



Welcome to the 2024 Military Friendly® Companies joint survey!

This survey helps us capture and share best practices in supporting the success of members of the military community, including veterans, members of the Reserves/National Guard, and military spouses as they interact with companies as employees, consumers, and suppliers. In prior years, this survey was delivered separately, requiring organizations to re-enter information multiple times.

The 2024 Military Friendly® Companies survey provides a single interface for organizations to provide inputs that will be evaluated both in separate indices as well as across a complete roll-up score for top-performing companies that interact and support the military community across multiple domains. At the beginning of this survey, you may select which section or sections you would like to complete. Based on your selection, you will only be shown the requisite questions from that portion of the survey. General company information will be requested only once of all survey participants at the beginning of the survey. Be sure to fill out as much of the survey as possible to receive a maximum score. Each section starts with instructions that will provide you with all of the detail you will need to complete the survey efficiently. If you have questions, there are several options for timely answers:

Our FAQ on the Military Friendly website (<https://www.militaryfriendly.c...>) has the answers to most questions.

You can contact us directly by going to [www.militaryfriendly.com/support](http://www.militaryfriendly.com/support).

The following questions will be used to classify your company during the scoring process please choose the response that best describes your organization.

## General Company Information

We use much of this section to publish company descriptions of designated Military Friendly® designations and awards within various media, such as the December issue of G.I. Jobs magazine.

**All inputs in this section can and will be published** should your company earn our designation by virtue of a qualifying survey score. Double-check your responses for spelling and grammar changes.

The information you provide in this section for publishing purposes will be submitted as-is and can not be altered or corrected after printed.

### 1 Classification Questions:

A. Enter the name of your organization to be used in print and/or digital publications.

Your company's name will be used for publishing – exactly as entered in this answer – for both print and digital purposes and can not be modified after submission.

**Do NOT enter the name of a specific department or group within your organization.**

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B. What is the annual revenue generated by your company in USD?

- Less than \$25 Million
- \$25MM - \$99MM
- \$100MM - \$499MM
- \$500MM - \$999MM
- \$1B - \$4.99B
- Over \$5B

*Help Text: This category is used to classify your company during the scoring process.*

C. What is your company's tax filing status?

- For Profit
- Non-Profit
- Government or Agency ( federal/state/county/or city)

D. Select the ownership classification of your company.

- Public (non-government)
- Private
- Government or Agency (federal or state)
- Other (Enter descriptive or additional Text in comment box below)

*(Help Text: The Public/Private classification provides a standard for the compilation of statistics that involve dividing the resident economy into broad economic sectors depending on whether or not they are controlled by the government.)*

*The Public/Private classification divides the economy into three sectors:*

- *Public (government units and units controlled by the government regulation)*
- *Private (all other units)*
- *Government or Agency (federal or state)*

E. How many U.S.-based workers does your company employ?

- 0 to 999
- 1,000 to 4,999
- 5,000 to 9,999
- 10,000 to 24,999
- 25,000 to 49,999
- 50,000 to 99,999
- 100,000 to 249,999
- 250,000 and over

*Help Text: This category is used to classify your company during the scoring process.*

F. Please indicate your company's primary industry, as defined in our Military Friendly® Employers List.

Agriculture and Natural Resources

Defense

Air and Rail Transportation

Energy, Extraction, and Utilities

Automotive

Financial Services and Banking

Business Services

Food Services

Charitable and Human Services

Health and Pharmaceutical Services

Construction

Hospitality

|                             |   |
|-----------------------------|---|
| Information Technology      | Telecommunications                          |
| Insurance                   | Trucking and Transportation                 |
| Manufacturing               | Wholesale Trade                             |
| Publishing and Broadcasting | Government Agency                           |
| Real Estate                 | Higher Education                            |
| Retail Consumer Goods       | Waste Management, Recycling , Environmental |

*Help Text: This category is used to classify your company during the scoring process.*

G.If your company provides consumer-facing products or services, please indicate your company's primary consumer-sector industry, as defined in our Military Friendly® Brands List.

|                                    |  |
|------------------------------------|--|
| Agriculture and Natural Resources  | Retail Consumer Goods                  |
| Air and Rail Transportation        | Telecommunications                     |
| Automotive and Industrial          | Trucking and Transportation            |
| Business Services                  | Wholesale Trade                        |
| Charitable and Human Services      | Beauty, Apparel, and Fashion           |
| Construction                       | Communications                         |
| Defense                            | Computers and Technology               |
| Energy, Extraction, and Utilities  | Crafts and Hobbies                     |
| Financial Services and Banking     | Entertainment and Events               |
| Food Services                      | Furnishings and Home Supplies          |
| Health and Pharmaceutical Services | Holistic Health, Body, and Nutrition   |
| Hospitality and Travel             | Home and Garden                        |
| Information Technology             | Office and Electronics Online Services |
| Insurance                          | Pets, Animal Care or Supplies          |
| Manufacturing                      | Restaurants and Cafes                  |
| Publishing and Broadcasting        | Sports and Recreation                  |
| Real Estate and Property           | Toys and Kids                          |

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The information you provide in this section for publishing purposes will be submitted as-is and can not be altered or corrected after printed.

*This information is published*

2. Please Re-enter and confirm the name of your organization to be used in print and/or digital publications. As well as your primary survey takers information.

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Survey Takers First Name \_\_\_\_\_

Survey Takers Last Name \_\_\_\_\_

Survey Takers Email \_\_\_\_\_

3a. Describe your company in 50 words or less.

We use this section to publish company descriptions of designated Military Friendly® Employers within various media, such as the December issue of G.I. Jobs magazine. All inputs in this section can and will be published should your company earn our designation by virtue of a qualifying survey score.

**\*Double-check your response for errors all inputs in this section can and will be published as-is should your company earn our designation**

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3b. Describe why your organization is an excellent place for veterans to work in 100 words or less.

\*Double-check your response for errors all inputs in this section can and will be published as-is should your company earn our designation

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3c. Describe your organization's military program, benefits, or initiatives in 100 words or less.

\*Double-check your response for errors all inputs in this section can and will be published as-is should your company earn our designation

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4. Is your company a federal government contractor who is required to comply with the federal Department of Labor's Office of Federal Contractor Compliance Programs and regulations?

- Yes
- No

*Help Text: You may be a federal contractor:*

*If your company does business with the federal government you are most likely a federal contractor under Executive Order 11246. If your company does business with another company who holds direct contracts with the federal government, you are a subcontractor, e.g., a company makes a product or provides a service that is sold to a federal contractor.*

*If you are a federal contractor or subcontractor with \$50K in contracts and 50 or more employees, your company is legally required to have a written Affirmative Action Program or Affirmative Action Plan.*

*Go back to the link (What is the Law Regarding EEO and AA) to find out which EEO laws apply to your facility...or*

<http://www.dol.gov/ofccp/regs/compliance/faqs/juristn.htm>

*The OFCCP enforces Executive Order 11246, as amended, which prohibits federal contractors and federally-assisted construction contractors and subcontractors, who do over \$10,000 in Government business in one year from discriminating in employment decisions on the basis of race, color, religion, sex, or national origin. The Executive Order also requires Government contractors to take affirmative action to ensure that equal opportunity is provided in all aspects of their employment.*

*OFCCP requires a contractor or subcontractor, as a condition of having a federal contract/subcontract, to engage in a self-analysis for the purpose of discovering any barriers to equal employment opportunity. No other Government agency conducts comparable systemic reviews of employers' employment practices to ferret out discrimination. OFCCP also investigates complaints of discrimination. Moreover, OFCCP programs prevent discrimination. For more information about OFCCP visit:  
<https://www.dol.gov/agencies/ofccp>*

If Q4 is Yes apply question 5 and 6

If Q4 is No apply question 7 and 8

5. Which method do you use to set your annual veteran hiring benchmark?

- We use the current national percentage of veterans in the labor force by OFCCP and DOL. (Currently 5.7%)
- We establish our own benchmark using a combination of factors by OFCCP and DOL.

*Help Text: To develop an individualized hiring benchmark, contractors must take into account the five factors described in 41 CFR 60-300.45(b)(2). The first two factors are U.S. Department of Labor statistics on state-level availability of veterans, which are posted in the database below. For more detailed information concerning the five factors, as well as what to do with these values, visit the [Using the Five-Factor Method to Develop an Individualized Hiring Benchmark](#) webpage.*

*More info and tools can be found at (select option 2):  
<https://www.dol.gov/agencies/ofccp/vevraa/hiring-benchmark>*

6. What is your annual veteran hiring benchmark percentage for your affirmative action goals?

*Please indicate your annual veteran hiring benchmark **as a percentage** of expected new hires. This is the percentage of your current workforce and hiring efforts for military outreach. Numeric form, no text or symbols.*

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*Help Text: When entering the numeric form as a percentage, please do not use symbols, text, or characters. For example, if your response is 5.3% please enter 5.3*

*To develop an individualized hiring benchmark, contractors must take into account the five factors described in 41 CFR 60-300.45(b)(2). The first two factors are U.S. Department of Labor statistics on state-level availability of veterans, which are posted in the database below. For more detailed information concerning the five factors, as well as what to do with these values, visit the [Using the Five-Factor Method to Develop an Individualized Hiring Benchmark](#) webpage.*

*More info and tools can be found at : <https://www.dol.gov/agencies/ofccp/vevraa/hiring-benchmark>*

7. Does your company have an annual veteran hiring goal %? If yes please enter the hiring goal % in the next question. Only use numeric form with no symbols or text in this field.

- Yes
- No

8. What is your annual goal in % of annual hires?

Leave at 0 if unknown

0 % ←-----|-----|-----|-----|-----|-----> 100%

9. Are you answering this survey for your company overall, or for a smaller segment or business unit with the company?

- Company
- Separate business unit

If Q9 is option 2 then: What is the name of this separate business unit?

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## Welcome to the 2024 Military Friendly® Employers survey!

This survey helps us capture and share best practices in hiring and developing employees from the military community, including veterans, members of the Reserves/National Guard, and military spouses. The following instructions will provide you with all of the detail you will need to complete the survey efficiently. If you have questions, there are several options for timely answers:

- Our FAQ on the Military Friendly website ([MilitaryFriendly.com](https://militaryfriendly.com)) has the answers to most questions.
- You can contact us directly by going to [militaryfriendly.com/support](https://militaryfriendly.com/support)

### Overview and Structure of the Survey

The Military Friendly® Employers survey takes a detailed look at the lifecycle of military employees: What employers do to attract, hire, and develop them; as well as the policies and practices with which employers support them along the way. Note that when we refer to “military employees” in this survey unless otherwise indicated, we are **including active military, veterans, and members of the Reserves/National Guard**. For some questions, we **will also ask you to include military spouses in your consideration**. Here is what the survey covers:

- Career Opportunities: The job fields best suited to military employees within your organization.
- Corporate Commitment:
  - Military Policies and Staffing
  - Guard and Reserve Policies: Your organization’s policies to support members of the National Guard and Reserves who are called to active duty.
  - Training and Development: What your organization does to train military employees and help them develop throughout their careers.
- Hiring and Selection: How you locate and attract applicants from the military community.
- On-Boarding: How you help military employees get up to speed within your organization.
- Retention: Your organization’s success at keeping military employees.
- Career Advancement: How you help military employees to progress in their career and professional development within your organization.
- Metrics: Outcome data such as hiring, retention, and career advancement rates.

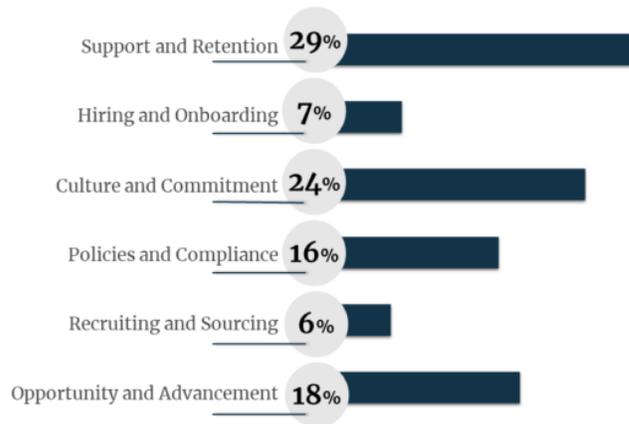
### Scoring and Methodology

Get a deep dive into the methodology of Military Friendly and why it sets the industry standard.

Organizations must successfully complete the Military Friendly® Employers portion of the Military Friendly® Companies survey to verify that they meet at least three of the following benchmarks:

- New Hire Retention Rate for Veterans is greater than 50%.
- New Hire Retention for Veterans is higher than for Non-Military Employees.
- New Hire Retention Rate for Guard & Reserve Employees is greater than 50%.
- New Hire Retention for Veterans is higher than for Non-Military Employees.
- Military Employee Turnover is lower than for Non-Military Employees.
- Military Employee Turnover is less than 20%.
- Promotions and Advancements of Military Employees are higher than for Non-Military Employees.
- The percentage of Military Applicants selected is higher than for Non-Military Applicants selected.
- Guard and Reserve policies exceed federal requirements.

Additionally, we use public data sources in our assessment. Companies are negatively scored or may be disqualified if the company was found in violation of veteran protections within the past 12 months.



### Completing this portion of the survey:

Due to the breadth and depth of this survey, many organizations need to collect information from several internal sources as part of the process. The following may help streamline the process for you:

- You may print this survey PDF so that you can review it offline.
- You can share your unique survey link with other stakeholders at your organization for their review.

Once all the data have been compiled, it typically takes several hours to enter into the survey system. Again, you can exit the survey and return later if you need to complete it in several sittings by clicking **SAVE and EXIT**. We can not recover unsaved data.

### A Final Thought

Our goal is to help military employees have fulfilling careers. This survey offers an opportunity to share your organization's efforts on behalf of these employees, whose efforts and sacrifices have done so much for our country. We thank you once again for completing this survey and we are ready to help if you have any questions along the way.

### COMPONENT 1 OF 4

You must participate and respond to three of the four survey components to be eligible for the Military Friendly Companies award and designation.

10.

- I have read, agreed, and reviewed the content above and would like to compete for designation as a Military Friendly Employer
- I do not want to participate in the Military Friendly Employers survey. I understand this will disqualify my submission from designation in this category.

11. Do you have a military-specific landing page on your website addressing opportunities for veterans, service members, or military spouses?

- Yes
- No
- In Progress

*Help text: We are asking specifically for a separate web page that is dedicated only to military talent. If your career page sites veterans but is not solely dedicated to this demographic it does not count.*

If Yes apply Q12

12. Please provide the URL.

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13. Select which military outreach, training, transition, or promotion programs you currently operate for recruiting initiatives:

**Select all that apply**

- Internships
- On-the-job training programs
- Managerial training programs
- Apprenticeships
- Networking events
- Other

Comment Box/Additional Text: If Other please specify.

14. Does your company have internal programs, initiatives, partnerships, or memberships in associations that support the hiring of disabled veterans?

- Yes
- No

15. What organizations do you partner with to support your hiring efforts for disabled veterans?

Comma separated list

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16. Please choose your top 10 job fields for veterans, service members, and/or military spouses to find employment.

This data is used to help us develop the Hot Jobs list for Veterans.

- Accountants and Auditors
- Actuaries
- Agricultural and Food Science Technicians
- Agricultural Equipment Operators
- Aircraft/Aviation Technicians
- Airfield Operations Specialists
- Atmospheric and Space Science Technicians
- Audio and Video Equipment Technicians
- Audio-Visual and Multimedia Specialists
- Automotive Technicians and Mechanics
- Biomedical Technicians
- Diesel Engine Specialists
- Cargo and Freight Agents
- Geographic Information Specialists
- Chefs and Head Cooks
- Chemical Engineers
- Commercial Divers
- Commercial Pilots
- Compensation and Benefits Managers
- Computer Information System Managers
- Computer Hardware Engineers
- CNC Tool Programmers
- Computer Systems Analysts
- CNC Operators
- Concierge and Guest Services
- Construction and Building Inspectors
- Construction Technicians
- Credit Counselors
- Curators
- Customer Service Representatives
- Cyber Security Analysts
- Dental Technician
- Earth Drilling Technicians
- CAD Technicians
- Electricians
- Emergency Medical Technicians
- Environmental and Marine Engineering Technicians
- Environmental Engineers
- Environmental Science Specialists
- First-line Supervisors: Construction and Trade Workers
- First-line Supervisors: First Responders
- First-line Supervisors: Food Services
- First-line Supervisors: Mechanics, Installers, and Repairers
- First-line Supervisors: Office and Administrative Workers
- First-line Supervisors: Personal Service Workers
- First-line Supervisors: Retail Sales Workers
- First-line Supervisors: Transportation, Material-Moving, and Vehicle Operators
- Forensic Science Technicians
- Forest and Conservation Workers
- Forest Fire Inspectors and Prevention Specialists
- Operations Managers
- Geological and Petroleum Technicians
- Health and Safety Engineers
- CDL Drivers and Operators
- Home Health Aides
- Hospitality Professionals

- Human Resources Managers
- Industrial-Organizational Psychologists
- Insurance Sales Agents
- Lawyers
- Management Analysts
- Market Research Analysts
- Marketing Managers
- Math and Science Teachers
- Media and Communications Specialists
- Medical and Health Services Managers
- Medical Appliance Technicians
- Medical Assistants
- Medical and Nursing Secretaries
- Morticians and Funeral Services Technicians
- Nuclear Power Operators
- Nurse Practitioners
- Occupational Therapy Assistants
- Operations Managers:
- Operations Research Analysts
- Operations Research Analysts
- Paralegal and Legal Assistants
- Personal Care Aides
- Personal Financial Advisors
- Petroleum and Pump Station Operators
- Phlebotomists
- Physical Therapy Assistants
- Pipelayers
- Plumbers and Pipefitters
- Police and Patrol Officers
- Power Distributors and Dispatchers
- Communications Tower and Equipment Technicians
- Rail Maintenance Technicians
- Registered Nurses
- Sales Account Representatives
- Sales: Technical and Wholesale
- Sales: Financial Services
- Security Systems Technicians
- Community Service Managers
- Software Applications Developers
- Software Systems Developers
- Solar Technicians
- Statisticians
- Survey Researchers
- Telecommunications Line Technicians
- Transportation Security
- Web Developers
- Wind Turbine Technicians
- Welders
- Community Service Managers

17. Does your company accept technical certification credit for military experience in any field?

Clarity: May include military personnel who have been formally trained or have relevant experience obtained while in service versus civilian training.

- Yes
- No

18. Is this detailed in public job postings and within relevant employment policies? Is the information included clearly displayed?

- Yes
- No

*Help Text: Do you have clear verbiage displayed on your job postings that details your acceptance of military equivalency substitutions for experience requirements?*

*Example: "and/or Military experience equivalency may substitute for some requirements."*

19. For which roles or technical certifications do you accept military experience?

Comma-separated list

Please list the roles or experience requirements where military experience may substitute and separate the options with a comma.

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21. Please select the 5 of your most desirable jobs where the highest education required is: Certificates, Credentials, or licensure.

Please choose 5 from the list provided in Q16

23. Please select the 5 of your most desirable jobs where the highest education required is: Associate Degrees

Please choose 5 from the list provided in Q16

25. Please select the 5 of your most desirable jobs where the highest education required is: Bachelor Degrees

Please choose 5 from the list provided in Q16

27. Please select the 5 of your most desirable jobs where the highest education required is: Advanced Degrees.

Please choose 5 from the list provided in Q16

28. Please list your top 5 metro location ZIP codes for veterans, service members, and/or military spouses to find employment.

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29. Select which military employee career advancement programs you currently operate:

Check all that apply.

- Apprenticeships for transitioning military veterans or service members
- On-the-job training programs (other than apprenticeships) for veterans or service members
- Work skills training programs for veterans or service members
- Managerial training programs for veterans or service members
- Career mentoring for military veterans or service members
- Career "fast-tracking" or high potential identification and development for military veterans or service members
- Networking events for military veterans or service members
- 8 Professional gatherings or summits for military veterans or service members
- 9 Other (please specify)

30. Are any of the above apprenticeship programs or on-the job training programs eligible for GI Bill or MyCAA federal education funding?

- Yes
- No

31. Select which of the following methods you utilize to track career progression of military employees:

- External Hires vs. Internal Military Candidates placed in open positions
- Turnover Statistics for military community employees
- Military employee promotion rates
- Managerial training program participation by military employees
- Military employee engagement scores / survey results
- Development plan tracking / progression for military employees
- Project / responsibility assignment ratios for military employees
- Other (please specify in comment box)

## CORPORATE COMMITMENT

This section focuses on the governance, staffing, and policies that formalize your organization's commitment and is divided into the following sections:

- Governance and Military Employee Policies
- Guard and Reserve Policies: Your organization's policies to support members of the National Guard and Reserves who are called to active duty.

33. Does your organization have an explicit commitment to serving the military and/or veteran community?

- Yes
- No
- In Progress

34. Has your Chief Executive Officer/President (public company) or business owner (private company) signed a formal commitment to support this policy?

- Yes
- No

35. Is this commitment incorporated into the organization's mission, vision, and values?

- Yes
- No

36. Please provide a link to the above policy or statement of commitment.

➤ \_\_\_\_\_

37. Is your Chief Executive Officer/President (public company) or business owner (private company) a military veteran?

- Yes
- No

If Yes apply Q38

38. In the event of a media request or request for a quote please provide the information for your Chief Executive Officer/President (public company) or business owner (private company) who is a military veteran.

- First Name
- Last Name
- Title
- Best way to contact
- Tel
- Email

39. What percentage of company leadership (C-level Executives) are military veterans?

Leave at 0 if unknown

0 % ←-----|-----|-----|-----|-----|-----> 100%

41. Does your company encourage veterans and service members to self-identify through additional means **beyond a survey or a voluntary self-id form at hire**?

- Yes
- No

42. Please describe the methods you use to encourage veterans and service members to self-identify their status.

*Please list how your company encourages self ID beyond the traditional form at application, hire, and on-boarding.*

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43. Based on your company's Self Identification initiatives what percentage of military employees does your company feel are being missed due to a lack of engagement from veterans in your workforce?

- 0 - 10%
- 11% - 20%
- 21% - 30%
- 31% - 40%
- 41% - 50%
- 51% or greater
- Unable to calculate

44. Would you be willing to share best practices, or allow VIQTORY to share your company's best practices within military programs with other organizations?

- Yes
- No

45. Does your company provide full pay to Guard and/or Reserve employees called to active duty who are exempt/salaried employees?

This question does not apply to hourly/non-exempt employees.

- Yes
- No

46. Are there any time limitations regarding the length of deployment for full-salary employees?

This question does not apply to hourly/non-exempt employees.

- No limitations
- 1 Year or Longer
- Less than a year

47. Does your company provide a salary differential?

This question does not apply to hourly/non-exempt employees.

- Yes
- No

48. Are there any time limitations regarding salary differential?

This question does not apply to hourly/non-exempt employees.

- Yes
- No

49. Are salaried Guard and/or Reserve employees called to active duty guaranteed the same or similar career path upon their return?

This question does not apply to hourly/non-exempt employees.

- Same
- Similar
- Not Guaranteed
- Other, Please Explain In Comment box

50. Does your company provide full pay to Guard and/or Reserve employees called to active duty who are paid for hourly/non-exempt workers?

This question does not apply to exempt/salaried employees

- Yes
- No

51. Are there any time limitations regarding the length of deployment for hourly/non-exempt workers? \*

This question does not apply to exempt/salaried employees.

- No limitations
- 1 Year or Longer
- Less than a year

52. Does your company provide a pay differential?

This question does not apply to exempt/salaried employees.

- Yes
- No

53. Are there any time limitations regarding differential pay?

This question does not apply to exempt/salaried employees.

- No limitations
- 1 Year or Longer
- Less than a year

54. Are Guard and/or Reserve employees who are paid hourly and called to active duty guaranteed the same or similar compensation upon their return?

This question does not apply to exempt/salaried employees.

- Same
- Similar
- Not Guaranteed
- Other, Please Explain In Comment box

55. Does your company's medical plan continue to cover Guard and/or Reserve employees called to active duty?

- Yes
- No

56. Does your company's medical plan continue to cover Guard and/or Reserve employees called to active duty?

- Yes
- No

57. Are there any time limitations on coverage?

- No limitations
- 1 Year or Longer
- Less than a year

58. Does the continued medical coverage include dependents?

- Yes
- No

59. Are there any time limitations on dependents' coverage?

- No limitations
- 1 Year or Longer
- Less than a year

60. Do life insurance benefits continue for Guard and/or Reserve employees called to active duty?

- Yes
- No

61. Are there any time limitations on life insurance coverage?

- No limitations
- 1 Year or Longer
- Less than a year

62. Are returning Guard and/or Reserve employees provided with an on-ramping program aimed at reintegrating them into your business and changes that occurred during their absence?

- Yes
- No

63. What is the duration of the on-ramping program?

- Hour or less
- Less than a day, but more than an hour
- Less than a week, but more than a day
- 1 week or more

64. Has your company received the ESGR Pro Patria Award or the Secretary of Defense Employer Support Freedom Award? \*

- Yes
- No

*ESGR's Pro Patria Award is presented annually by each ESGR State Committee to one small, one large, and one public sector employer in their state or territory. Recipients have demonstrated the greatest support to Guard and Reserve employees through their leadership and practices, including adopting personnel policies that make it easier for employees to participate in the National Guard and Reserve. This is the highest level award that may be bestowed by an ESGR State Committee.*

*Employers who have been honored with the Above and Beyond Award, who have had at least one supervisor or other representative honored with a Patriot Award, and who have signed a Statement of Support are eligible for the Pro Patria Award.*

*For more information on the ESGR Pro Patria Award, [click here](#).*

65. Has your company signed the ESGR Statement of Support? \*

- Yes
- No

*Interested in signing the ESGR Statement of support contact your state office. Lookup your state office by [clicking here](#).*

66. List up to 5 current programs your company has implemented in support of veterans or the greater military community, as well as the number of years your company has been actively involved with the programs.

Program Name 1: \_\_\_\_\_

Program Name 2: \_\_\_\_\_

Program Name 3: \_\_\_\_\_

Program Name 4: \_\_\_\_\_

Program Name 5: \_\_\_\_\_

67. Years involved in Program 1: \_\_\_\_\_

68. Years involved in Program 2: \_\_\_\_\_

69. Years involved in Program 3: \_\_\_\_\_

70. Years involved in Program 4: \_\_\_\_\_

71. Years involved in Program 5: \_\_\_\_\_

72. Has your company partnered with or leveraged resources provided by your DVOP's or LVER's at the state workforce agency offices?

- Yes, at a local level
- Yes, we do this nationally
- No
- Unsure/Not known

*Help Text: The Jobs for Veterans State Grants (JVSG) program provides federal funding, through a formula grant, to 54 State Workforce Agencies (SWAs) to hire dedicated staff to provide individualized career and training-related services to veterans and eligible persons with significant barriers to employment and to assist employers fill their workforce needs with job-seeking veterans.*

*Program Staff: The JVSG program supports the Disabled Veterans' Outreach Program (DVOP) specialist position, Local Veterans' Employment Representative (LVER) staff, and Consolidated Position staff. DVOP specialists provide individualized*

*career services to veterans with significant barriers to employment, with the maximum emphasis directed toward serving veterans who are economically or educationally disadvantaged. Veterans with barriers include homeless veterans and vocational rehabilitation clients. Local Veterans' Employment Representatives conduct outreach to employers and business associations and engage in advocacy efforts with hiring executives to increase employment opportunities for veterans and encourage the hiring of disabled veterans. Consolidated Position staff serve in a dual role as DVOP and LVER.*

73. Does your company provide training or other resources to recruiters, hiring managers, or human resources managers regarding the retention of military employees? \*

- Yes
- No

74. For which groups is training provided?

Check all that apply

- Recruiters
- Hiring Managers
- Human Resources Managers
- Senior Executives
- Other, please specify... Place details in the comment box

75. Please provide additional details around your company's military employment training program.

Please provide details concerning training

- Is Recruiter training mandatory
  - Yes, No
- If mandatory, do all Recruiters attend?
  - Yes, No
- Is Hiring Manager training mandatory
  - Yes, No
- If mandatory, do all Hiring Managers attend?
  - Yes, No
- HR Manager training mandatory
  - Yes, No
- If mandatory, do all HR Managers attend?

- Yes, No

76. How are your military employment training programs delivered?

Check all that apply.

- Live and/or on-demand webinars
- Public workshops
- Onsite, instructor-led, live delivery
- Licensed web-based training
- Consultant(s)
- Web-based training

77. What is your total annual budget for military employment training?

Enter the amount in standard dollar format in the comment box do not use symbols or text characters.

For example: if your total budget amount is seventeen thousand enter 17,000.00

- Not Known
- Do Not Disclose
- Dollar Amount

**Enter Dollar amount in the comment box**

78. What is the estimated average cost of training per head dedicated to improving military employment knowledge and outcomes?

Enter the amount in standard dollar format in the comment box do not use symbols or text characters.

For example: if your total budget amount per head is two hundred and fifty dollars enter 250.00

- Not Known
- Do Not Disclose
- Dollar Amount

**Enter Dollar amount in the comment box**

*This data is not shared publicly. It is used to calculate commitment percentages during the scoring process.*

*Enter the amount in standard dollar format in the comment box do not use symbols or text characters.*

*to find this data you can divide the number of people trained by the total budget amount.*

79. What are the most needed/desired training topics regarding the development of your military employment program?

Check all that apply

- Building a Commitment and Planning a Strategy
- Creating a Culture of Collaboration, Service, and Philanthropy
- Benchmarking Best Practices and Establishing Program Goals
- Complying with Veteran Employment Laws and Regulations
- Developing Military Friendly Policies
- Identifying and Nurturing Military Friendly Partnerships
- Sourcing and Recruiting Military Talent
- Marketing and Branding to Military Talent
- Accommodating Disabled Military Talent
- Matching, Screening, Interviewing, and Hiring Military Talent
- Onboarding and Assimilating Military Talent
- Understanding Military Structure, Culture, Occupations, and Transition
- Training, Developing, and Advancing Military Talent
- Engaging, Supporting, and Retaining Military Talent
- Training Employees to Understand and Support Military Talent
- Measuring and Evaluating Program Success

81. Does your company have an annual budget set specifically for military recruiting efforts and hiring initiatives?

- Yes
- No

*Answer "yes" only if this is a dedicated budget for military efforts only or if you have an allocated percentage of your budget set aside specifically for military hiring.*

82. What is your estimated annual budget dedicated to military recruiting?

- Not Known
- Do Not Disclose
- Dollar Amount

**Enter Dollar amount in the comment box**

*Enter the amount in the standard dollar form with no alpha characters or symbols. For example: if your budget is twenty thousand enter 20,000.00*

83. What percentage of your company's annual recruiting budget is targeted exclusively toward military hiring?

This information is not publicly displayed nor shared publicly, the data is used to determine overall operational commitment to your military program.

0 % ←-----|-----|-----|-----|-----|-----> 100%

*This question is mandatory please enter an estimated percentage if actual is unknown.*

84. Does your company have full-time employees who work specifically on recruiting military veterans, service members, and spouses?

- Yes
- No

*Only answer yes if the full-time employee is specifically measured by their performance or goals associated directly with your military recruiting and sourcing outcomes. Do not answer yes if this employee focuses on all recruiting in which your general efforts include the military. For example, if a specific recruiter splits their focuses on two diversity pockets and is measured solely by their responsibilities or performance in the two areas one of which is military you may answer "yes" then specify that their allocated time to military recruiting is 50% on the next populated question. If your recruiter's focus is on general recruiting to which military applicants are included and measured on their general performance and not separately measured on their responsibilities or performance in military outreach then respond "no" in this case it would be difficult to measure the amount of time they dedicate to military hiring only.*

85. What percentage of their time, on average, is allocated to recruiting veterans, service members, and spouses?

This information is not publicly displayed nor shared publicly, the data is used to determine overall operational commitment to your military program.

0 % ←-----|-----|-----|-----|-----|-----> 100%

*Please list an estimated percentage if the exact percentage is unknown.*

***Please list an estimated percentage if the exact percentage is unknown. This question is mandatory and must contain a response.***

86. How many dedicated military recruiters or military program managers does your company employ?

This information is not publicly displayed nor shared publicly, the data is used to determine overall operational commitment to your military program.

0 People ←-----|-----|-----|-----|-----|-----> 100+People

*Please list the number of dedicated positions for this role. If you have an open requisition in this area please include this in your total number of positions in which you employ.*

87. What percentage of these employees are themselves veterans, active military, or military spouses?

This information is not publicly displayed nor shared publicly, the data is used to determine overall operational commitment to your military program.

0 % ←-----|-----|-----|-----|-----|-----> 100%

***Choose N/A if unknown, choosing N/A may have a negative impact on your overall score.***

88. Does your company offer specific Accommodation Programs to support the physical and psychological needs of disabled military employees?

- Yes
- No

89. Does your company sponsor an Employee Resources Group (ERG), Veterans Affinity Network (VAN), or other sanctioned professional community for employees with military experience?

- Yes
- No

90. In 100 words or less, please describe the benefits, and services provided through the ERG or VAN.

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If your ERG/BRG efforts are newly formed, please detail the goals or expected outcomes of your ERG/BRG.

91. What percentage of your offices or locations is served by a local chapter of this type of organization?

0 % ←-----|-----|-----|-----|-----|-----> 100%

*This question must have a response. Choose N/A if unknown. Answering N/A may have a negative impact on your overall score.*

Help Text: For those leaving the service who want to go to work instead of school, the GI Bill can help pay the bills for a training position as an apprentice or on-the-job learner, through a union or training for certification.

For more information on the GIBill and OTJ programs visit:

<https://www.va.gov/education/about-gi-bill-benefits/how-to-use-benefits/on-the-job-training-apprenticeships/>

92. Which of the following practices has your organization implemented as part of the job application process for veterans, service members, and spouses?

Check all that apply.

- Applicants are marked and/or tracked as veterans, service members, or military spouses
- Applicants are given contact information for company employees who focus specifically on hiring military
- Applicants are contacted by a company employee who focuses specifically on hiring military
- Applicants are put in touch with current employees who are veterans, service members, or military spouses
- Applicants are tracked after they are hired in a separate, voluntary survey for new employees Applicants are offered a military skills translation tool to identify job opportunities in the company that are a good fit for military candidates

93. Which sourcing methods does your organization use to find and attract military talent? **First, check all that apply.**

Next, provide any information you think would be relevant (such as important program details; how often you use a particular sourcing method; etc.) in the comments section. This section is scored.

- Military Placement Firms (external recruiters)
- Military Job Boards
- Social Media/Web-based Networking
- Print Advertising
- Career Fairs (Virtual)
- Career Fairs (In Person)
- Professional Alumni Associations
- Federal Government Resources (e.g., Joining Forces)
- State Government Resources (e.g., Joining Forces)
- Non-profit Groups
- College Campuses
- A presence in TAP/ACAP and/or Military Bases
- Department of Veteran Affairs
- US Chamber and Department of Defense Transition Summits
- Army Soldier For Life Programs (e.g., Career Skills Program)
- Digital Marketing
- **Comment Box enter details:**

94. Does your company provide specialized onboarding programs for new hires from the military community?

- Yes
- No

95. What is done or communicated in these programs? Please specify the unique benefits of your specialized military onboarding program.

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96. Does your company provide formal sponsorships (mentors) of new hires from the military community?

- Yes
- No

97. If formal sponsorships are provided, how long do they last?

- Less than 6 months
- More than 6 months
- The duration varies depending on the sponsorship

98. Does your company track retention among newly hired employees overall?

- Yes
- No

99. Does your company track retention among newly hired employees with military experience?

- Yes
- No

100. What is the estimated percentage for your company's veteran retention rate?

This information is not publicly displayed nor shared publicly, the data is used to determine overall operational commitment to your military program.

0 % ←-----|-----|-----|-----|-----|-----> 100%

This is an estimated percentage. Leave at 0% if unknown. Unknowns may have an impact on your overall score

101. Are your retention rates for military veterans higher than those of other non-military employees in general?

- Yes
- No

*Does your company retain veterans or military-affiliated employees at a higher rate than your overall workforce population?*

102. Are your retention rates for Guard and Reserve personnel higher than those of other non-military employees in general?

- Yes
- No

*Does your company retain guard and reserve employees at a higher rate than your overall workforce population?*

103. Does your company offer any of the following programs to support the retention and development needs of military employees? Check all that apply.

- Mentorship Programs

- Peer Support Programs
- Professional Development/Continuing Education
- None of the above

104. What is the total number of employees in your organization, including both military and non-military employees?

Numeric form only. Do not use symbols, text or characters.

US Based \_\_\_\_\_

Global \_\_\_\_\_

105. What percentage of your US-based employees are:

Example: Enter 10 for 10% Responses must total 100%

\_\_\_\_\_ % Transitioning Service Members, Veterans, Or Military Affiliated

\_\_\_\_\_ % Current Members of the Guard and Reserve

\_\_\_\_\_ % of Non Military or Unidentified Employee Population

106. Of the total number of employees who are transitioning military members or veterans, how many are... For definition or explanation around "transitioning" population click HINT(?)

Numeric form only. Do not use symbols, text or characters.

- Men \_\_\_\_\_
- Women \_\_\_\_\_
- Total \_\_\_\_\_

Enter 0 if unknown. Entering 0 as your response can and may have a negative impact on your overall score.

107. Of the total number of employees currently in the Guard or Reserve, how many are...

- Men \_\_\_\_\_
- Women \_\_\_\_\_
- Total \_\_\_\_\_

Enter 0 if unknown. Entering 0 as your response can and may have a negative impact on your overall score.

108. Out of your total number of Military employees, what percentage were officers compared to enlisted service members?

Numeric form only. Do not use symbols, text or characters.

\_\_\_\_\_

Leave at 0 if unknown. Blank or unknown responses may have a negative impact on your overall score.

109. Of the total number of officers, how many are...

- Men \_\_\_\_\_
- Women \_\_\_\_\_
- Total \_\_\_\_\_

Enter 0 if unknown. Entering 0 as your response can and may have a negative impact on your overall score.

110. Of the total number of enlisted, how many are...

- Men \_\_\_\_\_
- Women \_\_\_\_\_
- Total \_\_\_\_\_

Enter 0 if unknown. Entering 0 as your response can and may have a negative impact on your overall score.

111.What is the total number of NEW HIRES in the demographic categories below:

*New hires are described as those hired within the last 12 months.*

- All New Hires \_\_\_\_\_
- Military New Hires \_\_\_\_\_

112. What percentage of your NEW HIRES are transitioning military members and veterans?

*Click hint for an explanation or categorical definition of "Transitioning" in relation to this survey response If unknown choose NA this may impact your score*

**Numeric form only. Do not use symbols, text or characters.Mandatory must respond.**

\_\_\_\_\_

113. Out your company's total military-affiliated, service members, or veteran new hires, how many are...

- Men \_\_\_\_\_
- Women \_\_\_\_\_
- Total \_\_\_\_\_

*If unknown leave blank or enter zero, this may impact your score*

114. What percentage of your NEW HIRES are currently in the Guard or Reserve?

**Numeric form only. Do not use symbols, text or characters.Mandatory must respond.**

\_\_\_\_\_

115. Of those NEW HIRES currently in the Guard or Reserve, how many are...

- Men \_\_\_\_\_

- Women \_\_\_\_\_
- Total \_\_\_\_\_

*If unknown leave blank or enter zero, this may impact your score*

116. What is the total number of PROMOTIONS/ADVANCEMENTS in your organization, including both military and non-military employees in the last twelve months?

**Numeric form only. Do not use symbols, text or characters.**

\_\_\_\_\_

117: Does your company track promotion/advancement rates for military personnel (veterans and/or Guard & Reserve)?

- Yes
- No

118. Are promotion/advancement rates for military veterans better than those for non-military personnel in general?

- Yes
- No

119. Are promotion/advancement rates for Guard and Reserve personnel better than those for non-military personnel in general?

- Yes
- No

*Help Text: Include all tracked Guard and Reserve personnel in this number. If your self Id initiatives do not separate prior service affiliation from Guard and Reserve service do not include the total self-identified military population when calculating your response in this section.*

*Leave blank if unknown. Blank or unknown responses may have a negative impact on your overall score.*

120. What percentage of promotions/advancements are transitioning military members or veterans?

This question is mandatory and must contain a response. Click Hint (?) for more details.

0 % ←-----|-----|-----|-----|-----|-----> 100%

Please use an estimated percentage if actual is unknown. This question must contain a response. If this question is N/A, Check the N/A box, choosing this option may have an impact on your overall score.

121. Of those promotions/advancements among military or veterans, how many are...

- Men \_\_\_\_\_
- Women \_\_\_\_\_
- Total \_\_\_\_\_

122. What percentage of promotions/advancements are Guard or Reserve?

This question is mandatory and must contain a response. Click Hint (?) for more details.

0 % ←-----|-----|-----|-----|-----|-----> 100%

Leave blank if unknown. Blank or unknown responses may have a negative impact on your overall score.

123. Of those promotions/advancements that are Guard or Reserve, how many are...

Numeric form only. Do not use symbols, text or characters.

- Men \_\_\_\_\_
- Women \_\_\_\_\_
- Total \_\_\_\_\_

Leave blank if unknown. Blank or unknown responses may have a negative impact on your overall score

124. Please provide the Retention Percentage for ALL EMPLOYEES for the prior 12-month period or most recent full-year reporting period available.

This question is mandatory and must contain a response. Click Hint (?) for more details.



Please use an estimated percentage if actual is unknown. This question must contain a response. If this question is N/A, Check the N/A box, choosing this option may have an impact on your overall score.

125. Please provide the Retention Percentage for ALL MILITARY EMPLOYEES for the prior 12-month period or most recent full-year reporting period available.

This question is mandatory and must contain a response. Click Hint (?) for more details.



Please use an estimated percentage if actual is unknown. This question must contain a response. If this question is N/A, Check the N/A box, choosing this option may have an impact on your overall score.

126. Please provide the Turnover Percentage for ALL NEW HIRES. (Hired in the last 12 months or most recent full year reporting period available.)

This question is mandatory and must contain a response. Click Hint (?) for more details.



Leave at 100 if unknown. Click hint for how this may impact your score

127. Please provide the Turnover Percentage for ALL MilitaryNEW HIRES. (Hired in the last 12 months or most recent full year reporting period available.)

This question is mandatory and must contain a response. Click Hint (?) for more details.



Leave at 100 if unknown. Click hint for how this may impact your score



## Military Friendly® Spouse Employers Introductory Page

### Instructions

Welcome to the 2024 Military Friendly® Spouse Employers survey! This survey helps us capture and share best practices in hiring and developing employees from the military spouse community. The following instructions will provide you with all of the detail you will need to complete the survey efficiently. If you have questions, visit our FAQ section on the Military Friendly website (MilitaryFriendly.com). It has the answers to most questions. You can contact us directly by going to [militaryfriendly.com/support](https://militaryfriendly.com/support). Always check the hint button on the question for specifics.

### Overview and Structure of the Survey

The Military Friendly® Spouse Employers survey takes a detailed look at the lifecycle of military spouse employees: What employers do to attract, hire, and develop them; as well as the policies and practices with which employers support them along the way. Note that when we refer to “military employees” in this survey unless otherwise indicated, we are including active military, veterans, and members of the Reserves/National Guard. For some questions, we will also ask you to include military spouses in your consideration.

### A Final Thought:

Our goal is to help military spouse employees have fulfilling careers. This survey offers an opportunity to share your organization’s efforts on behalf of these employees, whose efforts and sacrifices have done so much for our country. We thank you once again for completing this survey and are ready to help if you have any questions along the way.

**PLEASE CHECK YES TO CONTINUE TO THE MILITARY SPOUSE PORTION OF THIS SURVEY. YOU MUST CHECK YES AND RESPOND TO THE RELATIVE QUESTIONS TO BE CONSIDERED FOR THE MILITARY SPOUSE FRIENDLY EMPLOYER DESIGNATION.**

**Only check no if you do not wish to be considered for this designation and would like to skip to the next portion of the survey. You must respond to three of the four survey components to be eligible for the Military Friendly Company's award and designation. You must complete all remaining components of the survey to qualify for the Military Friendly Company's award if you decline to participate in this section.**

**You can not edit or modify your responses after submission.**

### COMPONENT 2 OF 4

- Yes I would like to participate in the Military Spouse Friendly Survey
- No I do not want to participate

129. Does your company identify, track, or encourage self ID for military spouses/dependents, or is your company aware of employees who are military spouses or dependents??

- Yes
- No

130. Please choose the methods you use to encourage military spouses or dependents to self-identify.

- Voluntary based questionnaire upon hiring and yearly inquiry
- Employee resource or assistance programs
- Veteran or Military Spouse Hiring page on website
- External Military Spouse Groups or Associations (example MSEP)
- Internal Military Spouse Groups or Associations (example ERG/BRG/VAN)
- Diversity training that includes Self Id
- Swag or unique employee markers
- Emblems or Logos for employee signature or swag
- Referral hiring process or direct conversation
- Newsletter and direct email outreach, Internal communication
- Veterans Social Events; Military Holidays/Recognition (i.e., National Military Spouse Day; NMAM)
- Other: please define below
- None of the above

131. Please describe the methods you use to encourage military spouses or dependents to self-identify.

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132. Does your company have programs or policies in place to assist military spouses with job relocation due to military-related moves?

[Click hint\(?\) for clarity](#)

- Yes
- No

*Help Text: If a military spouse has a permanent change of station or receives orders that lead a relocation does your company allow them to transfer to another location or office or offer assistance with placing them into subsidiary, sister, or partnered employer local to where they are moving to.*

133. If an employee needs to take a temporary leave of absence during employment due to his/her spouse's deployment, will the employee's position remain available upon the service member's return?

- Yes - The same position will be available
- Yes - The similar position will be available
- No

134. Do spouses whose service member is deployed have the option to shift to part-time employment?

- Yes
- No

135. Is your company a member of the Military Spouse Employment Partnership (MSEP)?

- Yes
- No

Help Text: The Department of Defense Military Spouse Employment Partnership (MSEP) connects military spouses with hundreds of partner employers who have committed to recruit, hire, promote and retain military spouses.

For additional information on MSEP <https://msepjobs.militaryonesource.mil/msep/>

136. If an employee needs to take a temporary leave of absence during employment due to his/her spouse's military duties, will the employee's position remain available upon the service member's return?

- Yes - The same position will be available
- Yes - The similar position will be available
- No

137. Which military spouse outreach, training, transition, or promotion programs do you currently operate?

**Check all that apply.**

- Internships for military spouses
- On-the-job training programs for military spouses
- Managerial training programs for military spouses
- Apprenticeships marketed to military spouses
- Networking events for military spouses
- Other (Please specify)

Specify "other" in the comment box. This section is scored.

138. Does your organization have any additional policies or support services concerning military spouses and dependents whose families must move due to deployment or relocation??

Click hint(?) for clarity

- Yes
- No

*Help Text: If a military spouse has a permanent change of station or receives orders that lead a relocation does your company allow them to transfer to another location or office or offer assistance with placing them into subsidiary, sister, or partnered employer local to where they are moving to.*

139. Which of the following child-care services does your company provide for military spouses?

- On-site child care
- Child care reimbursement
- None of the above

140. Does your company's Employee Assistance Program (EAP), if available, support the unique needs of military employees and spouses needing assistance?

- Yes
- No
- Our company does not offer an EAP

141. Has your EAP provider received specialized training to serve the unique needs of military employees who may need assistance?

- Yes
- No

142. What is the total number of employees in your organization, including both military and non-military employees?

Numeric form only. Do not use symbols, text or characters.

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143. What is the known number of current or former military spouses employed at your company?

Numeric form only. Do not use symbols, text or characters. Leave blank if unknown, unknown responses may have an impact on your overall score.

- Total \_\_\_\_\_
- Men \_\_\_\_\_
- Women \_\_\_\_\_

144. What percentage of your workforce are Military Spouses?

This question is mandatory and must contain a response. Click Hint (?) for more details.

0 % ←-----|-----|-----|-----|-----|-----> 100%

Please use an estimated percentage if actual is unknown. This question must contain a response. If this question is N/A, Click zero, choosing this option may have an impact on your overall score.

147. What is the total number of NEW HIRES in your organization, including both military and non-military employees?

Numeric form only. Do not use symbols, text or characters.

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New hires are described as those hired within the last 12 months. Blank answers may have a negative impact on your overall score.

148. Of NEW HIRES at your company, how many are current or former military spouses

- Men \_\_\_\_\_
- Women \_\_\_\_\_
- Total \_\_\_\_\_

New hires are described as those hired within the last 12 months. Leave blank if unknown. Blank answers may have a negative impact on your overall score.

149. What percentage of your new hires are current or former military spouses?:

This question is mandatory and must contain a response. Click Hint (?) for more details.

0 % ←-----|-----|-----|-----|-----|-----> 100%

Please use an estimated percentage if actual is unknown. This question must contain a response. If this question is N/A, Click zero, choosing this option may have an impact on your overall score.

150. What is the total number of PROMOTIONS/ADVANCEMENTS in your organization, including both military and non-military employees in the last twelve months?

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Leave blank if unknown

151. How many of those promotions/advancements went to current or former military spouses?

- Total \_\_\_\_\_
- Men \_\_\_\_\_
- Women \_\_\_\_\_

Leave this blank if unknown. Blank answers may have a negative impact on your overall score.

152. What percentage of your total PROMOTIONS/ADVANCEMENTS are current or former military spouses?

This question is mandatory and must contain a response. Click Hint (?) for more details.

0 % ←-----|-----|-----|-----|-----|-----> 100%

Please use an estimated percentage if actual is unknown. This question must contain a response. If this question is N/A, Click zero, choosing this option may have an impact on your overall score.

153. Please provide the retention percentage for All Employees for the prior 12-month period or most recent full year reporting period available.



Leave at 0 if unknown.

154. Please provide the retention percentage for only Military Spouse Employees for the prior 12-month period or most recent full year reporting period available.



Leave at 0 if unknown.

155. Please provide the turnover percentage for All New Hires (Hired in the last 12 months) or most recent full year reporting period available.

Select at 100 if unknown.



New hires are described as those hired within the last 12 months.

156. Please provide the turnover percentage for all Military Spouse New Hires (Hired in the last 12 months) or most recent full year reporting period available.

Select at 100 if unknown.



New hires are described as those hired within the last 12 months.

**NEXT COMPONENT**



# MILITARY FRIENDLY®

## Military Friendly® Supplier Diversity Program

### Instructions

Welcome to the 2024 Military Friendly® Supplier Diversity survey! This survey helps us capture and share best practices in the selection and growth of the veteran-owned business supplier network. The following instructions will provide you all of the detail you will need to complete the survey efficiently. If you have questions, there are several options for timely answers:

Our FAQ on the Military Friendly website ([MilitaryFriendly.com](https://militaryfriendly.com)) has the answers to most questions.

You can contact us directly by going to [militaryfriendly.com/support](https://militaryfriendly.com/support).

### Overview and Structure of the Survey

The Military Friendly® Supplier Diversity survey takes a detailed look at the lifecycle of military employees: What employers do to attract, hire, and develop them; as well as the policies and practices with which employers support them along the way.

**PLEASE CHECK YES TO CONTINUE TO THE SUPPLIER DIVERSITY PORTION OF THIS SURVEY. YOU MUST CHECK YES AND RESPOND TO THE RELATIVE QUESTIONS TO BE CONSIDERED FOR THE MILITARY FRIENDLY SUPPLIER DIVERSITY DESIGNATION.**

Only check no if you do not wish to be considered for this designation and would like to skip to the next portion of the survey. You must respond to three of the four survey components to be eligible for the Military Friendly Company's award and designation. You must complete all remaining components of the survey to qualify for the Military-Friendly Company's award if you decline to participate in one of the two previous components.

**You can not edit or modify your responses after submission.**

### COMPONENT 3 OF 4

- Yes I want to participate in the Military Friendly® Supplier Diversity survey
- No I do not want to be considered for Military Friendly® Supplier Diversity Designation

160. In 100 words or less, describe your supplier diversity program.

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161. Does your company promote the use of Veteran Owned Businesses (VOBs) and Service Disabled Veteran Owned Small Businesses (SDVOSB) as suppliers?

- Yes
- No

162. What types of products and purchases does your organization purchase from small businesses?

**Check all that apply**

- |  |   |
|--|---|
| ➤ Advertising & Marketing                      | ➤ Medical Equipment and Supplies, Pharma    |
| ➤ Architect and Engineering Support Services   | ➤ Office Supplies and printing services     |
| ➤ Business Services and supplies               | ➤ Professional and Support Services         |
| ➤ Construction                                 | ➤ Recruiting, Staffing, Consulting Services |
| ➤ Hospitality, Entertaining services           | ➤ Retail goods and Wholesale Trade          |
| ➤ Property Management and maintenance          | ➤ Waste Management, Wastewater Services     |
| ➤ Customer/Consumer Services                   | ➤ Utility System Maintenance                |
| ➤ It Systems and services                      | ➤ Transportation & delivery services        |
| ➤ Maintenance Repair & Operations              | ➤ Other: Please specify                     |
| ➤ Manufacturing, Manufactured Parts & Services |   |

163. Are Veteran Owned Businesses specifically mentioned as part of your company supplier diversity page?

- Yes
- No

164. Please provide a link to your company's supplier diversity page.

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165. Does your supplier diversity program offer education programs for VOBs and/or SDVOSBs to learn how your program operates and how to gain access to prime contractors within your company?

- Yes
- No

166. Does your company have a CEO statement on its website supporting supplier diversity?

- Yes
- No

167. What other executive level support does your company extend to veteran-owned businesses?

Hosting, attending, speaking at/supporting events or other programs or activities

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168. What percentage of your suppliers are Veteran Owned Businesses (VOBs) and Service-Disabled Veteran Owned Small Businesses (SDVOSBs)?

Please provide answers as whole numbers 0-100.



Leave blank if unknown

169. Please qualify your business-to-business procurement budget (spend data) in terms of how it is calculated.

[Click the Question mark for more info](#)

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Questions to consider:

- Calculation includes only domestic or includes foreign spend or other?
- Calculated based on FAR guidelines or other?
- Calculation is reduced by taxes, charities, or other?
- Calculation includes total spend, federal spend, or other?

170. Please list your company's total business-to-business procurement budget in a dollar amount.

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Leave blank if unknown. Blank answers may have a negative impact on your score.

171. Does your company have a supplier diversity goal and/or program for veteran-owned businesses?

This question refers to all veteran owned businesses, not exclusively Service Disabled Veteran businesses.

- Yes
- No

172. Please list the goal in terms of both percentage of overall budget and dollar amounts.

- Percentage \_\_\_\_\_
- Dollar amount \_\_\_\_\_

Please supply percentages in whole numbers 0-100.

173. How many years has your company had a supplier diversity goal program for veteran-owned businesses or service disabled, veteran-owned businesses?

0 ←-----|-----|-----|-----|-----|-----> 10+

Leave at 0 if unknown. Blank answers may have a negative impact on your overall score.

174. Did your Company meet or exceed supplier diversity goal for veteran-owned businesses?

- Yes, Met our goal
- Yes, Exceeded goal
- No

175. Please list your actual supplier diversity results in terms of both percentage of overall budget and dollar amounts.

Please supply percentages in whole numbers 0-100.

- Percentage \_\_\_\_\_
- Dollar amount \_\_\_\_\_

176. With how many service-disabled, veteran-owned businesses did you sub-contract in the last twelve months?

0 ←-----|-----|-----|-----|-----|-----> 10+

Leave at 0 if unknown. Blank answers may have a negative impact on your overall score.

177. Does your company have a supplier diversity goal and/or program for minority-owned businesses?

- Yes
- No

178. Please list the goal in terms of both percentage of overall budget and dollar amounts for minority-owned businesses.

Please supply percentages in whole numbers 0-100.

- Percentage \_\_\_\_\_
- Dollar amount \_\_\_\_\_

179. How many years has your company had a supplier diversity goal and/or program for minority-owned businesses?

0 ←-----|-----|-----|-----|-----|-----> 10+

Leave at 0 if unknown. Blank answers may have a negative impact on your overall score.

180. Did your Company meet or exceed supplier diversity goals for minority-owned businesses?

- Yes, Met our goal
- Yes, Exceeded goal
- No

181. Please list your actual supplier diversity results in terms of both percentage of overall budget and dollar amounts for minority-owned businesses.

Please supply percentages in whole numbers 0-100.

- Percentage \_\_\_\_\_
- Dollar amount \_\_\_\_\_

182. Does your company have a supplier diversity goal and/or program for women-owned businesses?

- Yes
- No

183. Please list the goal in terms of both percentage of overall budget and dollar amounts for women-owned businesses.

Please supply percentages in whole numbers 0-100.

- Percentage \_\_\_\_\_
- Dollar amount \_\_\_\_\_

184. How many years has your company had a supplier diversity goal and/or program for women-owned businesses?

0 ←-----|-----|-----|-----|-----|-----> 10+

Leave at 0 if unknown. Blank answers may have a negative impact on your overall score.

185. Did your Company meet or exceed supplier diversity goals for women-owned businesses?

- Yes, Met our goal
- Yes, Exceeded goal
- No

186. Please list your actual supplier diversity results in terms of both percentage of overall budget and dollar amounts for women-owned businesses.

Please supply percentages in whole numbers 0-100.

- Percentage \_\_\_\_\_
- Dollar amount \_\_\_\_\_

187. How many employees within your company are on the payroll with their sole purpose being one which consists of supplier diversity duties and responsibilities?

Numeric form only. Do not use symbols, text or characters. Leave blank if unknown, unknown responses may have an impact on your overall score.

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188. How many employees within your company are on the payroll with their secondary or collateral purpose being one which consists of supplier diversity duties and responsibilities?

Numeric form only. Do not use symbols, text or characters. Leave blank if unknown, unknown responses may have an impact on your overall score.

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189. Please list your company's total supplier diversity advertising budget in dollars.

Includes print, web, and all other forms of advertising media.

Numeric form only. Do not use symbols, text or characters. Leave blank if unknown, unknown responses may have an impact on your overall score.

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190. Please provide the percentage and dollar amount of the budget that are spent advertising to veteran- and service-disabled, veteran-owned businesses.

Please supply percentages in whole numbers 0-100.

- Percentage \_\_\_\_\_
- Dollar amount \_\_\_\_\_

191. Please list your company's total supplier diversity budget regarding outreach events in dollars. Includes Expos, Trade Shows, etc.

Numeric form only. Do not use symbols, text or characters. Leave blank if unknown, unknown responses may have an impact on your overall score.

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192. Please provide the percentage and dollar amount of this outreach budget that is spent for events related to veteran and service-disabled, veteran-owned businesses.

Please supply percentages in whole numbers 0-100.

- Percentage \_\_\_\_\_
- Dollar amount \_\_\_\_\_

193. Are your company's veteran-owned business goals shared with the "decision makers" within your purchasing or procurement groups?

- Yes
- No

194. Please list your top three veteran-owned suppliers.

Please list the company name and website.

- 1
  - Company Name \_\_\_\_\_
  - Website \_\_\_\_\_
- 2
  - Company Name \_\_\_\_\_
  - Website \_\_\_\_\_
- 3
  - Company Name \_\_\_\_\_
  - Website \_\_\_\_\_

195. Please list any additional initiatives your company has taken to support veteran-owned or service-disabled, veteran-owned businesses.

Include training, teaming, mentor-protege programs, etc.

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196. What advice would you give to someone hoping to land business with a company's Military Friendly® Supplier Diversity program?

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197. Please list any additional comments or inclusions not already covered in this section of the survey.

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**NEXT COMPONENT**



# MILITARY FRIENDLY®

## Welcome to the Military Friendly® Brands Survey!

Welcome to the 2024 Military Friendly® Brands survey! This survey helps us capture and share best practices in regard to the social and material investments corporations make in support of the military and veteran community.

### Overview and Structure of the Survey

The Military Friendly® Brands survey uses a common assessment framework to organize the various indicators that are available to score products, services, and companies on social performance. Note that when we refer to “military consumers” in this survey unless otherwise indicated, we are including active military, veterans, members of the Reserves/National Guard, and military spouses.

### Here is what the survey covers:

**General Company Information:** Your institution’s location, services, products, etc. This includes information that your company would like us to communicate to prospective consumers in publications such as Military Spouse Magazine. **Policies and Governance** indicators characterize overall corporate governance, the policies and practices a company has adopted (including their applicability to its supply chain), a company's compliance record and involvement in controversies, and whether a company is engaged in any exemplary practices. **Transparency** indicators track whether the information needed to assess community investment and engagement is made available by a company. **Consumer** indicators include customer service and support policies, as well as information about marketing practices and consumer satisfaction. **Community** indicators track a company's community relationships, stakeholder engagement initiatives, and public policy positions.

### A Final Thought

Because the availability of product-level social data is limited and varies by product category, Military Friendly® Brands Consumer scores are primarily based on company-level data. The relative contribution of product- vs company-level data to Consumer scores varies by product category and consumer participation. The goal of our voluntary consumer response survey is to measure how passionate military consumers are about supportive practices and policies when it comes to purchasing considerations; which military consumer segments are most supportive of the military community or other socially responsible efforts; and which social issues/causes are attracting the most concern. The initial basis for the Military Friendly® Brands benchmarking survey is national and international corporate social responsibility measures and programs. We believe the Military Friendly® Brands initiative will provide opportunities for measuring meaningful impact in our military communities, in addition to helping to grow share for brands. We thank you once again for completing this survey and are ready to help if you have any questions along the way.

**PLEASE CHECK YES TO CONTINUE TO THE BRANDS PORTION OF THIS SURVEY. YOU MUST CHECK YES AND RESPOND TO THE RELATIVE QUESTIONS TO BE CONSIDERED FOR THE MILITARY FRIENDLY BRAND DESIGNATION.** Only check no if you do not wish to be considered for this designation and would like to skip to the end of the survey. You must respond to 3 of the 4 survey components to be eligible for the Military Friendly Company's award and designation. This is the final component of the survey. You can not edit or modify your responses after submission.

### COMPONENT 4 OF 4

- Yes I would like to participate in the Military Friendly Brands Survey
- No I am not participating in the Brands Designation

199. In 100 words or less, please describe why your institution's products and/or services are an excellent choice for military consumers and veteran consumers.

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200. Provide links to your organization's main website, key company information, and specific veteran or military-consumer related pages.

Enter a complete URL for each

- Main website URL:
  - \_\_\_\_\_
- Military Discounts URL:
  - \_\_\_\_\_
- Product Availability Locations URL:
  - \_\_\_\_\_
- Veterans-specific page URL:
  - \_\_\_\_\_
- Military Consumer Policies URL:
  - \_\_\_\_\_

201. Provide links to your organization's social media accounts related to your brands.

Enter a complete URL for each.

- Facebook :
  - \_\_\_\_\_
- Twitter:
  - \_\_\_\_\_
- LinkedIn:
  - \_\_\_\_\_
- Google+:
  - \_\_\_\_\_

202. Would you be willing to participate in a consumer-based brand-perception survey among members of the military community?

In the initial version of the consumer survey, input will be solicited from members of the military community regarding their likelihood of referring your organization's brands and products to other members of the military community.

- Yes
- No
- Not Applicable

203. Please select the primary (most relevant) product or service category

- Choose from listed categories.

204. If your organization represents multiple consumer-facing brands, please list the brands you would like to be included in the consumer survey.

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Please separate each brand name with a comma. If your Brands fall into different categories, please list first the Brand name followed by a comma and a category from the above list. Separate each of those pairs by a semicolon (i.e., "brand 1, category 1; brand 2, category 2; brand 3, category 3").

## **Policies and Governance**

This section captures indicators that characterize overall corporate governance and the policies and practices your company has adopted regarding military consumer support and whether your organization is engaged in any exemplary practices.

205. Does your organization have an explicit commitment to serving the military and/or veteran community?

- Yes
- No
- In Progress

206. Is this commitment incorporated into the organization's mission, vision, and values?

- Yes
- No
- In Progress

207. Please provide a link to the above policy or statement of commitment.

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208. Does your organization have a formal policy in place regarding business conduct and compliance when serving military/veteran consumers and clients?

- Yes
- No
- In Progress

209. Does your organization publish an ANNUAL REVIEW of activities, investments, and results related to corporate-wide initiatives in support of military and veteran consumer protections?

- Yes
- No
- In Progress

210. Does your organization conduct an AUDIT at least annually of activities, investments, and results related to corporate-wide initiatives in support of military and veteran consumers protections?

- Yes
- No
- In Progress

211. Check each of the following initiatives for which you have a formal policy in place specifically addressing the needs and interests of military and veteran consumers.

- Fees and Discount Policies
- Payment and Service Terms
- Military Deployment Exceptions
- Advocacy Initiatives

- Customer Complaint and Grievance
- Customer Satisfaction
- Other (Please specify)

Specify “other” in the comment box. \_\_\_\_\_

212. Does your organization conduct an AUDIT at least annually of activities, investments, and results related to corporate-wide initiatives in support of members of the armed services, veterans, and their families?

- Yes
- No
- In Progress

213. Check all of the following awards for which your organization has been recognized for service to the military/veteran community.

- Department of Defense Freedom Award
- ESGR Patriot Award
- ESGR Seven Seals Award
- ESGR Above and Beyond Award
- Military Saves Award
- Hire VETS Medallion
- American Legion National Employer of the Year
- Veterans of Foreign Wars Employer of the Year
- USO Distinguished Service Award
- MOAA Distinguished Service Award
- ESGR Pro-Patria Award
- Other (Please specify)

Specify “other” in the comment box. \_\_\_\_\_

**Transparency**

214. Do you provide ready access to concise, easy-to-understand documents that lay out key terms, conditions, and fees for your products and services?

- Yes
- No
- N/A

215. Enter the URL for those terms and conditions.

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216. What is the average Flesch Readability Index score of your terms, conditions, and policy statements supplied to military consumers?



In the Flesch reading-ease test, higher scores indicate material that is easier to read; lower numbers mark passages that are more difficult to read. The formula for the Flesch reading-ease score (FRES) can be found here. Click here to search for an online tool to calculate a score <https://www.webfx.com/tools/read-able/>

217. Do you currently have any open, outstanding, or unresolved civil or criminal cases or complaints filed by a member of the military community regarding product safety?

- Yes
- No
- N/A

218. Has a case, complaint, or proceeding been filed by a member of the military community with the Federal Trade Commission (FTC) against your organization within the last 12 months?

- Yes
- No
- N/A

219. Do you currently have any open or outstanding FTC cases or proceedings filed against your organization by a member of the military community?

- Yes
- No
- N/A

220. Has a complaint been filed against your organization by a member of the military community with the Consumer Financial Protection Bureau (CFPB) within the last 12 months?

- Yes
- No
- N/A

221. What is your current rating (numerical) with the Better Business Bureau?

Use your numerical score 0-100 rather than your letter grade

0 ←-----|-----|-----|-----|-----|-----> 100

222. What is your current rating (Letter) with the Better Business Bureau?

- A+
- A
- A-
- B+
- B
- B-
- C+
- C
- C-
- D+
- D
- D-

223. Which of the following components of corporate transparency do you make publicly available at least annually?

Check all that apply.

- Financial Performance Statements
- Governance (Major Shareholders, Management, Directors)
- Accounting Principles and Methods
- Timeliness and Schedule of Disclosures
- Results of Charitable Investments
- Consumer Satisfaction Results
- Employee Satisfaction Results
- Capital Expenditures
- Subsidiaries and Other Business Relationships
- Research and Development
- Audit Results (financial)

224. Which of the following practices does your company have in place as a means of providing greater product and service transparency to military consumers? Select all that apply and have been active for the past 12 months

- Publication of clear information about product/service terms, conditions, and warranties
- Publication of clear information regarding product or service exchange, refunds, and/or warranties
- Publication of customer complaint processes and expected response processes and timelines
- Publication of current expected wait times for customer complaint or service resolution
- Clear instructions and means for consumers to register complaints or request information
- Publication of a code of conduct for relevant suppliers or service partners
- Other (Please specify)

Enter "other" description in the comment box.

225. Does your organization honor the provisions of the Servicemembers Civil Relief Act (SCRA) for all relevant services and products?

- Yes
- No
- N/A

226. Does your organization provide assistance above and beyond the SCRA provisions in any of the following areas?

Check all that apply.

- Interest Rates
- Credit and Loan Determinations
- Judicial relief (including collections and liens)
- Property Lease Terms (including automobile)
- Rent and Eviction terms
- Insurance coverage
- Extension of relief to military spouses
- Extension of relief to military dependents
- Mortgage terms
- Installment contracts
- Extension of benefits beyond Title 10
- Other (Please specify)

Specify Other in the comment box \_\_\_\_\_

227. Does your organization follow FTC product endorsement guidelines regarding the use of military or veteran endorsements in advertising?

- Yes
- No
- N/A

228. Does your organization comply with all CPSC regulations for all applicable products?

- Yes
- No
- N/A

229. Do you provide a dedicated support line for military and veteran consumers?

- Yes
- No
- N/A

230. Which of the following military consumer groups do you provide Reduced Product or Service Fees?

Select all that apply.

- Active Duty
- Veterans
- Guard and Reserve
- Wounded and Injured
- Military Spouses
- Military Dependents

231. Which of the following military consumer groups do you provide Standard Service or Product Discounts?

Select all that apply.

- Active Duty
- Veterans
- Guard and Reserve
- Wounded and Injured
- Military Spouses
- Military Dependents

232. Which of the following military consumer groups do you provide No-Cost Products or Services?

Select all that apply.

- Active Duty
- Veterans
- Guard and Reserve

- Wounded and Injured
- Military Spouses
- Military Dependents

233. Which of the following military consumer groups do you provide Waived Fees?

Select all that apply.

- Active Duty
- Veterans
- Guard and Reserve
- Wounded and Injured
- Military Spouses
- Military Dependents

234. Which of the following military consumer groups do you provide Deferred payments or terms?

Select all that apply.

- Active Duty
- Veterans
- Guard and Reserve
- Wounded and Injured
- Military Spouses
- Military Dependents

235. Which of the following military consumer groups do you provide Deployment support services?

Select all that apply.

- Active Duty
- Veterans
- Guard and Reserve
- Wounded and Injured

- Military Spouses
- Military Dependents

236. Which of the following military consumer groups do you provide Financial advisement assistance?

Select all that apply.

- Active Duty
- Veterans
- Guard and Reserve
- Wounded and Injured
- Military Spouses
- Military Dependents

237. Which of the following military consumer groups do you provide Issue advocacy?

- Active Duty
- Veterans
- Guard and Reserve
- Wounded and Injured
- Military Spouses
- Military Dependents

238. Which of the following military consumer groups do you provide: Military Rewards Program?

- Active Duty
- Veterans
- Guard and Reserve
- Wounded and Injured
- Military Spouses
- Military Dependents

239. Which of the following military consumer groups do you provide In-Store signage for military patrons?

- Active Duty
- Veterans

- Guard and Reserve
- Wounded and Injured
- Military Spouses
- Military Dependents

240. Which of the following military consumer groups do you provide On-product signage for military Consumers?

- Active Duty
- Veterans
- Guard and Reserve
- Wounded and Injured
- Military Spouses
- Military Dependents

241. At what frequency are the above benefits made available?

- Always available to all military consumers
- Always available to eligible military consumer groups
- Only available during specific periods during the year
- Only available during specific marketing events or promotions

242. Does your storefront provide specific messaging/signage for military/veteran patrons?

- Yes
- No
- N/A

## **Military Community**

This section collects information used to track a company's military and veteran community relationships, stakeholder engagement initiatives, and public policy positions.

243. Has your organization set measurable goals and objectives for supporting the military and veteran community?

- Yes
- No
- N/A

244. For which of the following areas does your organization set and track goals?

Check all that apply

- Employment and Transition
- Education and Training
- Financial Security
- Small Business and Entrepreneurship
- Housing
- Health and Wellness
- Rehabilitation
- Family and Child
- Bereavement
- Travel Assistance
- Technology
- Public Awareness
- Research
- Career Transition
- Mentoring

245. Which of the following segments of the military community receive your support via Time (employee volunteering during paid working hours)

- Active Duty
- National Guard
- Reserve Component
- Military Retirees
- Veterans
- Wounded and Injured
- Military Spouse
- Military Children
- Military Families
- Veteran Entrepreneurs

246. Which of the following segments of the military community receive your support via In-kind (donations of product, contributions of used office equipment or furniture, use of company premises for community events, or other services)

- Active Duty
- National Guard
- Reserve Component
- Military Retirees
- Veterans
- Wounded and Injured
- Military Spouse
- Military Children
- Military Families
- Veteran Entrepreneurs

247. Which of the following segments of the military community receive your support via Management overhead (community affairs staff salaries, running costs and overheads, communicating the community program to relevant audiences)

- Active Duty
- National Guard
- Reserve Component
- Military Retirees
- Veterans
- Wounded and Injured
- Military Spouse
- Military Children
- Military Families
- Veteran Entrepreneurs

248. Which of the following segments of the military community receive your support via Organized conferences or events on military community supports or issues

- Active Duty
- National Guard
- Reserve Component
- Military Retirees
- Veterans
- Wounded and Injured
- Military Spouse
- Military Children
- Military Families
- Veteran Entrepreneurs

249. Which of the following segments of the military community receive your support via Provision of specific discounts for products or services

- Active Duty
- National Guard
- Reserve Component
- Military Retirees
- Veterans
- Wounded and Injured
- Military Spouse
- Military Children
- Military Families
- Veteran Entrepreneurs

250. Which of the following segments of the military community receive your support via Donation of resources or services (not produced by your organization)

- Active Duty
- National Guard
- Reserve Component
- Military Retirees
- Veterans
- Wounded and Injured
- Military Spouse
- Military Children
- Military Families
- Veteran Entrepreneurs

251. Which of the following segments of the military community receive your support via Cash Contributions (direct donations, social sponsorship, matching employee donations to military/veteran causes)

- Active Duty
- National Guard
- Reserve Component
- Military Retirees
- Veterans
- Wounded and Injured
- Military Spouse
- Military Children
- Military Families
- Veteran Entrepreneurs

252. Which of the following segments of the military community receive your organization's support via Federal Legislation advocacy for veteran issues?

- Active Duty
- National Guard
- Reserve Component
- Military Retirees
- Veterans
- Wounded and Injured
- Military Spouse
- Military Children
- Military Families
- Veteran Entrepreneurs

253. Which of the following segments of the military community receive your organization's support via State Legislation advocacy for veteran issues?

- Active Duty
- National Guard
- Reserve Component
- Military Retirees
- Veterans
- Wounded and Injured
- Military Spouse
- Military Children
- Military Families
- Veteran Entrepreneurs

254. Which of the following segments of the military community receive your organization's support via Veteran Service Organization Positions advocacy for veteran issues?

- Active Duty
- National Guard
- Reserve Component
- Military Retirees
- Veterans
- Wounded and Injured
- Military Spouse
- Military Children
- Military Families
- Veteran Entrepreneurs

255. Which of the following segments of the military community receive your organization's support via Recognition and Observance of National Military/Veteran Holidays advocacy for veteran issues?

- Active Duty
- National Guard
- Reserve Component
- Military Retirees
- Veterans
- Wounded and Injured
- Military Spouse
- Military Children
- Military Families
- Veteran Entrepreneurs

256. Which of the following segments of the military community receive your organization's support via Public Partnerships advocacy for veteran issues?

- Active Duty
- National Guard
- Reserve Component
- Military Retirees
- Veterans
- Wounded and Injured
- Military Spouse
- Military Children
- Military Families
- Veteran Entrepreneurs

257. Which of the following segments of the military community receive your organization's support via Research Partnerships advocacy for veteran issues?

- Active Duty
- National Guard
- Reserve Component
- Military Retirees
- Veterans
- Wounded and Injured
- Military Spouse
- Military Children
- Military Families
- Veteran Entrepreneurs

258. Which of the following segments of the military community receive your organization's support via Public Service Announcements advocacy for veteran issues?

- Active Duty
- National Guard
- Reserve Component
- Military Retirees
- Veterans
- Wounded and Injured
- Military Spouse
- Military Children
- Military Families
- Veteran Entrepreneurs

259. Which of the following segments of the military community receive your organization's support via Other Public Advertorials/Notices advocacy for veteran issues?

- Active Duty
- National Guard
- Reserve Component
- Military Retirees
- Veterans
- Wounded and Injured
- Military Spouse
- Military Children
- Military Families
- Veteran Entrepreneurs

260. Which of the following segments of the military community receive your organization's support via Visual Displays in the Workplace advocacy for veteran issues?

- Active Duty
- National Guard
- Reserve Component
- Military Retirees
- Veterans
- Wounded and Injured
- Military Spouse
- Military Children
- Military Families
- Veteran Entrepreneurs

261. Which of the following segments of the military community receive your organization's support via Community Event Support/Presence advocacy for veteran issues?

- Active Duty
- National Guard
- Reserve Component
- Military Retirees
- Veterans
- Wounded and Injured
- Military Spouse
- Military Children
- Military Families
- Veteran Entrepreneurs

262. Which of the following segments of the military community receive your organization's support via Funeral and Memorial Support advocacy for veteran issues?

- Active Duty
- National Guard
- Reserve Component
- Military Retirees
- Veterans
- Wounded and Injured
- Military Spouse
- Military Children
- Military Families
- Veteran Entrepreneurs

263. For how many years has your organization provided tangible assistance to members of the military and veteran community?

0 ←-----|-----|-----|-----|-----|-----> 100

Enter in whole number of years.

264. Please provide information regarding ongoing military family and community support.

Enter your top five. This information may be used for public display; please do not enter any information you do not wish to be made publicly available

- 1
  - Program Name \_\_\_\_\_
  - Program Eligibility \_\_\_\_\_
  - Program URL \_\_\_\_\_
  - Summary \_\_\_\_\_
- 2
  - Program Name \_\_\_\_\_
  - Program Eligibility \_\_\_\_\_
  - Program URL \_\_\_\_\_
  - Summary \_\_\_\_\_
- 3
  - Program Name \_\_\_\_\_
  - Program Eligibility \_\_\_\_\_
  - Program URL \_\_\_\_\_
  - Summary \_\_\_\_\_
- 4
  - Program Name \_\_\_\_\_
  - Program Eligibility \_\_\_\_\_
  - Program URL \_\_\_\_\_
  - Summary \_\_\_\_\_
- 5
  - Program Name \_\_\_\_\_
  - Program Eligibility \_\_\_\_\_
  - Program URL \_\_\_\_\_

- Summary \_\_\_\_\_

265. Please provide information regarding product and service discounts, incentives, and services available exclusively to members of the military and veteran community.

Enter your top five. This information may be used for public display; please do not enter any information you do not wish to be made publicly available.

- 1
  - Program Name \_\_\_\_\_
  - Program Eligibility \_\_\_\_\_
  - Program URL \_\_\_\_\_
  - Summary \_\_\_\_\_
- 2
  - Program Name \_\_\_\_\_
  - Program Eligibility \_\_\_\_\_
  - Program URL \_\_\_\_\_
  - Summary \_\_\_\_\_
- 3
  - Program Name \_\_\_\_\_
  - Program Eligibility \_\_\_\_\_
  - Program URL \_\_\_\_\_
  - Summary \_\_\_\_\_
- 4
  - Program Name \_\_\_\_\_
  - Program Eligibility \_\_\_\_\_
  - Program URL \_\_\_\_\_
  - Summary \_\_\_\_\_
- 5
  - Program Name \_\_\_\_\_
  - Program Eligibility \_\_\_\_\_
  - Program URL \_\_\_\_\_
  - Summary \_\_\_\_\_

## Contact Information

How we can reach you and others at your organization who are responsible for military-related programs.

266. Does your company have a Director of Military Programs or similar Single Point of Accountability for sourcing military talent, including veterans, service members, and spouses?

- Yes
- No

267. Please provide the contact information for the Director of Military Programs

- Name: \_\_\_\_\_
- \_\_\_\_\_
- Title: \_\_\_\_\_
- \_\_\_\_\_
- Email: \_\_\_\_\_
- \_\_\_\_\_
- Phone: \_\_\_\_\_
- \_\_\_\_\_
- Address: \_\_\_\_\_

268. Over which operational areas does this person have input?

Please select main area(s) covered

- Talent Acquisition and Management/Retention
- Supplier Diversity
- Corporate Philanthropy
- Product/Service Department
- Consumer Services
- Other (Please specify)

Specify "other" in the comment box.

269. Please Choose the following contacts available at your company who oversee the areas listed :

- Military Programs (Contact Available)
- Supplier Diversity Program (Contact Available)
- Marketing PR Department (Contact Available)
- Military Consumer Products and Services (Contact Available)
- Military Community Initiatives and Investments (Contact Available)
- Other: (Contact Available)
- Survey Manager (Contact Available)

270. Please provide the most appropriate supplier diversity point of contact within your company for veteran-owned businesses.

- Name: \_\_\_\_\_
- \_\_\_\_\_
- Title: \_\_\_\_\_
- \_\_\_\_\_
- Email: \_\_\_\_\_
- \_\_\_\_\_
- Phone: \_\_\_\_\_
- \_\_\_\_\_
- Address: \_\_\_\_\_

271. Please provide the most appropriate point of contact within your company for marketing/public relations in the event that your organization is selected for an award.

- Name: \_\_\_\_\_
- \_\_\_\_\_
- Title: \_\_\_\_\_
- \_\_\_\_\_
- Email: \_\_\_\_\_
- \_\_\_\_\_
- Phone: \_\_\_\_\_
- \_\_\_\_\_
- Address: \_\_\_\_\_

272. Please provide the contact information for your central point of contact for military consumer products and services.

- Name: \_\_\_\_\_
- \_\_\_\_\_
- Title: \_\_\_\_\_
- \_\_\_\_\_
- Email: \_\_\_\_\_
- \_\_\_\_\_
- Phone: \_\_\_\_\_
- \_\_\_\_\_
- Address: \_\_\_\_\_

273. Please provide the contact information for your central point of contact for military community initiatives and investments.

- Name: \_\_\_\_\_
- \_\_\_\_\_
- Title: \_\_\_\_\_
- \_\_\_\_\_
- Email: \_\_\_\_\_
- \_\_\_\_\_
- Phone: \_\_\_\_\_
- \_\_\_\_\_
- Address: \_\_\_\_\_

275. In the event that your company earns a Military Friendly® Employer Award, a quote from your CEO or another high-ranking official/executive about your company's commitment to your Military employment initiatives, investments, or engagement this quote may be published. Enter your CEO or executive quote below as well as the best point of contact in the event we would like to interview or include this in editorial content.

Enter Quote Here:

\_\_\_\_\_

\_\_\_\_\_

CEO or Executive: Name \_\_\_\_\_

CEO or Executive: Title \_\_\_\_\_

CEO or Executive: POC Name \_\_\_\_\_

CEO or Executive: POC Email \_\_\_\_\_

CEO or Executive: POC Phone \_\_\_\_\_

276. In the event that your company earns a Military Spouse Friendly® Employer Award, a quote from your CEO or another high-ranking official/executive about your company's commitment to your Military employment initiatives, investments, or engagement this quote may be published. Enter your CEO or executive quote below as well as the best point of contact in the event we would like to interview or include this in editorial content.

Enter Quote Here:

\_\_\_\_\_  
\_\_\_\_\_

CEO or Executive: Name \_\_\_\_\_

CEO or Executive: Title \_\_\_\_\_

CEO or Executive: POC Name \_\_\_\_\_

CEO or Executive: POC Email \_\_\_\_\_

CEO or Executive: POC Phone \_\_\_\_\_

277. In the event that your company earns a Military Friendly® Brand Award, a quote from your CEO or another high-ranking official/executive about your company's commitment to your Military employment initiatives, investments, or engagement this quote may be published. Enter your CEO or executive quote below as well as the best point of contact in the event we would like to interview or include this in editorial content.

Enter Quote Here:

\_\_\_\_\_  
\_\_\_\_\_

CEO or Executive: Name \_\_\_\_\_

CEO or Executive: Title \_\_\_\_\_

CEO or Executive: POC Name \_\_\_\_\_

CEO or Executive: POC Email \_\_\_\_\_

CEO or Executive: POC Phone \_\_\_\_\_

278. In the event that your company earns a Military Friendly® Supplier Diversity, a quote from your CEO or another high-ranking official/executive about your company's commitment to your Military employment initiatives, investments, or engagement this quote may be published. Enter your CEO or executive quote below as well as the best point of contact in the event we would like to interview or include this in editorial content.

Enter Quote Here:

\_\_\_\_\_

CEO or Executive: Name \_\_\_\_\_

CEO or Executive: Title \_\_\_\_\_

CEO or Executive: POC Name \_\_\_\_\_

CEO or Executive: POC Email \_\_\_\_\_

CEO or Executive: POC Phone \_\_\_\_\_

279. In the event that your company earns a Military Friendly® Company Award, a quote from your CEO or another high-ranking official/executive about your company's commitment to your Military employment initiatives, investments, or engagement this quote may be published. Enter your CEO or executive quote below as well as the best point of contact in the event we would like to interview or include this in editorial content.

Enter Quote Here:

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CEO or Executive: Name \_\_\_\_\_

CEO or Executive: Title \_\_\_\_\_

CEO or Executive: POC Name \_\_\_\_\_

CEO or Executive: POC Email \_\_\_\_\_

CEO or Executive: POC Phone \_\_\_\_\_

280. Please provide 4 current employees (ideally 2 enlisted and 2 officers) who we can interview regarding their satisfaction with your company's military programs.

We use this information for editorial purposes, such as featuring veteran success stories in our publications.

- Name: \_\_\_\_\_
- Title: \_\_\_\_\_
- Email: \_\_\_\_\_
- Phone: \_\_\_\_\_
- \_\_\_\_\_
- Name: \_\_\_\_\_
- Title: \_\_\_\_\_
- Email: \_\_\_\_\_
- Phone: \_\_\_\_\_
- \_\_\_\_\_
- Name: \_\_\_\_\_
- Title: \_\_\_\_\_
- Email: \_\_\_\_\_
- Phone: \_\_\_\_\_
- \_\_\_\_\_
- Name: \_\_\_\_\_
- Title: \_\_\_\_\_
- Email: \_\_\_\_\_
- Phone: \_\_\_\_\_

281. Please upload a current, print-quality version of your logo company logo to use on your profile and the G.I. Jobs Military Friendly® Employers Guide.

UPLOAD

282. Please upload a high-res photo that illustrates a job they recruit veterans for.

UPLOAD

By filling out the following information, I confirm that all answers on this survey are correct to the best of my knowledge.

**NO EDITS OR MODIFICATION CAN BE MADE AFTER THE SUBMIT BUTTON IS CLICKED.**

Due to functionality restrictions no exceptions can or will be made.

The survey results are independently tested by a third party, and as such you may receive communication from them confirming that you did fill in the survey and that the answers they have match the answers that you submitted.

All fields are required.

- Name: \_\_\_\_\_
- 
- Title: \_\_\_\_\_
- 
- Email: \_\_\_\_\_
- 
- Phone: \_\_\_\_\_