

EXECUTIVE SUMMARY | DECEMBER 2021

“Hire” Education

Strengthening the Connections Between Employers and Student Veterans

EXECUTIVE SUMMARY

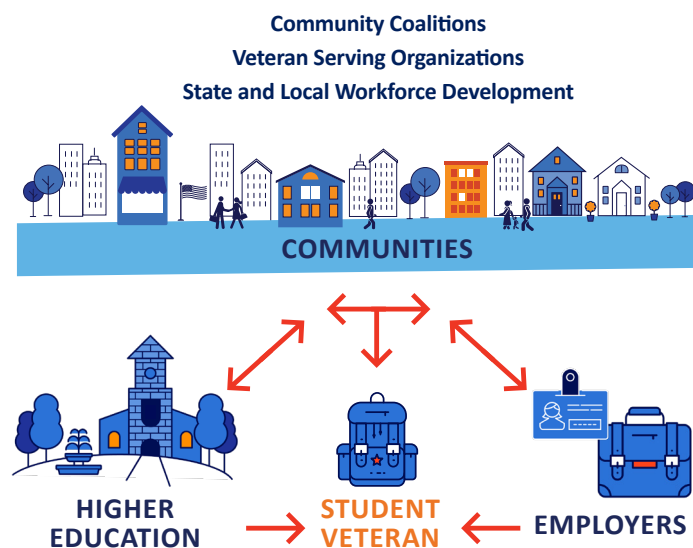
Over 650,000 veterans are pursuing higher education often with one primary goal in mind: finding employment afterwards. But there is often a disconnect between higher education and employers looking to hire student veterans. While veterans say that finding employment after their military transition is one of their primary concerns, except for individual schools and specific motivated career services representatives, there have been few coordinated or systematic efforts to connect student veterans to employers through university career-based services.

This disconnect undercuts each party’s goals. Rather, well developed pipelines can benefit all. Student veterans can find meaningful employment faster, universities can provide higher value thorough career placement, and employers gain access to a talent pool of candidates with distinct skillsets conferred by the unique combination of military training and a requisite college degree.

The relationship between student veterans and employers is bidirectional with supportive organizations helping to provide a bridge between employers and university career-related services. This guide addresses three key areas and perspectives.

1. employers (including leadership, talent acquisition professionals, recruiters, and diversity and inclusion professionals),
2. student services professionals, and
3. community-based coalitions and supports.

MAPPING THE RELATIONSHIP BETWEEN HIGHER EDUCATION AND EMPLOYERS



KEY FINDINGS

1. Higher education professionals (often via career services) work directly with student veterans to connect to employers and vice versa. Our interviewees said that having someone dedicated to working with student veterans who had specific knowledge of veterans or was a veteran themselves was especially useful but noted that it was not the norm.
2. In places where community-based coalitions existed, they served as a conduit between higher education and employers, sometimes sharing job opportunities, qualified candidates, and generally providing a bridge to connect student veterans to jobs.
3. Student veterans often ‘go-it-alone’ when looking for a job, occasionally working with one of the entities (higher education, communities, or employers).

DO'S & DON'TS FOR STUDENT VETERAN RECRUITING

DO

- ✓ Consider student veterans as potential employees and think beyond military specialization and previous military roles.
- ✓ Establish relationships with key higher education institutions and personnel who have already connected to student veterans on campus.
- ✓ Leverage existing resources as connectors. VSOs, Military Service Organization (MSO), and existing workforce development agencies may have established relationships with student veterans or military-connected personnel on campuses.
- ✓ Consider the language and approach you are using to market your veteran specific efforts and tailor it to the military and veteran population and student veterans specifically. For example, look at wording of job descriptions, website, and collateral material, and consider how to market them to student veteran job candidates.
- ✓ Use engagement strategies that acknowledge that student veterans may have different needs than other traditional students. Remote events or events planned around existing class schedules can attract more attendees.
- ✓ Leverage community-based resources and existing networks that connect student veterans to employers (e.g., workforce development programs, community coalitions, veteran-serving organizations, LinkedIn, and SHRM).

DON'T

- ✗ Rule out potential student veteran hires because they have not graduated. Consider off-cycle hiring, fellowships, or on-the-job training opportunities.
- ✗ Expect relationships with on-campus resources to form overnight. They take time, nurturing, and ongoing attention.
- ✗ Forget to leverage Student Veterans of America (SVA) and other supportive organizations. Many have chapters and infrastructures already established on campuses and they can help employers to connect to current students and those seeking employment.
- ✗ Forget that student veterans often have competing demands, and many are working while attending school. Many have prior (and current) work experience.
- ✗ Plan events where and when student veterans are unlikely to attend.
- ✗ Forget that many veterans are working full time jobs while they attend school, have families, and outside responsibilities.
- ✗ Work in silos or duplicate efforts. Share information, resources, and collateral to support overlapping efforts.



TO LEARN MORE SEE THE FULL REPORT HERE:

► ivmf.syracuse.edu/hire-education



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