



OHIO VETERANS TALENT INDEX

Insights and Analysis from Veterans, Military Professionals,
Recruiters and Hiring Managers in Ohio

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THIS AIRCRAFT CONTAINS A CARTRIDGE-
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INTRODUCTION

With the sixth largest veteran population in the United States, Ohio is home to over 843,000 veterans. Private and government-sponsored initiatives offer a breadth of resources for the state's veterans, including career, healthcare and education assistance. In particular, these programs have been active in caring for the newest group of veterans, those who have left the military in the past several years. For example, new legislation has served to improve veterans' access to employment opportunities and higher education by giving college credit for military experience, providing fast track state occupational licensing, and listing employers who give preferential hiring to veterans.

Since 2011, Monster and Military.com have published the national Veterans Talent Index in an effort to provide an ongoing and quantifiable metric of employment conditions for the transitioning service member. This

year, the survey questions, report, and related indices were compiled specifically for Ohio. The survey results included in this report reveal the opportunities and challenges that veteran job seekers and employers face across the state of Ohio, with comparisons to national veteran and employer metrics.

Ohio has expanding job opportunities, a confident pool of transitioning service members who are dedicated to Ohio, and employers committed to hiring veterans. The newest veterans in Ohio and the employers that hire them have a wealth of veteran-focused resources to successfully lead each of them through the recruiting terrain.

METHODOLOGY

In order to gain insight into the current situation of service members transitioning from the military and employers looking to hire talent, Monster and Military.com focused its analysis on veterans who have been out of the military for less than five years, active duty service members who plan to leave the military within the next year, as well as employers who have hired at least one veteran in the past year.

In August 2014, Monster and Military.com surveyed military professionals, HR professionals, and hiring managers across the nation. For this special report, additional responses were obtained from veterans who live and employers who recruit in Ohio. Questions from the survey were used to compute indices which capture the sentiment of both employers and veteran job seekers.

SUMMARY

1. Ohio has the sixth largest veteran population in the United States. Ohio is home to 843,000 veterans, including over 90,000 Post 9-11 veterans, defined as those who have served from September 2001 to the present. Approximately 80 percent of these newest veterans are currently in Ohio's labor force.

2. Ohio employment opportunities are expanding. In the first eight months of 2014, Ohio's available job market grew by two percent. The top hiring occupations are sales (15 percent of postings), transportation (11 percent) and office and administrative support (11 percent), of which administrative positions are the easiest to fill. The top skills and certificates in demand by employers are for IT, transportation, and healthcare positions.

3. Ohio veterans are loyal to Ohio. Most of the surveyed veterans (62 percent) plan to stay in Ohio indefinitely and nearly three-quarters (74 percent) remain in Ohio because they grew up there; over one-half (56 percent) live in Ohio because their family and friends live there.

4. Veteran resources are available and appreciated by Ohio veterans. Ohio veterans are using veteran programs such as the Ohio Veteran Bonus Program, used and rated as useful by 63 percent of surveyed Ohio veterans, OhioMeansJobs.com (40 percent), Ohio GI Bill Promise (38 percent) and One-Stop Centers (37 percent).

5. Ohio veterans feel confident in their career skills. Ohio's career Confidence Index was 57, reflecting a solid confidence in their skills and ability to find a job. Nearly 70 percent of surveyed Ohio veterans feel confident they will be successful in a civilian career.

6. Veterans seek military-supportive employers. When these transitioning service members are searching for a job, they are seeking an employer which markets itself veteran-friendly and currently employs veterans. Forty-three percent of surveyed Ohio veterans would consider leaving their job if management was not supportive of veterans and the military.



- 7. Surveyed Ohio employers are active in recruiting veterans.** Surveyed Ohio employers are active recruiters and compassionate towards veterans, both from a personal and company perspective. The Ohio Employer Hiring Index was 73, compared to 71 for the United States. A larger percentage of recruiters hiring in Ohio (71 percent) have hired more than one veteran in the past year compared to those hiring across the nation (65 percent).
- 8. Ohio employers leverage veteran-specific employment resources.** 85 percent of surveyed employers have utilized veteran-specific resources to hire and retain veterans. The state programs and local resources most often accessed are Ohio Department of Job and Family Services and Battlefront to Homefront. Nationally, Hiring Our Heroes and USTechVets.org were the most cited as being utilized.
- 9. Employers provide an encouraging assessment of veterans.** Employers give a positive evaluation of veterans they have hired; nearly all stated veteran workers perform their job about the same or better than non-veteran workers. Further, a majority of employers rate veterans about the same or higher when it comes to specific attributes such as career advancement, job turnover, and retention rate.

OHIO VETERAN JOB CONDITIONS

Ohio has 843,000 veterans, representing nearly four percent of the total United States veteran population of 21.4 million and nine percent of Ohio's working age population of 9.1 million. Ohio is the sixth largest state in terms of veteran population and the seventh largest state in terms of total population.

Nearly half (49 percent) of Ohio's veteran population is in the state's labor force, which is consistent with the national average (51 percent).

Veteran Population

Rank	State	Vet Population (000)	Vet Population in Labor Force(%)
1	California	1,788	49%
2	Texas	1,640	58%
3	Florida	1,570	49%
4	New York	922	44%
5	Pennsylvania	909	51%
6	Ohio	843	49%
7	Virginia	782	62%
8	North Carolina	773	53%
9	Illinois	740	52%
10	Georgia	725	60%
	U.S. TOTAL	21,397	51%

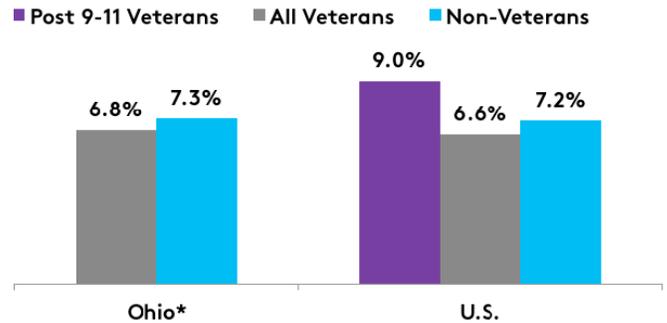
Source: Bureau of Labor Statistics, 2013

The Post 9-11 veterans, who served from September 2001 to now, reached nearly 3.2 million by August 2014. This group represents 15 percent of the United States veteran population and is the fastest growing segment of both the veteran population and veteran labor force. There are over 90,000 Ohio Post 9-11 veterans, representing nearly 11 percent of Ohio's veteran population. Due to the young age of this group, approximately 80 percent of both the United States and Ohio Post 9-11 veterans are in the active labor force.

Ohio Veteran Unemployment Rates Close to National Rates

Ohio's unemployment rates are comparable to national unemployment rates. In 2013, Ohio's veteran unemployment rate was 6.8 percent compared to 6.6 percent nationally.

Veteran and Non-Veteran Unemployment Rates 2013

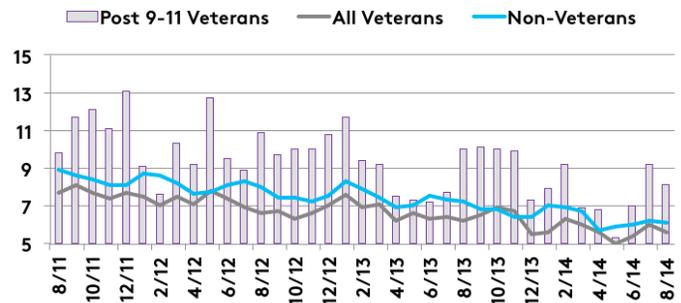


Source: Bureau of Labor Statistics, 2013, not seasonally adjusted

*Ohio Post 9-11 veteran unemployment rate is not available based on small sample size

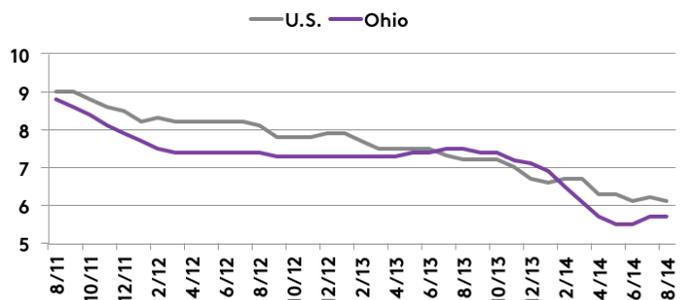
Unemployment rates have improved over the past several years. In August 2014, the unemployment rate for United States Post 9-11 veterans fell to 8.1 percent compared to 10.0 percent a year earlier. Veterans reported a 5.6 percent and non-veterans a 6.1 percent unemployment rate, while the United States had a 6.1 percent and Ohio had a 5.7 percent unemployment rate in August 2014.

Veteran and Non-Veteran Unemployment Rates August 2011 to August 2014



Source: Bureau of Labor Statistics, not seasonally adjusted

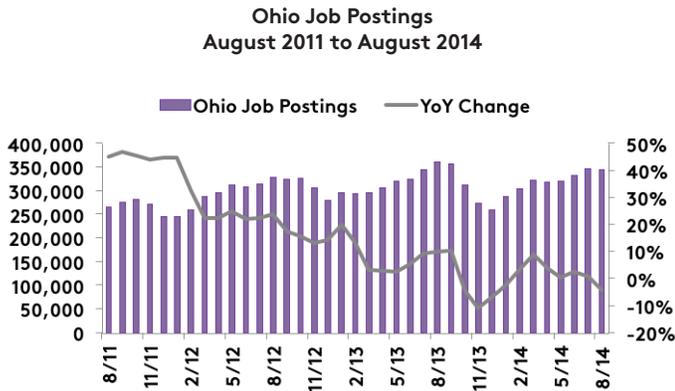
National and Ohio Unemployment Rates August 2011 to August 2014



Source: Bureau of Labor Statistics, seasonally adjusted

Job Postings on the Rise in Ohio

A declining unemployment rate typically translates to more available jobs. Ohio reported an average two percent increase in available jobs in the first eight months of 2014, as well as a seasonal autumn rise in job postings over the past several years.



Source: WANTED Technologies, 09/15/14

Please Note: Trends reflect the total available jobs that are posted online across several large online job boards. The number of positions reflects the volume of “advertised” jobs available online and is not meant as a claim of unfilled or open positions.

The occupations with the most available job postings in Ohio are sales (15 percent of postings), transportation and material moving (11 percent), and office and administrative support (11 percent).

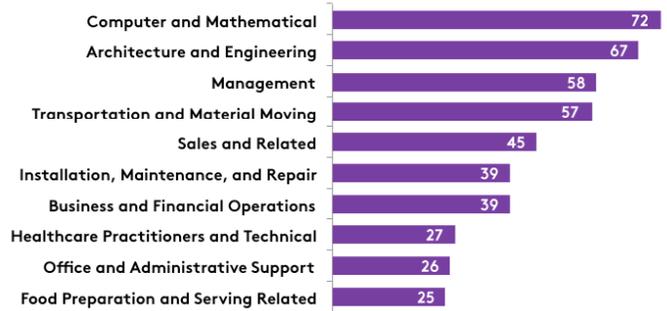


Source: WANTED Technologies, 09/15/14

Ohio’s overall hiring difficulty is 41 out of 99, with one being the easiest to fill. The hardest jobs for employers to fill in Ohio are computer and mathematical (72)

and architecture and engineering (67) roles while food preparation and serving (25) and office and administrative support (26) roles are the easiest to fill.

Ohio: Top 10 Occupations By Hiring Difficulty



Source: WANTED Technologies, 09/15/14

Please Note: Hiring difficulty is a score 1 through 99, where one is the easiest job to fill and 99 is the hardest job to fill; the score is compiled based on jobs, resumes, salaries, average posting period, job board source and unemployment rates

The top industries, skills, and certificates most in demand in Ohio reflect the most popular occupations, including IT, transportation, and healthcare positions.

RANK	TOP INDUSTRIES	TOP SKILLS	TOP CERTIFICATES
1	Retail Trade	Quality Assurance	Commercial Driver’s License
2	Healthcare & Social Assistance	Structure Query Language	Certified Registered Nurse
3	Manufacturing	JavaScript	Certification in CPR
4	Transportation & Warehousing	Technical Support	Occupational Safety & Health Administration
5	Professional, Scientific, & Technical Services	Quality Control	Licensed Practical Nurse
6	Finance & Insurance	Java	Basic Life Support
7	Accommodation & Food Services	Software Development	Certified Public Accountant
8	Wholesale Trade	Bilingual	First Aid
9	Administration & Support & Waste Management	Customer Relationship Management	Advanced Cardiac Life Support
10	Educational Services	Preventative Maintenance Inspections	Food Safety Programs

Source: WANTED Technologies, 09/15/14

TRANSITIONING SERVICE MEMBERS IN OHIO

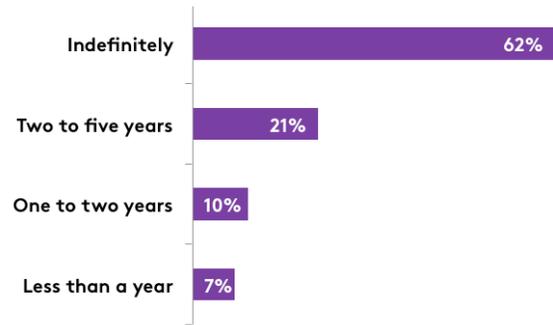
With improving unemployment rates and rising job postings, Ohio veterans face an encouraging hiring environment. Surveyed veterans, those who have left the military in the past five years or plan to leave in the next year offer a unique set of skills and experience, with nearly all (98 percent) proud of their time in the military. These transitioning service members have a wealth of military and civilian experience. Forty percent have over 15 years of military experience and 57 percent have over five years of civilian work experience. Surveyed veterans' demographics and interests are noted here:

**Snapshot:
Ohio versus United States Veterans**

	OHIO VETERANS	U.S. VETERANS
Years in Military: Over 15	40%	29%
Years in Civilian Workforce: Over 5	57%	52%
Branch of Military	Army 43%/ Air Force 29%/ National Guard 19%	Army 43%/Navy 22%/ Air Force 22%
Top Professions in Military	Combat, Mechanics, Administration Support	Combat, Operations, Administration Support
Education: With Bachelor's or Higher	38%	56%
Employment: Full-time	57%	58%
Top Industries	Government, Healthcare, Law Enforcement, Manufacturing	Government, IT, Law Enforcement, Healthcare
Top Occupations	HR, IT, Engineering, Tradesman	IT, Police/Fire, Tradesman
Willing to Relocate	76%	83%
Gender: Male/Female	80%/20%	89%/11%

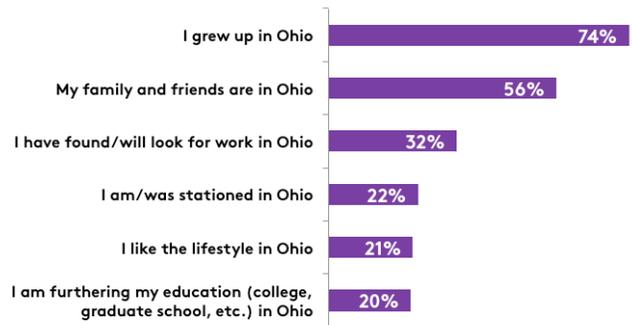
These veterans appear content to remain in Ohio, although a high 76 percent are willing to relocate for a job, 57 percent would consider relocating anywhere in the United States if the right opportunity was presented and 50 percent would consider relocating within the state of Ohio. Only seven percent of surveyed veterans plan to leave Ohio in the next year. Most (62 percent) plan to stay in Ohio indefinitely. Nearly three-quarters of veterans remain in Ohio because they grew up in the state. More than one-half (56 percent) live in Ohio because their family and friends live there.

**Ohio Veterans:
Planned Length of Residence in Ohio**



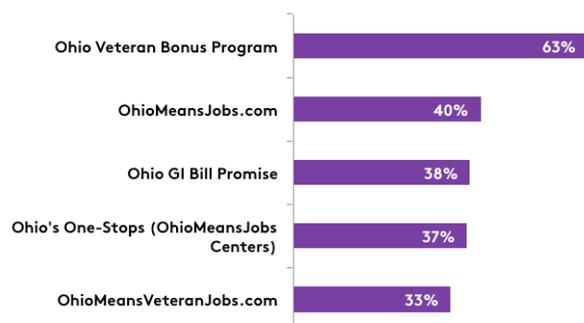
When it comes to living arrangements, 85 percent of Ohio veterans agree it is very or somewhat important to live near a veteran's hospital or medical facility while only 60 percent say the same for a military base.

**Ohio Veterans:
Why Reside in Ohio**



The number of veteran-specific job resources has increased over the past several years. The Ohio Veteran Bonus Program is rated as the most used and useful Ohio-specific career resource for the newest group of veterans. Seventy-eight percent of surveyed veterans believe that their veteran status should enable them to receive preferential job opportunities. This statement shows a certain level of confidence as these veterans strive for success in civilian life.

**Ohio Veterans:
Useful Ohio Career Resources**



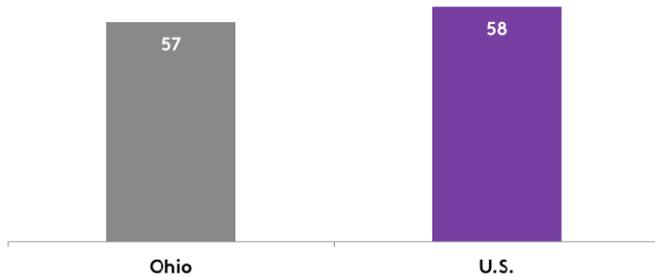
OHIO VETERANS CONFIDENT IN THEIR SKILLS AND EMPLOYMENT OPTIONS

The challenges veterans face as they shift from military to civilian careers has been well-covered in the media. The surveyed Ohio veterans appear well-poised to make this change and have faith in their abilities and skills, as reflected in the indices and survey responses.

Ohio's Career Confidence Index was 57, compared to the United States Index of 58. The United States score is its highest in the indices three year history.

Career Confidence Index

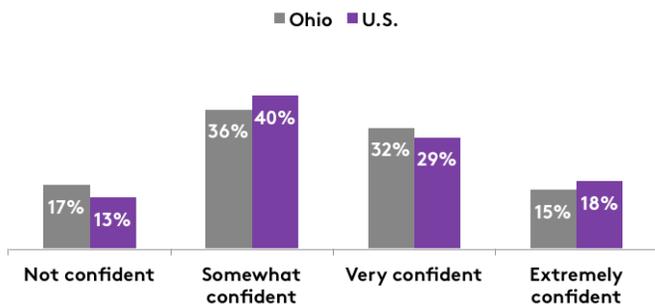
Veterans: Career Confidence Index
Fall 2014



The Career Confidence Index is measured on a scale of 0-100. It measures 1) veterans' confidence to find a job and 2) veterans' level of skills acquired during and after the military.

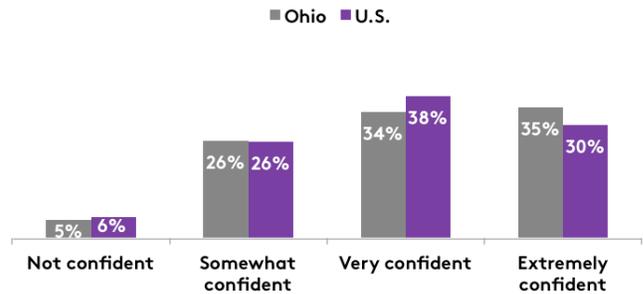
The Career Confidence Index is buoyed by veterans feeling confident that they could find a job 83 percent of Ohio veterans are somewhat to extremely confident about finding a job.

Veterans Confidence:
Success in Finding a Civilian Job



Not only are Ohio veterans confident in finding a civilian job, these veterans are optimistic that they will be successful in their civilian jobs. Nearly 70 percent are very to extremely confident that they will succeed in a civilian job.

Veterans Confidence:
Success in a Civilian Job



Veterans' confidence appears tied to their feelings about skills and experiences. Sixty-nine percent of surveyed veterans feel that their military skills are relevant to civilian careers. The challenge lies in being able to communicate their military skills in a way that employers can understand and utilize those skills. Seventy-one percent of surveyed veterans feel that hiring managers do not understand their skills and experiences and only one-half (54 percent) of Ohio's newest veterans feel that they were equipped for their transition out of the military.

Learning new skills serves to increase confidence and open doors. Ohio veterans would like to obtain additional training in the following areas:

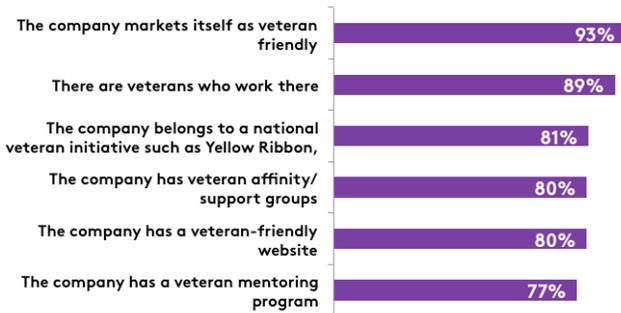
1. Business
2. Foreign language
3. Technology
4. Education
5. Finance

In addition to gaining new skills, veteran job seekers can leverage the many resources that exist online today, such as skills translators, resume builders, interview tips, and advice networks in order to convey their experience more effectively to hiring companies.

IMPORTANT CONSIDERATIONS FOR VETERAN JOB SEEKERS

When applying for a job, veterans believe it is critical to consider companies that market themselves as veteran-friendly (93 percent) and currently employs veterans (89 percent). Veteran initiatives, support groups, and mentoring are also appreciated resources.

**Ohio Veterans:
Important When Considering a New Employer**



Showing the importance of veteran-focused initiatives, 43 percent of surveyed Ohio veterans would consider leaving their job if management was not supportive of veterans and the military.

Among employers, 52 percent do not have a veteran retention initiative in place and about two-thirds do not have a mentoring program or support group. Employers in Ohio and across the nation can take simple steps to create an appealing environment for veteran workers by joining a national veteran initiative or developing a corporate veteran network.



Ohio Means Veteran Jobs

Veterans in Ohio have an edge in finding their next career. Ohio values the service and sacrifice of its veterans; to that end, on Ohio Means Veteran Jobs you'll find a wealth of information to help you make a smooth transition into civilian life. You'll also find lists of veteran-friendly employers, top careers for veterans, federal and state benefits and resources including:

- **Military Skills Translator** – This tool translates military experience into civilian terminology and matches the veteran's talent to comparable career opportunities, as well as related job openings.
- **Personalized Transition Plans** – Step-by-step timeline of everything a transitioning service member should accomplish for a successful transition with e-mail reminders to keep them on task.
- **Resume Builder and Job Search** – Tools to help veterans create a good resume and search for and find the right job with a veteran-friendly employer.

If you have not already, be sure to create an account. With your account you will have access to the latest news and benefit information.

Check it out here - www.OhioMeansJobs.com



Source: www.OhioMeansVeteranJobs.com

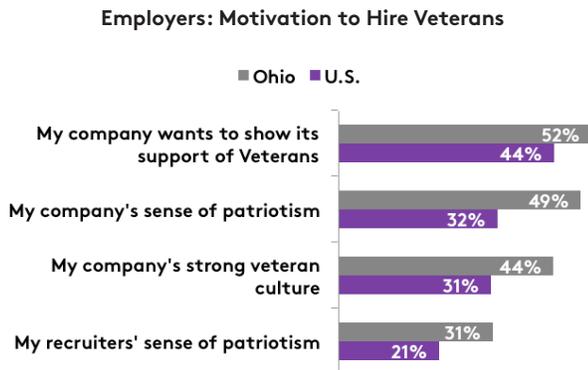
OHIO OUTPACES U.S. IN MOTIVATION TO HIRE VETERANS

Nearly all (91 percent) of surveyed employers hire the best talent regardless of veteran status, but 84 percent have a personal commitment to hiring veterans and three-quarters (74 percent) agree their company has a stated commitment to hiring veterans.

Ohio employers hire veterans primarily because they are the best qualified of the candidate pool and due to their prior work experience. Secondary motivations showed strong veteran support from both the company and individual’s perspective:

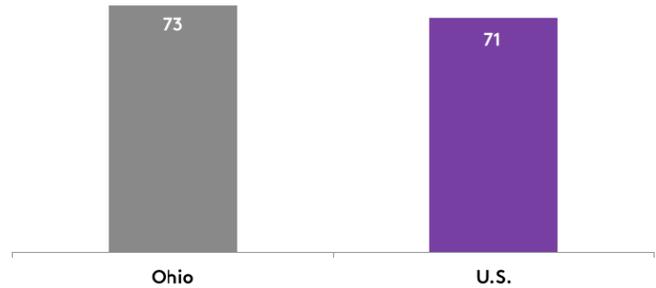
- Fifty-two percent of surveyed Ohio recruiters versus 44 percent of national employers were motivated to hire veterans because “my company wants to show its support of veterans”.
- Forty-nine percent of Ohio hiring managers (versus 32 percent nationally) wanted to show their company’s sense of patriotism and 44 percent (versus 31 percent nationally) wanted to demonstrate a strong veteran culture.
- Thirty-one percent of Ohio recruiters wanted to show their own sense of patriotism versus 21 percent of national recruiters.

Employer Hiring Index



The Employer Hiring Index for Ohio (73) is slightly higher than the United States (71). Ohio’s heightened index is due to strong motivation to hire veterans, reflected in a solid 71 percent of surveyed employers

Employer Hiring Index
Fall 2014



that hired more than one veteran in the past year compared to 65 percent for national hirers.

The Employer Hiring Index is measured on a scale of 0-100. It measures 1) employers’ level of hiring veterans 2) how employers view veterans’ job performance compared to non-veterans and 3) employers’ motivation to hire veterans.

Nearly half (46 percent) of respondents recruiting veterans in Ohio, compared to 39 percent of national respondents said that their organization has special talent needs that a veteran candidate would be more qualified to fill compared to a non-veteran. Examples of these skills include logistics, transportation, leadership, and required security clearances.

Two notable employer comments:

- “We are always looking for committed people who want to work on special projects in different areas like computers, community, and strategy in business detail and planning. A lot of civilians who have no prior military background have a hard time with working in these areas and don’t do well. We have found military trained personnel do better in the areas shown and have a high success rate in staying in the area and advancing the company and themselves a whole lot better than any other candidates.”
- “We look to veterans in computer fields with leadership skills to relate to community based projects that our non-veterans don’t seem to do as well in.”

Eighty-five percent of surveyed employers recruiting in Ohio have leveraged one of the multitude of veteran-specific recruiting resources. **Ohio Department of Job and Family Services (45 percent) leads the pack in state-specific programs most frequently used by Ohio hirers.**

National programs most used by Ohio recruiters, ranked in order of participation, include:

- 1. Hiring Our Heroes
- 2. USTechVets.org
- 3. 100,000 Jobs Mission
- 4. Joining Forces
- 5. Yellow Ribbon/Hero2Hired

EMPLOYERS GIVE POSITIVE EVALUATIONS OF VETERANS

Ohio recruiters give an positive assessment of veterans when comparing them to non-veterans, reporting that 99 percent of veteran workers perform their job about the same or better than non-veteran workers. Almost all (99 percent) of measured employers recommend hiring veterans.

Forty-five percent of hirers agree that veterans and non-veterans are “about the same” when it comes to career advancement, job turnover, and retention rate. About one-third believe veterans advance faster (31 percent) and are less likely to leave their job (34 percent) than non-veterans.

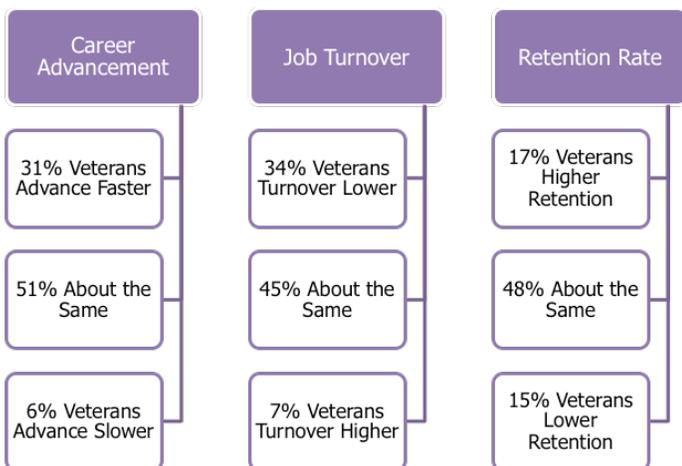
While nearly half (48 percent) of measured employers do not have a worry when hiring veterans, some Ohio recruiters (31 percent) are concerned about veterans transferring their military skills to corporate skills. Eighty-seven percent of hirers believe veterans’ military skills are relevant to civilian jobs.

Employers list of top skills that veterans bring to a civilian job:

- 1. Self-discipline
- 2. Teamwork
- 3. Attention to detail
- 4. Leadership
- 5. Ability to communicate
- 6. Follow detailed orders
- 7. Confidence
- 8. Readiness to accept a challenge
- 9. Respect
- 10. Decision making
- 11. Meet deadlines
- 12. Calm under stress

Most of these skills are named by veteran seekers as the top skills acquired while in the military.

Positive Evaluations of Veterans



LOOKING AHEAD...

The recruiting landscape is complex and is especially so for the nation's newest group of veterans. Ohio has taken on the challenge to help the veteran population by providing state-focused resources to encourage local employers to consider this able-bodied group of job seekers. With the economy improving and resources increasing, transitioning service members and growing employers should continue to encourage each other, and work together to create a win-win working environment.

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