



Workforce Issuance

100 DCS 15.131

☐ Policy ☒ Information

To: MassHire Workforce Board Chairs
MassHire Workforce Board Directors
MassHire Career Center Directors
MassHire Fiscal Officers
MDCS Operations Managers

cc: WIOA State Partners

From: Diane Hurley, Acting Director
MassHire Department of Career Services

Date: February 13, 2024

Subject: **HIRE Vets Medallion Program - 2024**

Purpose: To provide guidance to MassHire Workforce Boards, MassHire Career Center Operators and other workforce partners for the promotion of the 2024 [HIREVets](#) Medallion Program to its local employer partners.

Background: 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. DOL will:

1. Solicit applications no later than January 31;
2. Stop accepting applications on April 30;
3. Finish reviewing applications no later than August 31 and select the employers to receive HIRE Vets Medallion Awards no later than September 30;
4. Notify employers who will receive HIRE Vets Medallion Awards no later than October 11. VETS will also notify applicants who will not be receiving an award at that time;
5. Announce the names of award recipients at a time to coincide with Veterans Day.

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 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 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
- 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.

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.

Action

Requested: Please share with managers, staff, partners and employers as appropriate.

Effective: Immediately

Inquiries: Inquiries, including how to apply for the program, should be referred to the [DOL's HIRE Vets Medallion Program](#) or email HIREVets@dol.gov.