a Veteran myself, I understand the hardships Veterans are faced with during their time in the service and when they transition back to their civilian life. The adjustments, sacrifices, and determination that are needed in the service establishes a great foundation for excellent leader's within the work force.”

“Military candidates offer significant value in terms of their safety training, their strong ability to follow procedures, their leadership training and ability to work well under pressure in challenging situations.”

“It all comes down to meeting the basic qualifications. If they have military experience and meet the qualifications then they would be very likely to get hired.”

Q9. How likely are you to consider hiring someone that served in the military? [VERY]

Q10. Why do you say that you would be [VERY/SOMEWHAT] to consider hiring someone that served in the military? (n=89)

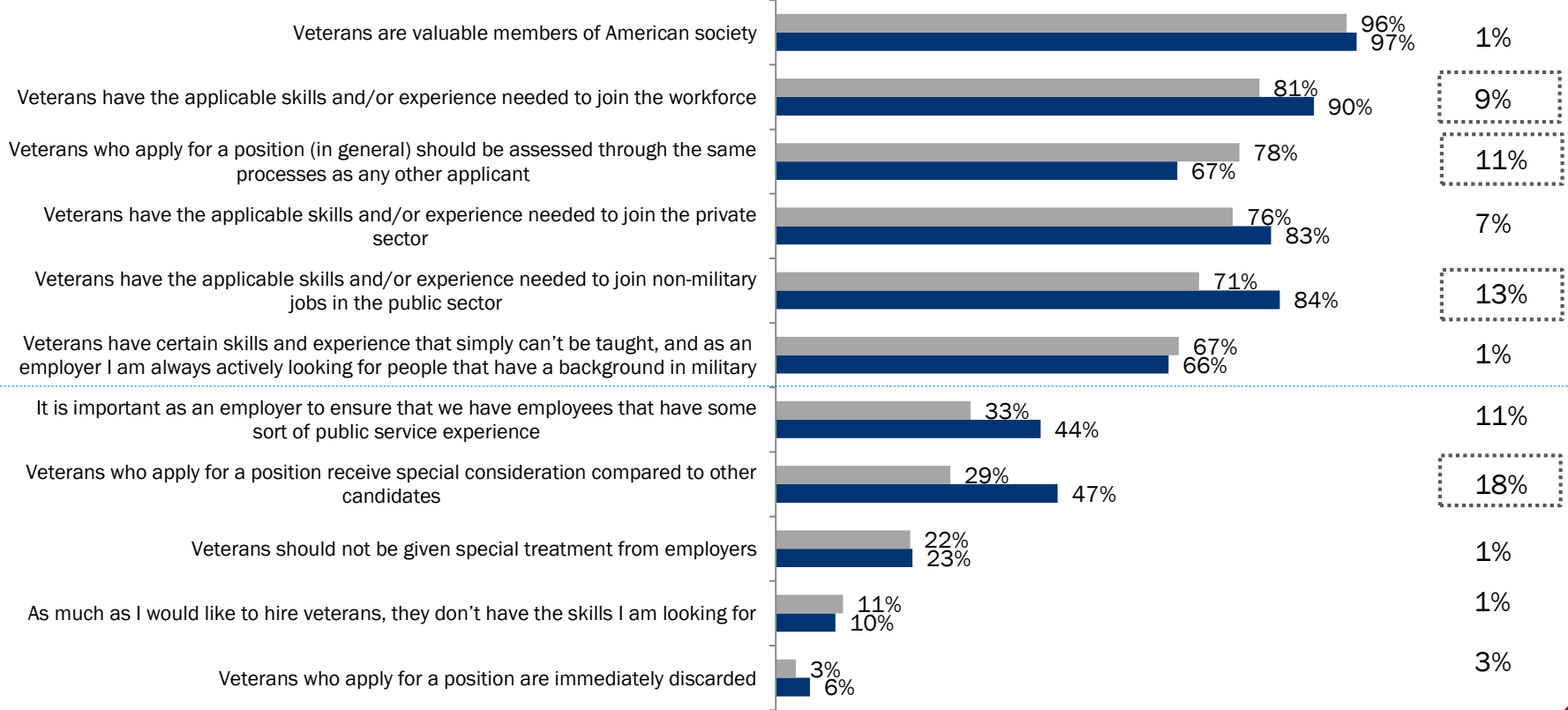


Employers and Community Partners differ slightly on special considerations and processes for Veterans

Employers and Community Partners Agree that...

Employers Community Partners

Percent difference (+/-)



Q16. Below is a list of statements about veterans in the workforce. Please select how much you agree or disagree with each statement. [STRONGLY/SOMEWHAT](n=89)(n=70)



Employers are more satisfied with Veterans' abilities than Community Partners – with biggest gaps on communication skills

Satisfaction with Veterans' ability to do the following...

Employers Community Partners

Percent difference (+/-)

Areas of Strength

Areas of Opportunity



Q15. Thinking about your overall experience in [IF EMPLOYERS INSERT: recruiting veterans] [IF COMMUNITY PARTNERS INSERT: helping veterans find employment], how satisfied or dissatisfied are you with veterans' ability to do the following? [COMPLETELY/VERY SATISFIED](n=89)(n=70)