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Number: WIN 0095
 Date: April 9, 2019
 Expiration Date: N/A

TO: Workforce Development System

FROM: Gary Kamimura, Policy Manager

SUBJECT: Recognizing WorkSource Business Partners: HIRE Vets Medallion Award

Purpose:

To provide guidance to the WorkSource System in the promotion of the HIRE Vets Medallion Program to its local employer partners.

Action Required:

Local Workforce Development Boards and their contractors, as well as Employment Security Regional Directors, must distribute this guidance broadly throughout the system to ensure that WorkSource System staff are familiar with its content and requirements.

Content:

The Honoring Investments in Recruiting and Employing American Military Veterans Act of 2017 (HIRE Vets Act) led to implementation in 2019 of the HIRE Vets Medallion Award Program, which recognizes employers who hire and retain veterans, along with their efforts to establish employee development programs and veteran specific benefits to improve retention.

Award recipients can use the medallion to market and promote their firms as veteran-ready businesses and for recruiting purposes. Employers’ pursuit of the award can lead to increased focus on hiring and retaining veterans.

Employers that meet the criteria established in the rule will receive a “HIRE Vets Medallion Award” each year they apply and there is no limit on the number of years they can apply. There are two award tiers, Platinum and Gold, for large employers (500 or more employees), medium employers (51-499 employees), and small employers (50 or fewer employees). Details on the award criteria may be found at HIREVets.gov.

Application Schedule

Beginning in 2019 and annually thereafter, the U.S. Department of Labor (DOL) will:

- Directly solicit applications from employers through January 31;
- Stop accepting applications on April 30;
- Finish reviewing applications no later than August 31;
- Select employers to receive HIRE Vets Medallion Awards no later than September 30;
- Notify employers that receive HIRE Vets Medallion Awards no later than October 11; and,
- Announce award recipients at a time coincident with Veterans Day.

Promoting the HIRE Vets Medallion Program across the WorkSource System

The system works closely with employers of all sizes to help them with their workforce needs. Additionally, the system provides priority of service to veterans in their career and training service needs.

Given the unique role the system plays in working with employers and veterans, it can be a strong advocate for the HIRE Vets Medallion Program. By taking an active role in promoting the HIRE Vets Medallion Program, the system can ensure that its local employer partners are recognized for their commitment to hiring the nation's veterans.

To expand awareness and promote the HIRE Vets Medallion Program, the WorkSource System can:

- Leverage state and local business service teams, including Local Veterans' Employment Representatives (LVERs), to inform local employers about the program and its benefits;
- Leverage business-led state and local workforce development boards to develop strategies to expand the awareness of and participation in the program;
- Engage other WIOA-partner programs to expand awareness of the HIRE Vets Medallion Program.

Additionally, the WorkSource System is encouraged to:

- Visit [HIREVets.gov](https://hirevets.gov) to become familiar with the program;
- Visit the resource page to view and download the following materials as needed:
 - Program Fact Sheet
 - Detailed Program Criteria Table
 - Approved HIRE Vets Graphics
 - HIRE Vets Social Media "Widgets"
 - HIRE Vets Signature Block for use in emails
 - Visit the HIRE Vets portal on the [Workforce GPS page](#)¹ and download a pre-recorded National Veterans' Training Institute Webinar on the HIRE Vets Medallion Program
- Incorporate and promote program fact sheets and other materials found on the HIRE Vets and Workforce GPS websites with other employer-outreach materials at the local level.

NOTE: Questions concerning this guidance, including how to apply, should be referred to DOL's HIRE Vets Medallion Program at HIREVets@dol.gov.

¹ "<https://veteranspriority.workforcegps.org/resources/2019/04/19/16/34/HIRE-Vets-Medallion-Webcast-Program-Walkthrough>"

References:

- [38 U.S.C. Chapter 41](#), Job Counseling, Training, and Placement Service for Veterans (38 U.S.C. 4100-4115), as amended
- [38 U.S.C. 4104](#), Local veterans' employment representatives
- [Division O of Public Law 115-31](#), The Honoring Investments in Recruiting and Employing American Military Veterans Act of 2017
- [20 CFR 678.435](#), What are the business services provided through the one-stop delivery system and how are they provided?
- [20 CFR Part 1001](#), Services for Veterans
- [20 CFR Part 1011](#), HIRE Vets Medallion Program
- [Training and Employment Guidance Letter \(TEGL\) 19-13](#), Jobs for Veterans' State Grants (JVSG) Program Reforms and Roles and Responsibilities of American Job Center (AJC) Staff Serving Veterans
- [TEGL 09-18](#), HIRE Vets Medallions Program
- [Veterans' Program Letter \(VPL\) 03-14](#), Jobs for Veterans' State Grants (JVSG) Program Reforms and Roles and Responsibilities of American Job Center (AJC) Staff Serving Veterans
- [VPL 02-19](#), HIRE Vet Medallion Program

Website:

[Workforce Professionals Center](#)

Direct Inquiries To:

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Attachments:

None