



January 23, 2019

VETERANS' PROGRAM LETTER NO. 02-19

TO: ALL REGIONAL ADMINISTRATORS AND DIRECTORS FOR  
VETERANS' EMPLOYMENT AND TRAINING  
ALL STATE WORKFORCE AGENCY ADMINISTRATORS  
ALL REGIONAL ADMINISTRATORS FOR EMPLOYMENT AND  
TRAINING ADMINISTRATION

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

A handwritten signature in blue ink that reads "J.S. Shellenberger".

MOLLY E. CONWAY  
Acting Assistant Secretary  
Employment and Training Administration

Handwritten initials in blue ink, appearing to be "MC".

SUBJECT: HIRE Vets Medallion Program

**I. Purpose**

To provide guidance to the public workforce system in the promotion of the HIRE Vets Medallion Program to its local employer partners.

**II. References**

- (a) 20 CFR 678.435 What are the business services provided through the one-stop delivery system, and how are they provided?;
- (b) 38 U.S.C Chapter 41, Job Counseling, Training, And Placement Service for Veterans (38 U.S.C. 4100-4114), as amended;
- (c) 38 U.S.C. 4104, Local veterans' employment representatives;
- (d) 20 CFR Part 1001, Services for Veterans;
- (e) Division O of Public Law 115-31, The Honoring Investments in Recruiting and Employing American Military Veterans Act of 2017;
- (f) 20 C.F.R. Part 1011; HIRE Vets Medallion Program;
- (g) 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.

### **III. 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 to establish a program, by regulation, 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, which became effective in January 2018. The statute prohibited DOL from implementing the program until 2019.

The purpose of the HIRE Vets Medallion Award is to recognize employers that hire and retain veterans, acknowledging 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, a valuable asset in both recruiting and promotion. Competition for the award should lead to an increased focus on hiring and retaining veterans, and attention to 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](http://HIREVets.gov).

Beginning in 2019, the Department 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.

### **IV. 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 (AJC) staff, is encouraged to:

- Visit [HIREVets.gov](https://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](#)<sup>1</sup> 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.

#### V. Technical Performance Narrative Report

States submit a Technical Performance Narrative as part of their Jobs for State Veterans Grants (JVSG) program quarterly report. States should provide a brief synopsis of activities in that report to facilitate collection of best practices. The Director for Veterans' Employment and Training (DVET) 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.

#### VI. Inquiries

Questions concerning this guidance, including how to apply, should be referred to the Department of Labor's HIRE Vets Medallion Program by email to [HIREVets@dol.gov](mailto:HIREVets@dol.gov).

#### VI. Expiration Date

To be reviewed for relevance on or before October 2020. It shall remain in effect until rescinded or superseded.

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