

THE HEINZ ENDOWMENTS
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Pittsburgh Veteran Employer Coalition

*Beyond the Business Case for Hiring Veterans:
Strategies for How to Best Support Corporate Sector Recruiting,
Hiring and Retention Activities*

September 20, 2017



Agenda

Welcome: *Grant Oliphant, President, The Heinz Endowments*

Introductions: *Jim McDonough, Managing Director, IVMF*

Scope of Work: *Grant Oliphant, President, The Heinz Endowments & Jim McDonough, Managing Director, IVMF*

The Employment Situation of Pittsburgh Veterans:
Nick Armstrong, Senior Director Research and Policy, IVMF

Beyond the Business Case for Hiring Veterans:
Stacy Bayton, Sr. Vice President, CASY

Voice of the Community: *Chris Phillips, Assistant Vice President, Diversity Specialist, Military & Diversities PNC Bank Veteran Initiatives*

The Way Ahead: *Jim McDonough, Managing Director, IVMF*

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Welcome

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Scope of Work

What Has Been Done and Where We are Headed Together
Grant Oliphant, President, The Heinz Endowments

Understanding Intent, Strategic Direction, and Scope of the Effort

Four years of strategic work to assist in the reintegration of Southwest Pennsylvania's post-9/11 veteran population

Key businesses, Syracuse University's Institute for Veterans and Military Families (IVMF), Corporate America Supports You (CASY) and The Heinz Endowments partner on a 20-month long **Pittsburgh Veteran Employer Coalition** initiative

Together we have an opportunity to **make Pittsburgh a national model** for connecting highly skilled veterans with the employers who need top-notch talent

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Arc of Planned Activities

20 Month Activity Cadence with Quarterly Meet-Ups

Activity 1 – Kick Off Meeting, PVEC | September 20, 2017

Focus on the work ahead, discussing the initiative's vision, approach, goals and how we move beyond the business case for hiring veterans

Activity 2 – Quarterly Workshop #2 | Early December 2017

This day-long meeting will feature a SHRM membership roundtable, local employer plenary focusing on how to best resource your efforts (ESGR, Universities) and best practice/share sessions on recruiting/hiring and retaining veterans.

Activity 3 – Quarterly Workshop #3 | March 2018

This half-day event that features an employee resource group primer, local employer presentations sharing best practices, strategies and insights.

Activity 4 – Quarterly Workshop #4 | June 2018

At this half-day session, we will unveil the draft PVEC employer toolkit, discuss implementation and have local employers present.

Activity 5 – Quarterly Workshop #5 | September 2018

The fifth meeting will feature a veteran spouse seminar, a PVEC career open house and social segment

Activity 6 – Coalition Azimuth Check – Sustainability | Early December 2018

This meeting will focus on the PVEC future, transfer of responsibility and the way forward with a social hour and mixer.



Pittsburgh: A new model for innovative veteran hiring best practices

- 1. Formalized Coalition**
- 2. Best Practices Toolkit Development**
- 3. Sustainability Plan and Transition to Local Champions**

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The Employment Situation of Pittsburgh Veterans

Nick Armstrong, Senior Director Research and Policy, IVMF

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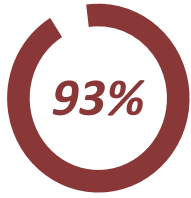


What's In It For You

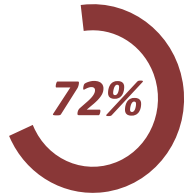
Beyond the Business Case for Hiring Veterans

Stacy Bayton, Sr. Vice President, CASY

Top Issues Employers Face In Recruitment



of CEO's say they recognize the need to change their strategy for attracting and retaining talent



Of CEO's say availability of skills is a serious concern

- Shortage of skilled talent - talent gap is widening
 - Lack of leadership – shortage of future leaders
 - Aging workforce that is not being replaced
 - Attracting the right talent
 - Talent unwilling to relocate
-
- 72% of employers state that finding qualified talent is a serious concern
 - More than half of employers, 51%, indicated that at least 16% of their current workforces have a skill gap that affects productivity
 - Employers are concerned that hard skills can be taught, but soft skills are a different story

Data retrieved from PWC 20th Annual CEO Survey

It's Not About Just Hiring Veterans, It's About Hiring Candidates That Meet Your Needs!

The military has over **7,000** job positions across more than **100+** functional areas and **81%** of these jobs have a direct civilian equivalent.

Hiring veterans and military just makes sense

- They have the soft skills and hard skills needed to be successful.
- They have valuable leadership skills and the ability to teach/mentor others to be leaders.
- They are willing to relocate for the right opportunity.

Data retrieved from PWC 20th Annual CEO Survey

Top Issues In Hiring Veterans

- Educating veterans and military on the opportunities you have
- Getting qualified veterans to apply to your positions
- Understanding military talent, skills and experience
- Retaining them through the application and interview process
- Retaining this talent on your team



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Voice of the Community

*Chris Phillips, AVP, Diversity Specialist, Military and Diversities
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The Way Ahead

Working Together To Find Success



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Thank You

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IN SERVICE TO THOSE WHO HAVE SERVED