



Tennessee Veteran Ready Business Recognition Program

Recognizing businesses in Tennessee that go above and beyond to

RECRUIT, HIRE, and RETAIN

Service Members, Veterans, and their Families (SMVF)

Overview



Tennessee Veteran Ready Business Recognition Program

From Veteran **FRIENDLY** to Veteran **READY!**



Three Tiers of Recognition

The program offers Bronze, Silver, and Gold tiers of recognition, showcasing increasing commitment in supporting service members, Veterans and their families (SMVF).



We Help You Become Veteran Ready

We educate and assist your business in becoming Veteran Ready by enhancing your ability to Recruit, Hire, and Retain service members, Veterans, and their families.



Pro-Veteran Workplace Culture

The structured approach promotes a culture that values and leverages the unique skills and experiences of the SMVF community, enhancing the overall workforce in Tennessee.



Community Engagement

Fosters a supportive community for service members, Veterans, and their families to live, work, and thrive.

Did You Know?

- **Tenn. Code § 50-1-107**

*Current through Acts 2023-2024, ch. 654

This legislation allows private businesses to create a Veteran's Hiring Preference policy.

- The **Tennessee Department of Labor and Workforce Development** has Local Veterans Employment Representatives (LVER) who can assist the business in establishing its status as a preferred employer. This status unlocks benefits such as '24-hour Veteran priority' for job postings, personalized recruitment support, and enhanced visibility on Jobs4TN.gov.

Did You Know Federal Tax Credits Are Available For Hiring Veterans?

- For more information, click the following link about the [Work Opportunity Tax Credit](#) from the U.S. Department of Labor or the [Work Opportunity Tax Credit](#) from the Internal Revenue Service.
- For more information, click the following link: [Returning Heroes and Wounded Warrior tax credits](#).

*Please note that these tax credits are federal programs and not specific to the State of Tennessee.

Benefits



Benefits of Hiring SMVF

What Service Members, Veterans, and Their Families Bring to Your Business



- Life Experience
- Highly Trained and Educated
- Discipline, Adaptability, and Resilience
- Dependable
- Attention to Detail



- Strong Leadership and Teamwork
- Operational Knowledge
- Relationship-Building
- Problem Solving
- Stress Management
- Example Setting



- High Retention Rates
- Diverse Population, Varying Expertise, and Proven Leadership
- Committed and Ethical
- Strong Work Ethic
- Enhanced Maturity

Tennessee Veteran Ready Business Recognition Program

Benefits of TDVS Certification

Unlocking Opportunities for
Businesses



Enhance Digital Visibility

Listing your business as a Veteran Ready Business on the TDVS.gov website provides a link to the business's website. The link-back can help enhance your online visibility.



Enhanced Recruitment of Quality Employees

TDVS recognition opens the door to a broader pool of Veteran talent, enriching your workforce to include highly educated, mission-focused employees with tested life skills.



Demonstrate Community Commitment

Demonstrate your business' community commitment, enhancing public perception and trust, while encouraging others through your proactive support to Veterans and their families.



Gain Diverse Leaders

Gain diverse leaders, with diverse lived experiences, who can connect with a wider range of clients, customers, and employees.



Community Network

Improves the SMVF ecosystem by connecting, sharing, and expanding relationships between Veteran Service Organizations, and the Public and Private Sectors.



Public Recognition of Your Commitment

Receive public recognition for your commitment to Veterans with a window decal, certificate, and digital badge. Additionally, your business will be featured in the TDVS directory of certified Veteran Ready Businesses.

Timeline



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Tennessee Veteran Ready Business Recognition Program

[Annual Application Window, Submission, and Award Determinations](#)

July 1 to Oct 1

Annual Application Window

Businesses submit applications through the designated online portal, which will only accept complete applications.

October

Award determinations

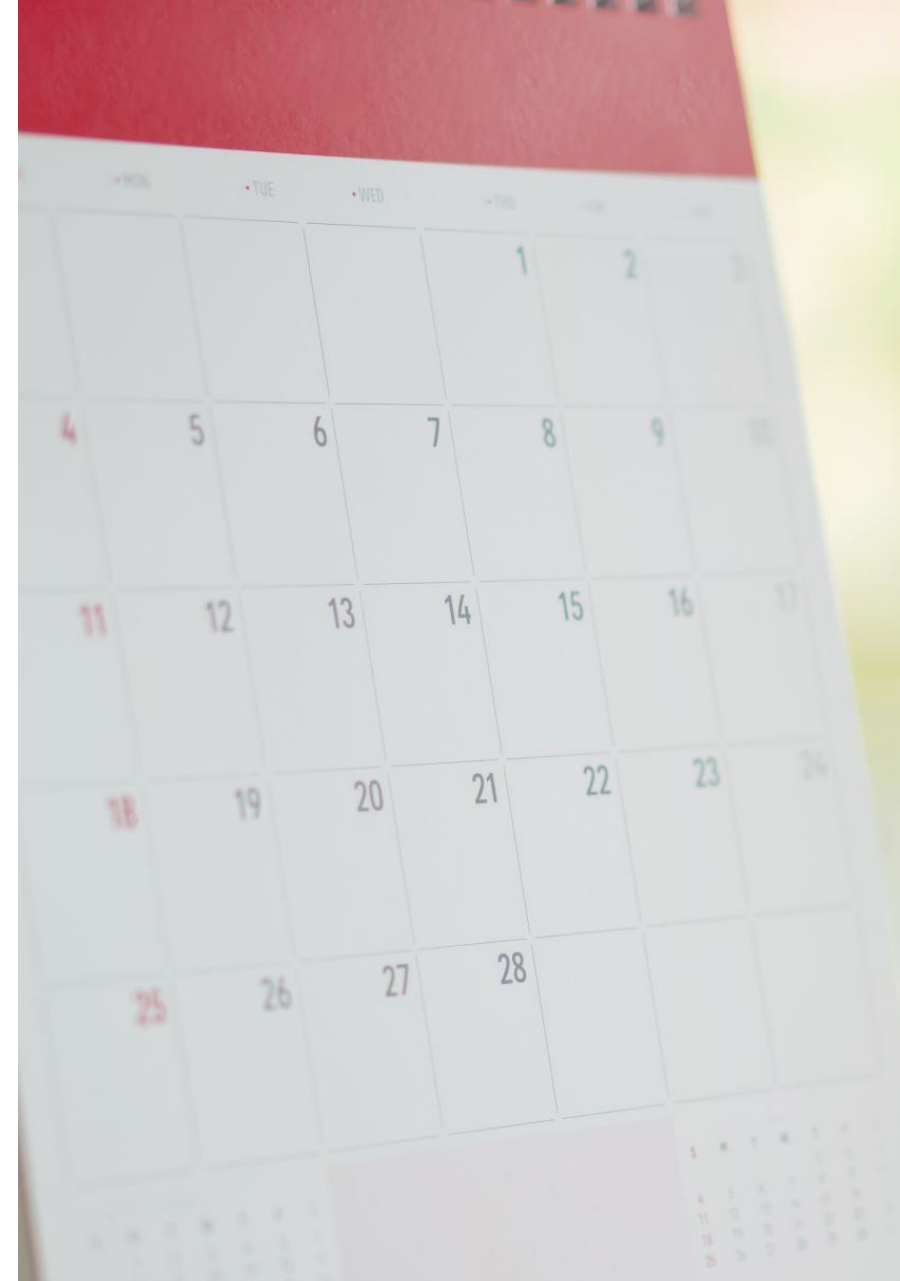
November

Award notifications

January

Award Duration

Awards will be effective January of the following calendar year.



Eligibility & Certifications





General Requirements for All Levels

Operate at least one location within the State of Tennessee.

Must currently be and remain in good standing with the [State of Tennessee](#).

Submit an [online application](#) by the annual October 01 deadline.

Certification by Levels- Bronze, Silver, & Gold



Tennessee Veteran Ready Business Recognition



Bronze Level Certification

Objective: Recognize businesses that recruit and honor the service and sacrifices of SMVF.

- A 100-word business profile narrative detailing the company's culture and dedicated SMVF support.
- Document how many current SMVF employees.
- A signed [Employer Support of the Guard and Reserve](#) (ESGR) Statement of Support, if applicable.
- Job postings that accept military experience in lieu of secondary education or civilian certifications.
- A documentable effort to inform employees about SMVF-specific earned benefits or external programs available. (social media, bulletin boards, emails, etc.)
- Documentation (i.e., screenshot, etc.) of the use of platforms, such as social media, websites, and job banks where potential employees within the SMVF community may see and apply.

Tennessee Veteran Ready Business Recognition



Bronze Level Awards

Objective: Recognize businesses that recruit and honor the service and sacrifices of SMVF.

- **Certificate**
A physical certificate from the State of Tennessee, certifying that they are "Veteran Ready" and a preferred employer supporting Service Members, Veterans, and their Families.
- **Window Decal**
A window decal that can be displayed on the business' premises, indicating the business' level of achievement and commitment.
- **Digital Badge**
A digital badge that can be displayed on the business website, social media, and/ or emails, indicating their level of achievement and commitment.
- **Website Listing**
Listed on the Tennessee Department of Veteran Services website as a committed Veteran Ready Employer.

Tennessee Veteran Ready Business Recognition



Silver Level Certification

Objective: To highlight businesses that not only meet Bronze-level Criteria but also empower SMVF through career development opportunities.

- Fulfillment of all Bronze-level criteria
- Document ways in which current SMVF employees participate in the hiring of potential SMVF employees,(i.e., job fairs, resume screenings, or interview processes)
- Attendance and participation in at least one public hiring event that allows the SMVF community to apply for an open position, i.e., local American Job Center or other employment agencies.
- Establishing a Veteran Retention Program showcased through mentorship, employee resource groups, career pathing, and upskilling initiatives.
- Maintain a platform (i.e., website, employee break, etc.) that educates and informs SMVF employees about Veterans’ benefits and other programs, that your business provides, that specifically target SMVF. (special parking, time off to go or to benefit-related appointments, etc.)
- Collaboration with a Veteran-serving organization, whether local, state, or nonprofit, ensuring employees have a resource to assist with resources and educate about their earned benefits.

Tennessee Veteran Ready Business Recognition



Silver Level Awards

Objective: To highlight businesses that not only meet Bronze-level Criteria but also empower SMVF through career development opportunities.

- **Regional Recognition**
These items will be presented regionally by a Commissioner designee.
- **Certificate and Award Plaque**
An award plaque and a certificate from the State of Tennessee, certifying the business is "Veteran Ready" and a preferred employer supporting Service Members, Veterans, and their Families.
- **Window Decal**
A window decal that can be displayed on the business' premises, indicating the business' level of achievement and commitment
- **Digital Badge**
A digital badge that can be displayed on the business' website, social media, and/ or emails, indicating their level of achievement and commitment.
- **Website Listing**
Listed on the Tennessee Department of Veteran Services website as a committed Veteran Ready Employer.

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Gold Level Certification

Objective: To commend businesses that *not only meet the Bronze-Level and Silver-Level Criteria* but also have an extensive impact on the lives of SMVF both within and outside the workplace.

- Fulfillment of all Bronze and Silver criteria.
- Employment of SMVF-focused personnel whose position includes Veteran outreach or the hiring/retention of Veteran employees.
- Establish and maintain a hiring and retention program for military spouses as employees, i.e., a non-competitive process, flexible work hours options, job relocation assistance, or on-site daycare.
- Utilize an online military skills translator to integrate service members and veterans into your workforce.
 - Link to an example in the application.
- Creation and implementation of on-the-job training or apprenticeship programs for Veteran community employees, such as the Skill Bridge Program, Cyber Warrior Program, Journeyman Programs, Internships, Fellowships, or the Apprenticeship Ambassador Initiative.

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Gold Level Awards

Objective: To commend businesses that *not only meet the Bronze-Level and Silver-Level Criteria* but also have an extensive impact on the lives of SMVF both within and outside the workplace.

- State Recognition**

Presented by the Commissioner, Deputy Commissioner, or Commissioner's designee.

- Certificate and Award**

Highest recognition, which includes a top-level award and certificate certifying the business' readiness and commitment to support Service Members, Veterans, and their families.

- Window Decal**

Receive a window decal that can be displayed on their business premises, indicating their level of achievement and commitment.

- Digital Badge**

A digital badge that can be displayed on the business' website, social media, and/ or emails, indicating their level of achievement and commitment.

- Website Listing**

Listed on the Tennessee Department of Veteran Services website as a committed Veteran Ready Employer.

Join the Tennessee Veteran Ready Business Recognition Program Today!

Contact details for program inquiries.



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