



EMPLOYMENT AND TRAINING ADMINISTRATION ADVISORY SYSTEM U.S. DEPARTMENT OF LABOR Washington, D.C. 20210	CLASSIFICATION Veterans
	CORRESPONDENCE SYMBOL OWI
	DATE January 23, 2019

ADVISORY: TRAINING AND EMPLOYMENT GUIDANCE LETTER NO. 9-18

TO: STATE WORKFORCE AGENCIES
STATE WORKFORCE ADMINISTRATORS
STATE WORKFORCE LIAISONS
STATE AND LOCAL WORKFORCE DEVELOPMENT BOARDS
AMERICAN JOB CENTERS

FROM: MOLLY E. CONWAY 
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Employment and Training Administration

J.S. SHELLENBERGER 
Deputy Assistant Secretary
Veterans' Employment and Training Service

SUBJECT: HIRE Vets Medallion Program

1. **Purpose.** To provide guidance to the public workforce system in the promotion of the HIRE Vets Medallion Program to its local employer partners.
2. **Action Requested.** This guidance is effective immediately. The Department of Labor (DOL) requests that the public workforce system familiarize itself with the HIRE Vets Medallion Program and HIREVets.gov.
3. **Summary and Background.**
 - a. Summary – This provides guidance for the public workforce system regarding the HIRE Vets Medallion Program.
 - b. Background – The Honoring Investments in Recruiting and Employing American Military Veterans Act of 2017 (HIRE Vets Act), signed by President Trump on May 5, 2017, requires the Secretary of Labor (Secretary) to establish a program via rulemaking that recognizes employer efforts to recruit, employ, and retain veterans. The Secretary announced the Final Rule (20 C.F.R. Part 1011) on November 9, 2017, becoming effective in January 2018. The statute prohibited DOL from implementing the program until 2019.

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The purpose of the HIRE Vets Medallion Award Program is to recognize employers who hire and retain veterans, along with their efforts to establish employee development programs and veteran specific benefits to improve retention. Award recipients will have the opportunity to utilize the medallion in the marketing of their firm as a veteran-ready business, valuable in both recruiting and promotion. Competition for the award should lead to an increased focus on hiring and retaining veterans for the significant skill sets that they bring to the American workforce.

Applications from employers that meet the criteria established in the rule will receive a “HIRE Vets Medallion Award” for each year that they apply. Employers may apply every year. There are two award tiers, Platinum and Gold, for large (500-plus employees), medium (51-499 employees), and small employers (50 or fewer employees). Details on the award criteria may be found at HIREVets.gov.

Beginning in 2019, DOL will:

- Solicit applications no later than January 31;
- Stop accepting applications on April 30;
- Finish reviewing applications no later than August 31;
- Select the employers to receive HIRE Vets Medallion Awards no later than September 30;
- Notify employers that will receive HIRE Vets Medallion Awards no later than October 11; and,
- Announce the names of award recipients at a time to coincide with Veterans Day.

4. Promoting the HIRE Vets Medallion Program in the Public Workforce System.

The public workforce system works closely with employers of all sizes to help them with their workforce needs. Additionally, the public workforce system provides priority of service to veterans in their career and training service needs. Given the unique role that the public workforce system has in working with employers and veterans, the system can be a strong advocate for the HIRE Vets Medallion Program. By taking a role in actively promoting the HIRE Vets Medallion Program, the public workforce system can ensure its local employer partners are recognized for their commitment to hiring our nation’s veterans, enabling states and localities to showcase their veteran-ready communities.

To expand awareness and promote the HIRE Vets Medallion Program, the public workforce system could:

- Leverage state and local business service teams, including the Local Veterans’ Employment Representative(s) (LVERs), to inform local employers about the program and its benefits;
- Leverage the 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 public workforce system, including American Job Center staff, is encouraged to:

- Visit HIREVets.gov to become familiar with the program;
 - Visit the resource page to view and download 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](#)¹ page and download as needed:
 - 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 state and local level.

5. Technical Performance Narrative Report.

States submit a Technical Performance Narrative as part of their Jobs for Veterans State Grants program quarterly report. States should provide a brief synopsis of HIRE Vets Medallion Program activities in that report to facilitate collection of best practices. The Director for Veterans’ Employment and Training in each state will share best practices and be available to support the state as they inform the business community within their assigned geographic region about the HIRE Vets Medallion Program.

Inquiries. Inquiries, including how to apply for the program, should be referred to the DOL’s HIRE Vets Medallion Program by email to HIREVets@dol.gov.

6. 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 C.F.R. 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*, dated April 10, 2014;
- 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*, dated April 10, 2014; and
- VPL 01-15, *JVSG Recurring Report Requirements*, dated January 12, 2015.

7. Attachments. None.

¹ <https://veteranspriority.workforcegps.org/resources/2018/10/01/16/30/HIRE-Vets-Medallion-Program>