

# Veteran Partner Levels and Definitions




## Partnering at the Local Level

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**Instructions:** Use this **Veteran Partner Levels and Definitions** template to develop your own organization's recruiting partnership levels and definitions as you build your local partnership strategies and Recruiting Action Plan(s). Modify this template to suit the needs of your own organization.

ABC Company Recruiting Partnership Levels	 3-Star Partner	 2-Star Partner	 1-Star Partner
<b>Definition of Partnership Levels</b>			
Frequency and Nature of Contact	Partner outreach and contact occurs at a frequent and personal level, with primary interaction involving personal visits and meetings, phone calls and emails, and active participation and collaboration in various events, activities and conferences.	Partner outreach and contact occurs at a moderate-to-frequent level (depending on the services offered to employers by the partner), with primary interaction occurring via phone and email, and may include some personal visits, including participation and collaboration in various events and activities on a limited basis.	Partner outreach and contact occurs at a limited-to-moderate-to-frequent level (depending on the services offered to employers by the partner), with primary interaction occurring via the use of Internet technologies and/or email, with some contact occurring via phone and limited, if any, personal visits.
<b>Examples of Partner Engagement, Events and Activities by Partnership Level</b>			
Partner is provided with a direct HR or Recruiter contact name, phone number and email address	✓	✓	
Hold personal visits and face-to-face meetings with partner	✓ (Quarterly meetings)	✓ (Limited to once per year or less)	
Engage in phone contacts and discussions with partner	✓ (Monthly)	✓ (Quarterly)	✓ (Annual or Every Other Year or No Calls)
Engage in email correspondence and regular updates with partner	✓	✓	✓
Email company's job listings to partner	✓	✓	✓
Post job openings to the partner's website (e.g., prefer automatic feed of jobs to veteran websites and other job boards through DirectEmployers (DE), if applicable. If partner's website is not currently part of the <a href="#">DE Syndication Alliances</a> network, contact DE and request the website be included in the network if possible so your jobs can be posted automatically)	✓	✓	✓

Advertise company's career opportunities on the partner's website with ads, blogs or other messaging, if applicable (e.g., these are ads and stories and should not be confused with posting job openings)	✓ (Depends on cost and hiring activity)	✓ (Depends on cost and hiring activity)	✓ (Depends on cost and hiring activity)
Participate in partner-sponsored career fairs and career events (e.g., HR and/or employees who are veterans are made available for these events)	✓	✓ (Possible, but less frequently)	
Host joint applicant information sessions with the partner's applicant referrals (and teach the partner how to deliver these sessions on their own as well)	✓		
Make formal arrangements with the partner for referral of applicants, follow-up with applicants, and feedback on disposition of applicants	✓ (When possible)	✓ (When possible)	
Track hiring success stories and develop and distribute joint press releases with the partner	✓ (When possible)	✓ (When possible)	
Utilize a "train-the-trainer" approach with the partner (e.g., teach them how to be an extension of your HR / Recruiting staff) to "force-multiply" your recruiting reach	✓		
Host formal briefing sessions with the partner on company premises (e.g., take the partner through a "mock" interview, hiring and/or testing session so they can experience and learn the selection process to better understand the qualifications needed to perform the jobs and improve success in referring qualified candidates to the company's openings)	✓		
Provide partner with company resources, job descriptions, recruiting literature and materials to distribute to applicants	✓	✓	✓
Participate with the partner in veteran outreach events in the community	✓	✓ (Possible, but less frequently)	
Support the partner in providing HR staff to conduct mock interviews with veteran applicants, etc.	✓		
Partner can sign up for RSS feeds and/or company newsletters to stay abreast of the company's hiring needs	✓	✓	✓
Allocate company foundation funds to support the partner's efforts in helping veterans	✓		

Partner agrees to blog about the company, their job opportunities and other events, and vice versa to help promote the partnership to veterans.	✓	✓	
Company agrees to issue press releases (e.g., announcing the partnership and other activities and events co-sponsored or supported by the company)	✓	✓	✓
Hold jointly-sponsored veteran recognition programs or events with partners and the Company's veteran employees	✓		
Jointly participate in co-sponsored community service programs and initiatives that support veterans	✓	✓ (Possible, but less frequently)	

If you have questions, suggestions or ideas for adding to or improving this template, or would like to share your experience using this tool, please contact:

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