

# Making North Carolina the Number One State for Military Employment

## MILITARY EMPLOYMENT IN NORTH CAROLINA

North Carolina for Military Employment (NC4ME) is on a mission to make North Carolina the number one state for military employment. After more than three years of formal operations, this public-private partnership has proven beyond any doubt that its new approach to supporting military employment is an effective and economical way to connect qualified military candidates with jobs across our state.

North Carolina is proud to host the fourth-largest active duty military presence in the country and, at over 778,000 strong, the eighth-largest community of veterans of any state in the nation. This huge population makes the military North Carolina's second-largest economic sector and an exceptional source of workforce talent. An estimated 20,000 service members will

separate from the military through N.C.'s Department of Defense (DoD) installations each year, adding strength to the state's vibrant veteran community. However, most employers fail to recognize that these service members' military training gives them the 21<sup>st</sup>-century skills that businesses need to fill critical skill gaps and power bottom-line results.

On March 5, 2015, the Governor announced the launch of NC4ME, a public-private partnership designed to make North Carolina the number one state for military employment by changing the call to "hire vets" from one based on altruism to one based on realizing business objectives. While other organizations train service members to be better job seekers, NC4ME educates business leaders and human resources professionals on the value of hiring military candidates and connects them with qualified military talent. This new approach complements existing veteran support efforts and provides a much needed boost to military job seekers in North Carolina.

### PROGRAM HIGHLIGHTS

To accomplish its mission, NC4ME has centered its programming around three primary goals:

1. Educate North Carolina's executive leaders on the value of hiring a military workforce
2. Train human resources professionals how to hire military personnel
3. Connect military talent with open jobs across North Carolina

NC4ME's strategy involves actively engaging every critical player in the employment process.

It starts at the strategic level, by showing employers that military talent is perfectly suited to drive business results in their industry. From there, human resources professionals who screen job applicants and coordinate interviews are taught how to find and assess qualified military talent. Finally, military job seekers are shown the mass of organizations ready to hire them in industries across North Carolina.

To execute this strategy, NC4ME has created a partnership of organizations hand-picked based on their proven ability to operate effectively at critical points in the employment process. This includes the N.C. Department of Commerce, which serves as the State's lead proponent for workforce support activities; the NC Society for Human Resource Management (NCSHRM), which is the accrediting body for over 6,000 human resources professionals; the transition assistance offices from each military installation in North Carolina; and the USO of North Carolina, among others. Adopting this partnership model for service delivery dramatically reduces operating costs, prevents duplication of effort, and helps to reduce confusion and siloing in North Carolina's military support infrastructure.

### NORTH CAROLINA FOR MILITARY EMPLOYMENT



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## PARTNERSHIPS



## Stakeholder Education, Strategic Leader Engagement

Senior industry, government, and military leaders come together to learn – and share success stories – about how hiring military candidates drives bottom-line business results. Speakers at these free events share their first-hand experience with hiring military candidates and identify resources and strategies that other employers can use to incorporate military hiring into their business strategy.

## Human Resources Engagement

Hosted by the USO of North Carolina, HR professionals are being taught how to locate, assess, and support qualified military talent for open positions. Additionally, an NC4ME Leadership Team member now sits on the NCSHRM State Council allowing for constant engagement with HR professionals across the state.

## Connecting Employers with Military Talent

NC4ME, in partnership with NCWorks, conducts Hiring Events across the state. In contrast to typical “job fairs,” companies arrive ready to conduct interviews prearranged based on the knowledge, skills, and interests of participating service members and veterans. NC4ME also partners with various organizations to hold Industry Awareness Days designed to give military candidates insight into working in some of North Carolina’s premier industries.

## PROGRAM FUNDING

Each hiring event has a \$10,000 budget. The budget includes marketing, venue, catered lunch, and events that are held near military installations. There is no cost to the service member/veteran and no cost to the employers that participate.

NC4ME is a public-private partnership. About one-half of NC4ME’s funding is from public entities and the other half comes from private entities. In-kind support comes from the Department of Commerce, Department of Military and Veterans Affairs, our NC Military Bases, the NC National Guard, NC Workforce Development Offices, USO of NC, the Society for Human Resource Management, and NC Employer Support for Guard and Reserve. Direct funding is provided from public entities that include the Military Affairs Commission and the Department of Commerce. The private entities that provide direct funding include Cisco, MetLife, and the Pike Corporation.

## PROGRAM OUTCOMES

- Over 3,000 leaders have heard the business case for hiring military talent
- Over 300 HR professionals have learned how to attract and hire military talent
- Over 2,000 interviews have been documented, with over half of the candidates receiving offers or second interviews.

## ABOUT THE SERIES

Brought to you by the NCWorks Commission, the Spotlight on Local Workforce Innovations series showcases local innovations in collaborative, employer-led workforce development partnerships across our state. The series will highlight promising practices that can be replicated across North Carolina.

The NCWorks Commission is the state’s Workforce Development Board. Led by a private sector chair, the 33-member, Governor-appointed commission includes representatives from the business community, heads of state workforce agencies, educators, and community leaders. The commission’s mission is to ensure North Carolina has an innovative, effective workforce development system that meets the current and future needs of workers and businesses to achieve and sustain economic prosperity.