

# VETS Indexes



BASED ON PRIDE, BUILT ON INTEGRITY

## VETS Indexes Employer Awards 2024

Informational Webinar  
Thursday, February 12, 2024



# Today's Agenda

- ❖ Introductions
- ❖ Employer Awards program overview
- ❖ Our 2023 awardees
- ❖ Benefits of participating
- ❖ Veteran Employment Benchmarking Service
- ❖ Employing U.S. Vets Conference
- ❖ Survey Sections & Updates
- ❖ Shortcuts, tips and advice
- ❖ Q&A (type your questions into the chat)



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# About VETS Indexes

Founded in August 2017, VETS Indexes has quickly become a leading voice on veteran employment issues, with offices in New York City and Washington, DC.

## Our 4 primary initiatives:

1. VETS Indexes Employer Awards: A complimentary annual survey and recognition program that evaluates and compares employers' veteran-related policies and outcomes in depth, recognizing the best with awards.
2. Veteran Employment Benchmarking Service: The most comprehensive veteran employment analysis available anywhere, with summary-level as well as granular data benchmarking organization's efforts against multiple comparative averages. Companies use the service as a roadmap to make meaningful changes for their veterans.
3. Employing U.S. Vets Conference: A twice yearly event that has become the nation's leading forum to share best practices in veteran employment, with speakers representing the nation's top experts from government and the private sector.
4. Indexes of publicly traded companies: Established and maintain 2 indexes, linked to financial products, of the publicly traded companies with the best veteran employment programs

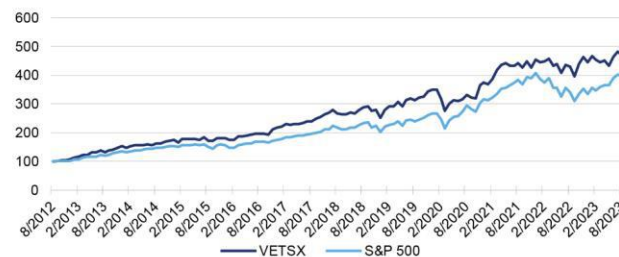


# Our Indexes

- ❖ Develop unique impact indexes, focused on social and governance benefits of employing veterans
- ❖ Investment Thesis: Veterans represent valuable but under-appreciated human resources. The companies that best leverage veteran talent will see a benefit in their bottom lines
- ❖ Companies added to indexes based on VETS Indexes Employer Awards
- ❖ [vetsindexes.com/indexes-vetsx/](https://vetsindexes.com/indexes-vetsx/)



## PERFORMANCE HISTORY



## SINCE INCEPTION RISK VALUES

INDEX	ANNUALIZED RETURN	STANDARD DEVIATION	CORRELATION TO S&P 500	BETA TO S&P 500	SHARPE RATIO
VETSX	14.37%	14.4%	90.8%	0.90	0.99
S&P 500	12.63%	14.5%	100.0%	1.00	0.86



# VETS Indexes Employer Awards

Evaluate organizations' efforts related to veteran employment

- ❖ **Open to employers of all types and sizes:** Publicly traded companies, privately held companies, government agencies/departments (including law enforcement), nonprofit organizations, and institutions of higher education
- ❖ **Objective & data-focused:** Uses numeric data and hard facts to compare employers – not subjective opinions
- ❖ **Rapid growth:** The number of organizations participating in the Employer Awards doubled between 2022 and 2023, and the 2024 program is already on track to outpace 2023
- ❖ **High integrity:** The VETS Indexes Employer Awards can only be earned, based on what employers do for veterans. They can never be bought



# 2024 Employer Awards Update

## ❖ **Deadline this Friday, Feb. 16**

- ❖ We have some flexibility here. Let us know if you need more time – we will work with you
- ❖ It's a brief survey, even if you haven't started yet, it's still possible to complete and submit by Feb. 16

## ❖ **Record number of in-progress surveys**

- ❖ More than 1,000 different employers have started survey responses, and more every day
- ❖ Expecting a big increase in the number of 2024 participants, compared to previous years

## ❖ **Reach out to us directly with questions**

- ❖ [survey@vetsindexes.com](mailto:survey@vetsindexes.com) (202) 570-3867



# 2023 Employer Awards Results

- ❖ 200 employers were recognized with awards
- ❖ 4 different award levels
  - ❖ VETS Indexes 5 Star Employer
  - ❖ VETS Indexes 4 Star Employer
  - ❖ VETS Indexes 3 Star Employer
  - ❖ VETS Indexes Recognized Employer
- ❖ No participation trophies: Not all survey respondents receive awards

<https://vetsindexes.com/award-results-2023/>



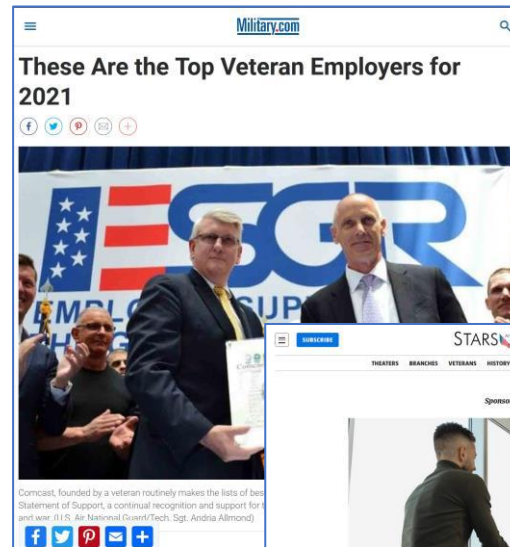


# Cost, Length & Confidentiality

- ❖ **Not For Sale:** No cost to participate, no licensing fee for award logo
- ❖ Shorter and more dynamic than comparable surveys – about 65 questions, it can be completed in just a few hours
- ❖ All data provided in the survey is confidential. The only information we publish about participants is:
  - ❖ Organization name
  - ❖ Organization logo
  - ❖ Award level
- ❖ While not all participants receive awards, we make no mention of employers that submit a survey but are not awarded – it's the same as if they hadn't participated, so no reputational risk



# Recognition & Recruiting



**They want you: Meet the top veteran employers for 2023**

A record number of employers now understand the tremendous value that veterans bring to the workforce – and they are doing more than ever before to attract and support veteran employees, the results of a recent major survey show.

Last month, VETS Indexes recognized an unprecedented number of organizations as part of the 2023 VETS Indexes Employer Awards, a survey and recognition program that has quickly become the nation's most objective, trusted, and fastest growing evaluation of veteran employees. See the [awards here](#).

This year, the program saw a flood of applications, with the number of participating organizations totaling 239, more than double the 118 participants in 2022.

"We're thrilled and humbled to see the surge of interest in the VETS Indexes Employer Awards," said George Altman, managing director of VETS Indexes.

"Companies, government agencies, and nonprofits across the nation have recognized our program's trustworthy and objective approach to evaluating veteran employees," Altman said. "This groundbreaking evaluation has unearthed previously unknown veteran employment practices and trends, setting a new standard for veteran employment data."

**More on the VETS Indexes Employer Awards:**

- 2023 Awards List: <https://vetsindexes.com/award-results/2023/>
- Full Methodology: <https://vetsindexes.com/awards-methodology/>
- Program Overview: <https://vetsindexes.com/employers-awards/>

Employers participating in the program were evaluated across 5 categories: veteran employee development & retention, veteran inclusive policies & culture, veteran recruiting & hiring, Guard/Reserve support, and military spouse & family support.

"More and more employers are recognizing the cutting-edge technical skills and soft skills veterans bring to the workplace," said VETS Indexes' Nicholas Antaki. Employer Award honorees were unveiled during the Spring 2023 Employing U.S. Vets Conference in April. That marquee event in New York City featured keynote speakers, networking, the Defense Department and Labor Department, as well as a host of panels with the most

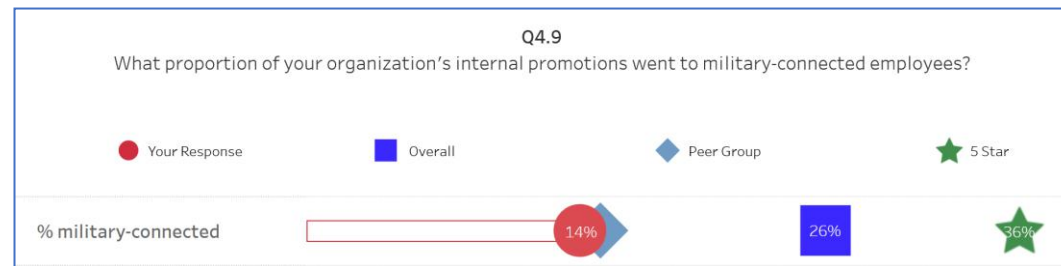


# Benchmarking Service

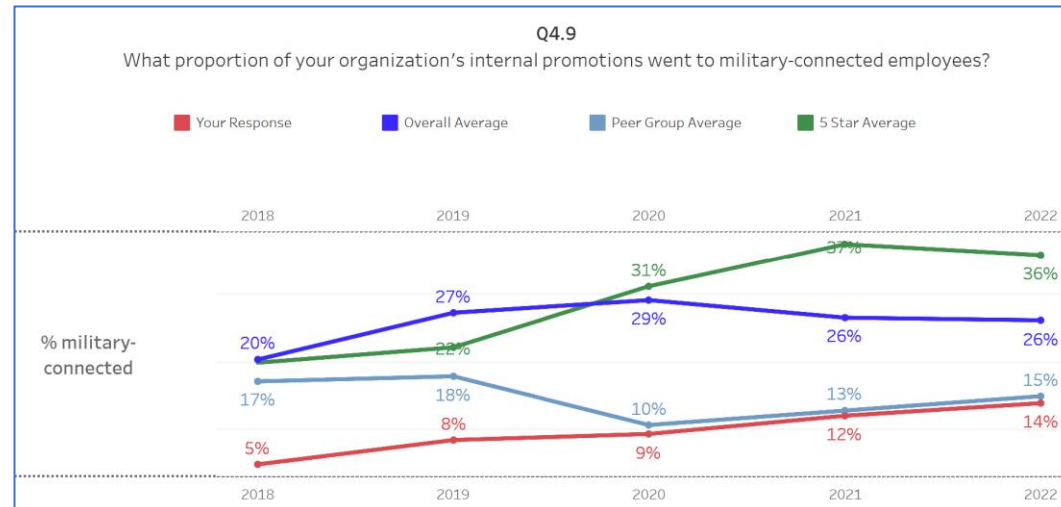
## The Most Detailed & Comprehensive Veteran Employment Analysis Available Anywhere

- **Deep Survey Data:** Benchmarking data pulled from our exclusive database of hundreds of VETS Indexes Employer Awards survey participants
- **Crucial Context:** Compare your veterans program to similar peer organizations and to the nation's very best, 5 Star Employers
- **Exclusive Intel:** Detailed analysis covering all aspects of veterans programs – recruiting, retention, support & more – that you won't find anywhere else
- **Proven Results:** Employers have charted big improvements in their award levels after benchmarking sessions, with some receiving the very highest awards

Compare your organization's performance in the most recent year ...



And then see the long-term trend, with **5 years of longitudinal data**



# Employing U.S. Vets Conference

- ❖ Twice-yearly conference, bringing together top leaders in veteran employment to share best practices, collaborate, and network
- ❖ More than 2,500 people – representing more than 1,500 different organizations – registered for our October 2023 event
- ❖ Next conference is April 11, 2024
  - ❖ In person (with virtual component), New York, NY
- ❖ Limited sponsorship opportunities, email [info@vetsindexes.com](mailto:info@vetsindexes.com)
- ❖ <https://employingusvets.com/register/>
- ❖ All survey respondents receive 1 complimentary ticket to join us in NYC (up to \$895 value)



# Employing U.S. Vets Conference

## Keynote Speaker



Michael Miller  
**U.S. Department of Defense**  
Military-Civilian Transition  
Office Director

## Panel Topics (expected)

- 5 Star Employer Best Practices for Supporting Military Spouses & Families
- Leveraging Military Leaders: How Veterans on Your Board and in Your C-Suite Can Improve Corporate Governance
- Higher Education: The Secret Pipeline for Veteran Talent
- Are Your Automated CRM and ATS Systems Filtering Out Top Military-Connected Candidates?
- Rank Bias: The Misguided Preference for Officers and Higher Ranks – and How Your Organization Can Capitalize by Finding Great Enlisted Talent





# Starting Your Survey Response

- ❖ Please find & click your “Unique Link” today
  - ❖ Should be in emails from me or my colleagues, look for @vetsindexes.com domain
  - ❖ Email us at [survey@vetsindexes.com](mailto:survey@vetsindexes.com) if you can't find it
- ❖ Blank Survey PDF: <https://vetsindexes.com/employer-awards-survey/>
- ❖ FAQ: <https://vetsindexes.com/employer-awards-faq/>
- ❖ Response deadline is Feb. 16, 2024



# Survey Sections & Updates

## Survey Sections

1. Recruiting & hiring
2. Development & retention
3. Veteran-inclusive policies & culture
4. Guard/Reserve policies
5. Military spouse & family support

## New This Year

- ❖ Largely unchanged
- ❖ All years advance by 1
- ❖ Expanded explanations, links



<https://vetsindexes.com/employer-awards-methodology/>



# Tips & Shortcuts

- ❖ Use blank survey PDF to gather answers first
- ❖ Answers save automatically
- ❖ Can fill out survey over multiple sessions, pick up where you left off
- ❖ OK to share Unique Link inside your organization but don't send it to outside organizations
- ❖ Real-time validations & alerts for responses
- ❖ You don't have to enter the same data twice
  - ❖ We can provide a survey link that includes your organization's answers to last year's questions





# Improving Your Award Level

- ❖ Provide as much information as you can
- ❖ We'll likely ask for some data you don't track
  - ❖ Don't worry about skipping the questions this year; no organization has answers to all of them
  - ❖ But try to implement systems to track this data so you'll have an answer for next year's survey
- ❖ Answer all parts of questions, carefully follow survey instructions and structure
- ❖ Review your answers carefully before submitting
- ❖ Ask us for help: [survey@vetsindexes.com](mailto:survey@vetsindexes.com)



# Questions?

Please type your questions into the chat box.

Or email [survey@vetsindexes.com](mailto:survey@vetsindexes.com) anytime.

## **Employing U.S. Vets Conference**

In-person (hybrid): New York Athletic Club, NYC

April 11, 2024

<https://employingusvets.com/>

