



## **Exploring Untapped Labor Pools: Recruiting Veterans for Manufacturing Careers August 8, 2024**

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# Agenda

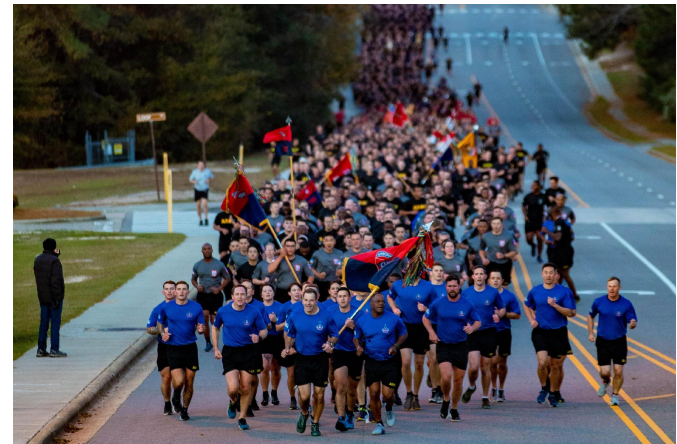
- Benefits of Hiring Veterans
- Military Workforce Basics
- Military Workforce Impediments
- Veterans Transition Programs
- Develop a Understanding of Military Occupational Specialties
- Questions



Coast Guard Petty Officer gets hoisted into an MH-60 Jayhawk helicopter near Coast Guard Air Station Elizabeth City, N.C

# Benefits of Hiring Veterans

- 65% of veterans have some college education
- 68% of employers report that veterans perform better than civilian peers
- Veterans have in-demand skills
  - Professionalism / Work Ethic
  - Teamwork / Collaboration
  - Communicating Effectively
  - Critical Thinking / Problem Solving
  - Mission Oriented
  - Understand health and safety



Army paratroopers assigned to the 82nd Airborne Division participate in a division run as part of All American Week at Fort Bragg

# Benefits of Hiring Veterans

- Veterans receive advanced training in a variety of technical skills (logistics, information technology, medical, aircraft repair, engineering, maintenance, military police, etc.)
- Veterans work well independently, do not want to be micromanaged
- IRS tax credit

<https://www.irs.gov/businesses/small-businesses-self-employed/work-opportunity-tax-credit>



Marine participates in convoy operations during a field exercise at Camp Lejeune

# Military Workforce: Basics

- Approx. 19 million veterans, according to the VA, represent less than 10% of the total U.S. adult population
- Roughly three-quarters (78%) of veterans in 2021 served during wartime, and 22% served during peacetime
- Approximately 667,000 veterans live in North Carolina
- Forty-five percent of NC veterans are 65 or older compared to just 20% of non-veteran adults. Just 9% of the state's veterans are between the ages of 18 and 34, less than one-third the share of non-veterans (30%)



A soldier exits a C-130 during a static line jump over Sicily DZ at Fort Bragg

# Military Workforce: Basics

- Military population is real: 3<sup>rd</sup> in nation, family ties
- Annual transitions: ~ 16,000 (down from 18-20k)
- Military attributes are real – hard/soft skills
- Employer desire to hire and jobs are real
- DoD commitment is (now) real (SkillBridge, TAP)
- Plethora of civilian programs: NCWorks, NC4ME, etc.
- So, why is there an issue?



Air Force medical technician places a red cross around the arm of Air Force Staff Sgt, assigned to the 4th Healthcare Operation Squadron, at Seymour Johnson Air Force Base

# Military Workforce: Impediments (MIL)

- “Shrinking filtered funnel” of transitioning military:
  - Pre-arranged jobs (special ops)
  - Track filter (education, entrepreneurs, nothing)
  - Sector filter (federal / other public jobs)
  - Skill filter (occupational, avocational)
  - Fit filter (work environment – physical, structural)
  - Geo filter (49 states vs. NC)



Marines deploy a section of a floating bridge system during a field exercise at Camp Lejeune

# Military Workforce: Impediments (MIL)

- Mix, Military Occupational Skills (combat arms heavy)
- MOSs lack natural job match to civilian jobs
- Unrealistic skills *perception* (negative, positive)
- Unrealistic job *expectations* (level of position, salary)
- Lack of focus, vision, passion for future employment
- Lack of urgency: fatigue, delay transition, safety nets



Soldiers meet with civilian recruiters at a on-post job fair



# Military Workforce: Impediments (CIV)

- Lack understanding of hard/MOS skills - and fit to jobs
- Lack appreciation of soft skills/attributes - and job fit
- Misunderstanding of disabilities (PTSD, TBI, physical)
- Lack time, understanding of opportunities and salesmanship in recruiting transitioning military
- Selling jobs NOW, not “careers”
- Hesitant to invest in recruiting, training, apprenticeships, sign-on bonuses, relocation – want “off the shelf” trained vets
- Lack understanding of military compensation – (E4 over 4 - \$48,000/year, \$23/hour)

# Veterans Transition Programs

- Department of Defense
  - DoD SkillBridge <https://skillbridge.osd.mil/>
  - DoD TAP Transition Assistance Program <https://www.dodtap.mil/>
    - Army <https://www.armytap.army.mil/>
    - Marine Corps <https://usmc-mccs.org/services/career/transition-readiness/>
    - Navy <https://www.mynavyhr.navy.mil/Career-Management/Transition/Transition-TAP/>
    - Air Force <https://www.militaryonesource.mil/resources/gov/air-force-transition-assistance>
    - NC National Guard <https://ng.nc.gov/services-support/transition-assistance>



# North Carolina Transition Resources

- Military Services TAP Programs
- North Carolina Department of Military and Veterans Affairs  
<https://www.milvets.nc.gov/>
- North Carolina 4 Military Employment (NC4ME)  
<https://www.nc4me.org/candidates>
- NC Works Veterans  
<https://veterans.ncworks.gov/vosnet/Default.aspx>
- NC Community College Customized Training  
<https://www.ncsbc.net>



# Other Veterans Transition Programs

- Heroes Make America  
<https://www.themanufacturinginstitute.org/veterans/heroes-make-america/>
- Workshops for Warriors <https://wfw.org/>
- Recruit Military <https://recruitmilitary.com/>
- Hire Heroes USA <https://www.hireheroesusa.org/>
- Corporate Gray <https://www.corporategray.com/>
- GI Jobs <https://www.gijobs.com/>



# Develop a Better Understanding of Military Occupational Specialties

- One of the biggest challenges for transitioning military entering the workforce is translating their military occupational specialty – or MOS – into terms that a civilian can understand.
- An MOS is the role or job someone had while in the military. There are over 10,000 different occupational specialties across the military that cover a whole range of skill sets and levels of responsibility.



NC Guardsman uses a forklift to move medical equipment at a warehouse in western North Carolina



A C-130, NC Air National Guard, performs a landing at Sicily Landing Zone on Fort Bragg

# Develop a Better Understanding of Military Occupational Specialties

- Think of an MOS as the same way you would think about someone's college major. In some cases, they are indicative of a skillset.
- Some service members work in occupations specific to the military and many work in occupations that also exist in the civilian workplace (i.e., administration, maintenance, information technology, logistics, healthcare, etc.).
- Consider a military recruiter/recruitment team, include veterans on interview panels, and seek the advice of the veterans currently in the workplace.

# Develop a Better Understanding of Military Occupational Specialties

- US Department of Labor Veterans Job Matcher  
<https://www.careeronestop.org/Toolkit/Jobs/match-veteran-jobs.aspx>
- ACE Military Guide  
<https://www.acenet.edu/Programs-Services/Pages/Credit-Transcripts/military-guide-online.aspx>
- Military Skills Translator  
<https://www.military.com/veteran-jobs/skills-translator>

# Questions





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# Let's connect!



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