

NC4ME

NORTH CAROLINA FOR MILITARY EMPLOYMENT

WHERE MILITARY TALENT MEETS BUSINESS NEEDS.

Kimberly Williams

Founder & CEO

North Carolina for Military Employment

William Doerfer

Assistant County Manager

Franklin County

Chuck Heustess

Economic Development Director

Bladen County

A TRUE PUBLIC-PRIVATE PARTNERSHIP



OPERATION GREEN LIGHT FOR VETERANS

November 6-12, 2023



#OperationGreenLight | NACo.org/OperationGreenLight

Light it green to welcome America's veterans home



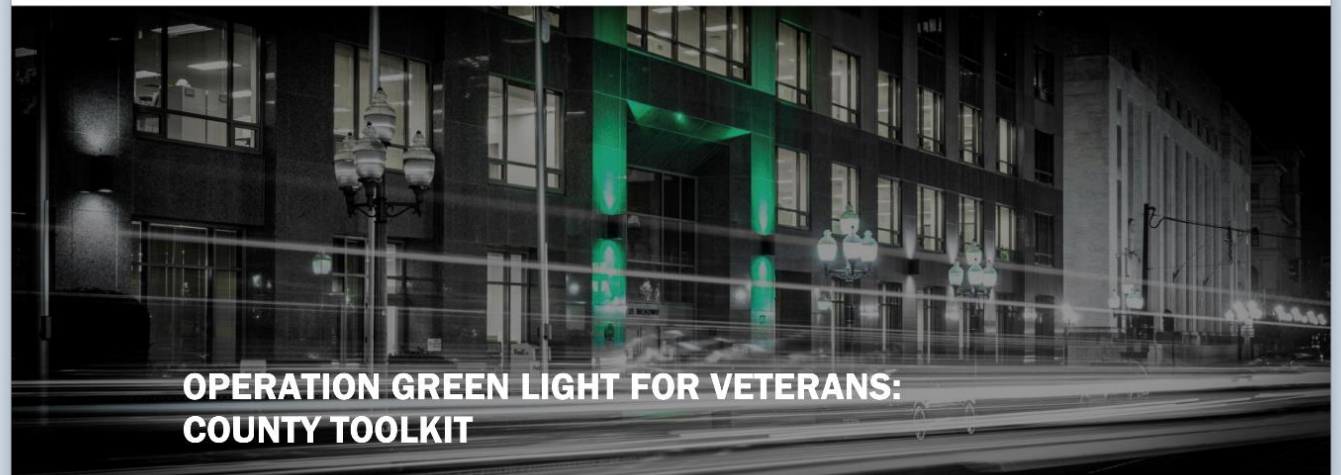
OPERATION GREEN LIGHT *for* VETERANS POWERED BY NACo



#OperationG



ABOUT TOPICS ADVOCACY RESOURCES EVENTS & EDUCATION NEWS COUNTY EXPLORER



OPERATION GREEN LIGHT FOR VETERANS: COUNTY TOOLKIT

Advocacy Legislative Presentations, Reports & Toolkits Veterans Affairs



America's counties have a long and proud history of serving our nation's veterans, a legacy that continues to this day as we work with our federal, state and local partners to ensure that the former service

COUNTIES MATTER FOR VETERANS

America's counties are home to 17.5 million veterans, and



America's counties have a long and proud history of serving our nation's veterans, a legacy that continues to this day as we work with our federal, state and local partners to ensure that the former service members in our communities have access to the resources they need to thrive.

This coming Veterans Day, the National Association of Counties (NACo) and the National Association of County Veteran Service Officers (NACVSO) invite the nation's 3,069 counties, parishes and boroughs to **join Operation Green Light and show support for veterans by lighting our buildings green from November 6 to November 12**. By shining a green light, county governments and our residents will let veterans know that they are seen, appreciated and supported.

HOW TO JOIN

- Visit www.naco.org/operationgreenlight to access the Operation Green Light for Veterans County Toolkit.
- Use the County Toolkit template to pass a resolution declaring your county's participation in Operation Green Light for Veterans.
- Coordinate with your county Director of Facilities or Building & Grounds to light municipal buildings in green. Options include using projections, flood lights or green filters for existing lights.
- Use the templates and social media resources in the County Toolkit to promote the campaign to local press, businesses, county residents and Members of Congress.
- Upload details about your county's participation through the form included in the County Toolkit.
- Encourage individuals, businesses and community partners to show support by turning on a green light from November 6 to November 12!
- Support veterans year-round by purchasing supplies from veteran-owned businesses on Amazon Business at www.amazon.com/veteran-owned.

Scan the QR code for more about Operation Green Light, including a county toolkit.



SHARE YOUR ACTIVITIES WITH NACo

Use our submission form to share how your county is participating in Operation Green Light for Veterans.

[SHARE YOUR STORY](#)

PRINTABLE FLYER

Download the Operation Green Light flyer to spread the word and share key information on how to participate.

[DOWNLOAD FLYER](#)

RESOLUTION TEMPLATE

Use [this template](#) to pass a resolution declaring your county's participation in Operation Green Light.

[RESOLUTION TEMPLATE](#)

SAMPLE PRESS RELEASE

Use [this template](#) ahead of November 6 to spread the word about Operation Green Light and encourage individuals, businesses, non-profits and other organizations to participate. Use [this template](#) between November 6 and November 12 to announce your county's participation in Operation Green Light and share photos of county buildings illuminated in green.

[SAMPLE RELEASE | AHEAD OF NOV. 6](#)

[SAMPLE RELEASE | NOV. 6 - 12](#)

SAMPLE LETTER TO THE EDITOR

Use [this template](#) ahead of November 6 to spread the word about Operation Green Light and encourage individuals, businesses, non-profits and other organizations to participate.

[SAMPLE LETTER](#)

SAMPLE LETTER TO CONGRESS

Use [these templates](#) to ask your congressional delegation to support Operation Green Light and advance county federal policy priorities for veterans.

[SAMPLE LETTER](#)

SAMPLE SOCIAL MEDIA TOOLKIT

Use these graphics and sample social media posts to encourage participation in Operation Green Light and showcase your county's efforts.

[TEMPLATE POSTS](#)

[GRAPHICS](#)

Why Hire Military Talent - A Value Proposition

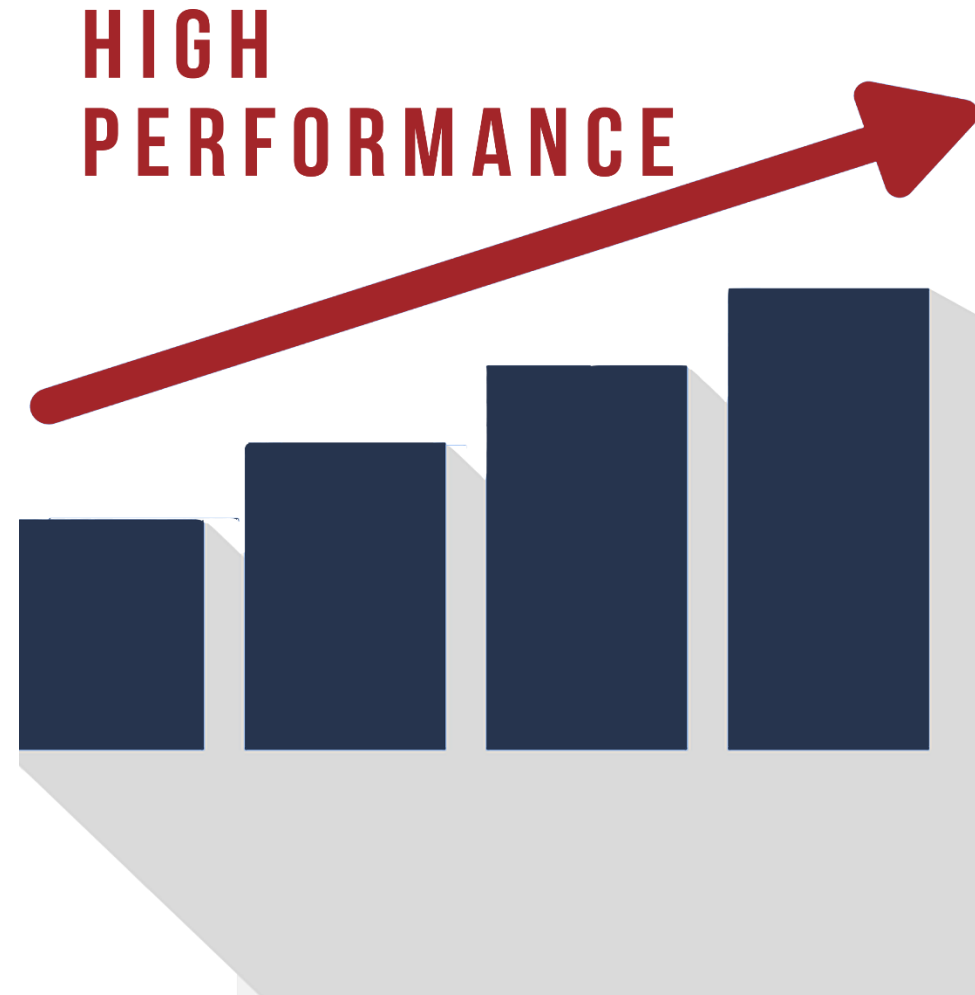
A competitive advantage for any business

- 70% – 80% of your organization's budget is spent on human resources
- Attract, select, and retain high performing employees
- Military talent is a proven success
- Increased retention rates
- Decreased recruitment cost

High Performing Candidates

Training & Development

- Project management
- Teamwork
- Valuing diversity
- Ethics and integrity
- Strategic planning & execution
- Effective communication
- Customer service
- Leadership
- Innovation



High Performing Candidates

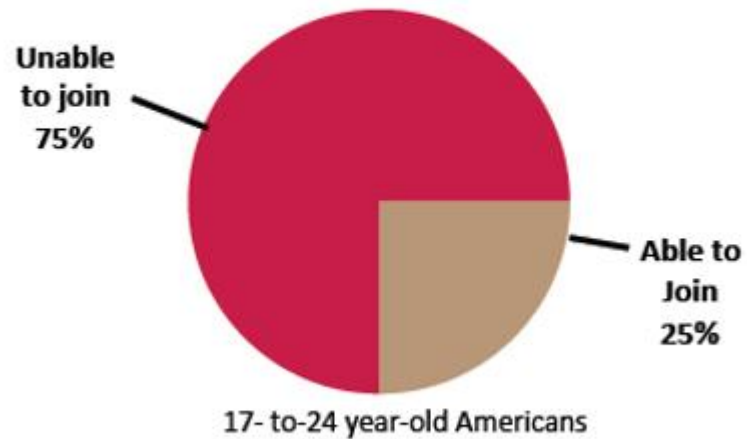
Experience

- ✓ Public Services
- ✓ Information Technology
- ✓ Accounting
- ✓ Human Resources Management
- ✓ Public Safety/Fire & Rescue
- ✓ Facilities Maintenance

Attributes

- ✓ Increased Retention Rates
- ✓ Drug Free
- ✓ Physically Fit
- ✓ Diverse
- ✓ Results Focused
- ✓ Technology Proficient

Seventy-five percent of young Americans cannot join the military



Dr. Curtis Gilroy, Director of Accessions Policy, U.S. Department of Defense

Four most common barriers for potential recruits:

- Failure to graduate high school
- Criminal record
- Physical fitness issues including obesity
- Unable to meet job minimum ASVAB scores

Mission

- To be the the #1 state for Military Employment
- #1 Driver for Economic Development = TALENT
- NC = 4th Largest DoD presence in the United States



103,260
AD Service
Members In NC



730,357
Veterans
In NC



21,288
Guard/Reserve
Members In NC



41,673
Military Spouses
In NC



20,000
Transitioning service
Members In NC

TRANSITIONING SERVICE MEMBERS

DEMOGRAPHICS AMONG ACTIVE DUTY PERSONNEL

14%

HAVE A BACHELOR'S DEGREE

5%

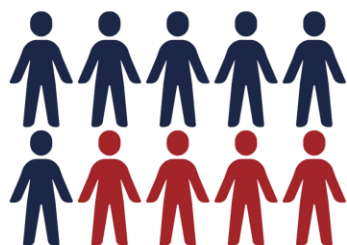
HAVE AN ADVANCED DEGREE
MASTERS OR PH.D.

50%

ARE UNDER AGE 30

75%

ARE UNDER AGE 40

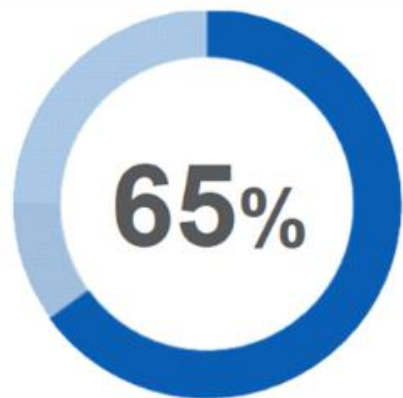


42%

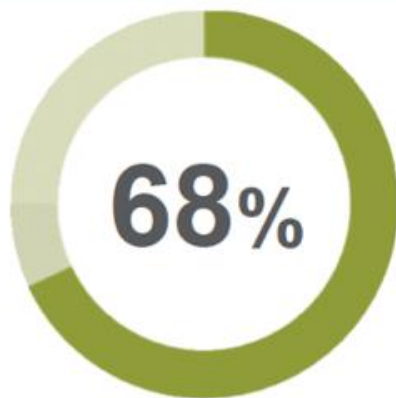
BELIEVE THEY WERE OVERQUALIFIED FOR THEIR FIRST
CIVILIAN JOB

VETERANS ARE VALUABLE MEMBERS OF OUR WORKFORCE.

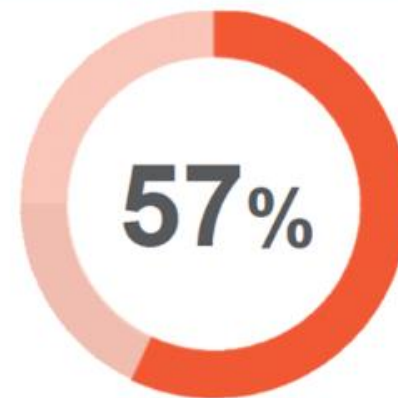
RESEARCH SHOWS:



of veterans have some college education, or higher, making veterans **more educated** than their civilian peers.



of employers report that veterans perform **“better than”** or **“much better than”** their civilian peers.



of **veterans stay at their jobs longer** than the median tenure of 2.5 years (for subsequent roles after their first-post separation job).

TOP 3 FACTORS

FOR CONSIDERING RELOCATION AMONG SERVICE MEMBERS

1. Employment Opportunities



2. Housing Options



3. Cost of Living



OUR APPROACH

WE TRUST THEM WITH OUR
COUNTRY, YOU CAN TRUST
THEM WITH YOUR BUSINESS



1. DELIVER VALUE PROPOSITION...

Educate Strategic Business Leaders

2. ENGAGE HR PROFESSIONALS...

Provide Accredited HR Training

3. CONNECT WITH MILITARY TALENT

Career Connection 365 Program + Events

PROGRAM RESULTS



OVER 11,600 LEADERS HAVE LEARNED THE VALUE OF HIRING MILITARY TALENT



OVER 13,800 SERVICE MEMBERS AND MILITARY SPOUSES ENGAGED



OVER 10,700 CAREER CONNECTIONS MADE



OVER 52% RECEIVE JOB OFFERS OR SECOND INTERVIEWS

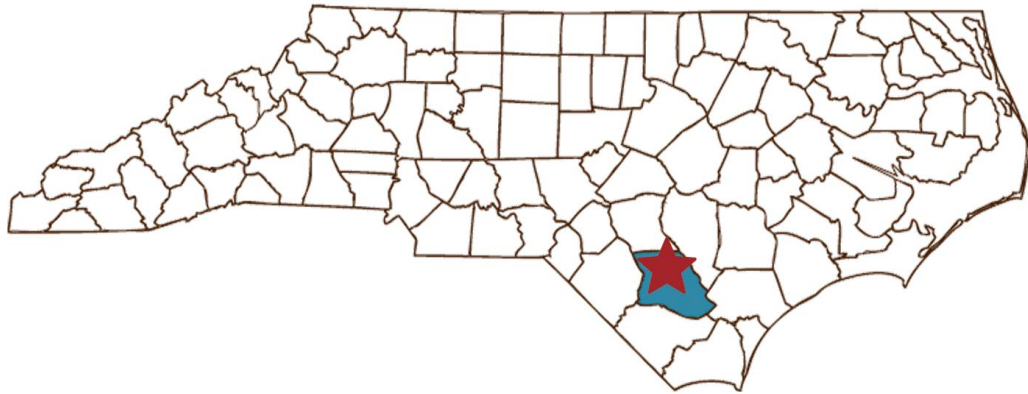


EMPLOYER OUTREACH

HIRING EVENTS

CANDIDATE OUTREACH

BLADEN COUNTY



PILOT PROGRAM

Campbell Oil
Cape Fear Valley Hospital
Chemours
Smithfield
Soverign Air
SPT- Speciality Project Technologies
Town of Elizabethtown

High Performing Veterans in Local Government



Commitment to Excellence Attributes

- Loyalty
- Duty
- Respect
- Selfless Service
- Honor
- Integrity
- Personal Courage



For Your Organization

Increased Retention Rates, Drug Free, Physically Fit, Diverse,
Results Focused, Technology Proficient



@NC4ME



@NC4MILEMPLOY



@NC4MILEMPLOY



NC4ME



NORTH CAROLINA FOR MILITARY EMPLOYMENT



NC4ME.ORG

EVERY YEAR, NC4ME HELPS VETERANS, TRANSITIONING SERVICE MEMBERS, AND THEIR SPOUSES CONNECT WITH NEW CAREERS. OUR PARTNERS ARE CRITICAL TO THE SUCCESS OF THAT MISSION.

