

Military Self-ID Best Practices

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How to Better Identify Your Organization's Military-Connected Employees

One of the first steps to becoming a great employer for veterans and the military-connected community is knowing your military-connected employees, but that's sometimes easier said than done. Some military-connected employees are hesitant to identify themselves, some employees who are military-connected don't think of themselves as such, and some employers are hesitant to ask about military-connected status. We will discuss these challenges and ways to overcome them.

Why are Military-Connected Employees Hesitant to Identify Themselves?

Stereotypes

Veteran = PTSD

Confusion on “veteran” versus “retiree”

Negative experience from serving

Negative perception for company wanting information

How do we overcome these obstacles?





Best Practices

Eliminate Fear of Stereotypes Through Positive Culture

01 | Create a culture where employees feel safe

02 | Foster an environment where employees feel seen, connected, supported and proud to be a part of the organization

03 | Military-friendly onboarding process

04 | Stress Data confidentiality



Reduce Confusion on “Veteran” Versus “Retiree”



01

Reformat
self-identification
questions

02

Recruitment
disclosure – “veteran”
changed to “previous
or current military”

03

Military affiliated and
military spouse
terminology

04

Clear and concise
identity question for
employees

Promote the Benefits of Service



Open Communication on the Purpose of Data Collection



Educate veterans, families, and overall staff on benefits

- Improve veteran hiring initiatives
 - Value of veteran affiliated employees
 - Recognizing contributions to the company
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Corporate champion spokesperson for veteran employment

- Promote development of evaluation metrics
- Address institutional barriers and enhance opportunities
- Highlight programmatic successes
- Ensure commitment of resources





Q&A