VETS Indexes

BASED ON PRIDE, BUILT ON INTEGRITY

VETS Indexes Employer Awards 2025

Informational Webinar
Monday, February 10, 2025

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Today's Agenda

- Introductions
- Employer Awards program overview
- Our 2024 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

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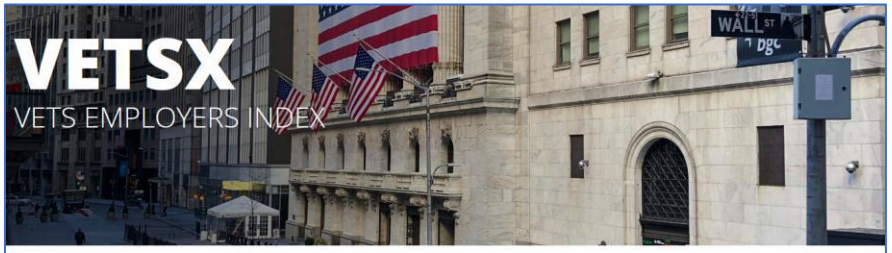
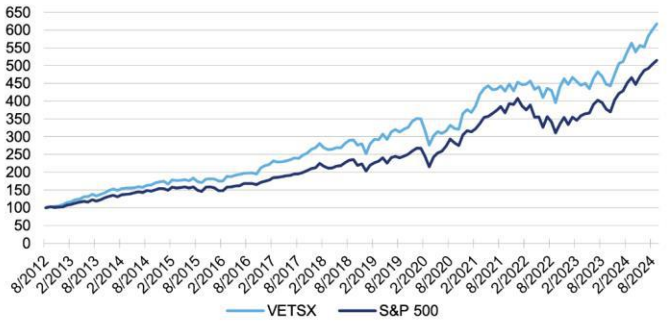
Our Indexes

- 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/



PERFORMANCE HISTORY



PERFORMANCE SNAPSHOT

	Total Return (%)			Annualized Total Return (%)			
	3-month	YTD	2023	1-year	2-year	3-year	5-year
VETSX	11.98	22.10	13.20	37.91	24.98	13.00	13.95
S&P 500	5.89	22.08	26.29	36.35	28.78	11.91	15.98

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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 has tripled since 2022, and we are projecting more growth in the 2025 program
- **High integrity**: The VETS Indexes Employer Awards can only be earned, based on what employers do for veterans. They can never be bought

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2025 Employer Awards Update

- **Deadline this Friday, Feb. 14**
  - 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. 14
- **Record number of completed surveys so far**
  - On track for more survey responses than ever before
  - Don't let your organization get left behind
- **Reach out to us directly with questions**
  - survey@vetsindexes.com (202) 570-3867

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2024 Employer Awards Results

- 285 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-2024/

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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

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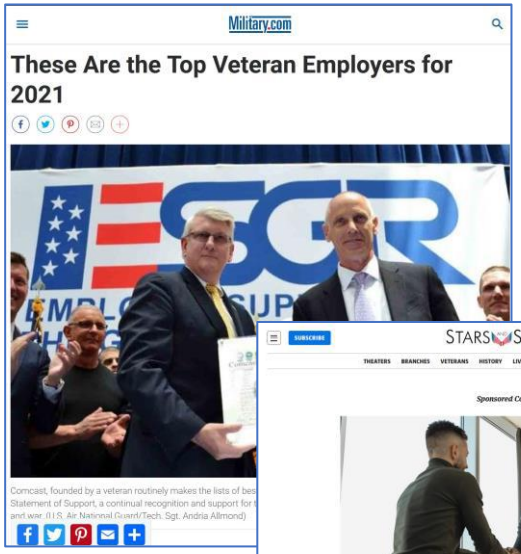
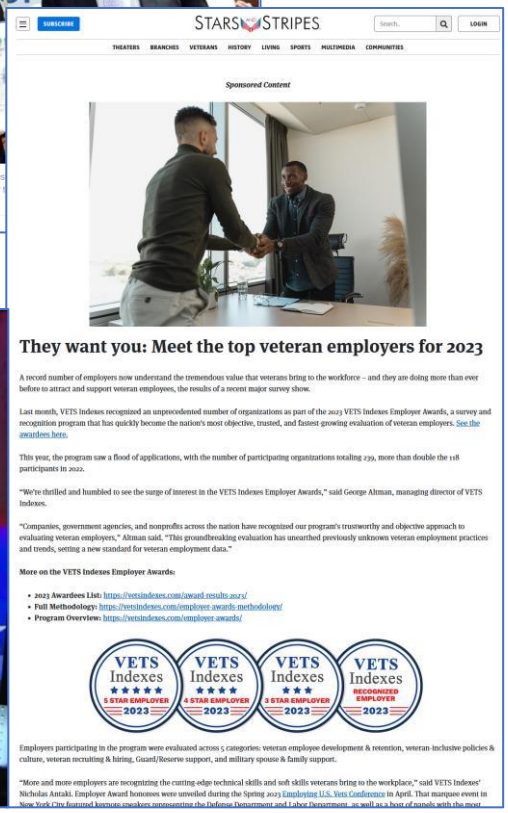
Recognition & Recruiting





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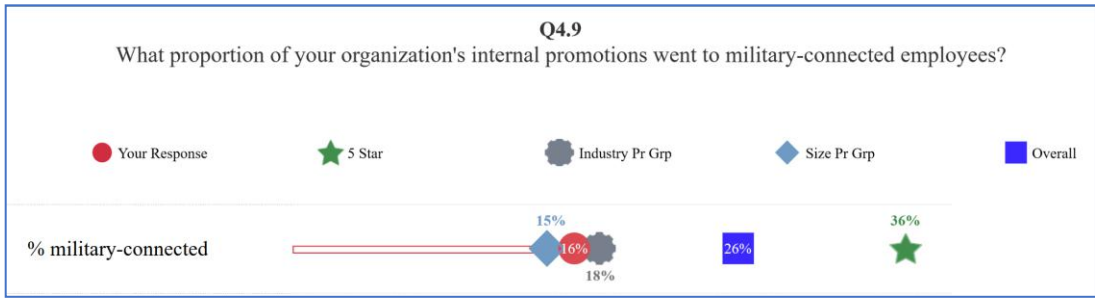
Benchmarking Service

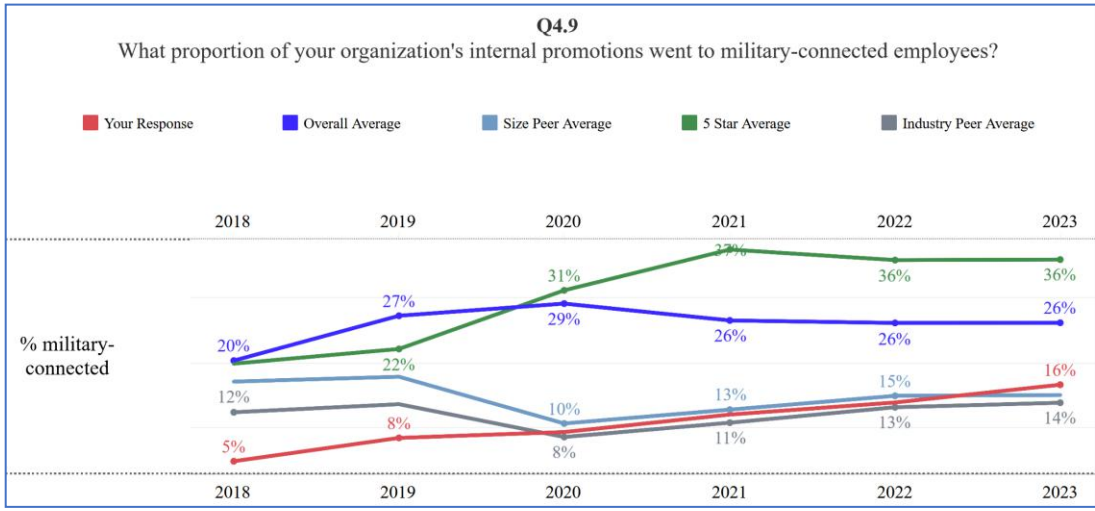
The Most Detailed & Comprehensive Veteran Employment Analysis Available Anywhere

- **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 industry and size 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 **6 years of longitudinal data**



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Employing U.S. Vets Conference

- Twice-yearly conference, bringing together top leaders in veteran employment to share best practices, collaborate, and network
- More than 1,500 people registered for our October 2024 event
- Next conference is April 10, 2025
  - In person (with virtual component), New York, NY
- Limited sponsorship opportunities, email info@vetsindexes.com
- https://employingusvets.com/register/
- All survey respondents receive 1 complimentary ticket to join us in NYC (up to $895 value)

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Employing U.S. Vets Conference

Keynote Speaker

Bruce Townshend
Chief, Engagement
Employer Support of the Guard & Reserve (ESGR), U.S. Department of Defense

Panel Topics (expected)

- VERG Roundtable: Veteran Employee Resource Group leaders share advice, success stories, and lessons learned
- Building mentorship and peer programs to maximize veteran employee retention and success
- Metrics and data-driven approaches to optimizing veteran employment policies, practices, and outcomes
- Leveraging nontraditional pathways to find military spouse talent
- How to Find Top Veteran-Owned Vendors and Suppliers
- 5 Star Employer best practices to create a veteran-inclusive culture

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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 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. 14, 2025

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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
- More size categories in Q2.6

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

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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

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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

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Questions?

Please type your questions into the chat box.

Or email survey@vetsindexes.com anytime.

Employing U.S. Vets Conference

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

April 10, 2025

https://employingusvets.com/

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