

MEMORANDUM

**DATE:** March 2, 2021

**TO:** Local Workforce Development Board Executive Directors

**FROM:** Steven Gustafson, Workforce Administrator, Bureau of One-Stop and Program Support *Steve Gustafson*

**SUBJECT:** HIRE Veterans Medallion Program Requirements for Local Veteran Employment Representatives

The purpose of this memorandum is to notify Local Workforce Development Boards (LWDBs) of the requirement for Local Veteran Employment Representative (LVER) staff to promote the HIRE Veterans Medallion Program (HVMP).

[The Honoring Investments in Recruiting and Employing American Military Veterans Act of 2017 \(HIRE Vets Act\)](#) established the HVMP. The HIRE Vets Medallion Award is the only federal employment award that recognizes and honors employers' commitment to veteran hiring, retention, and professional development. Applicants are evaluated based on a range of criteria including veteran hiring and retention rates, the availability of veteran-specific resources, leadership programs, compensation and tuition assistance programs. **The deadline for employers to submit applications for the 2021 award period is April 30, 2021.**

LVER staff must provide information regarding HVMP to employers in their local area as part of their outreach to promote the intrinsic value of hiring of veterans. By taking a role in actively promoting HVMP, LVER staff will ensure local employers are recognized for their commitment to hiring our nation's veterans and enable localities to showcase their veteran-ready communities.

LVERs, as well as LWDB business outreach staff, are encouraged to use the information within the [U.S. Department of Labor HVMP toolkit](#) to educate themselves of program details and to develop local HVMP outreach materials. Activities surrounding the promotion of HVMP should be reported in Employ Florida using employer service code E52 (HIRE Vets Medallion Program). The promotion of HVMP, as measured in part by the E52 service code, will be an essential component of the 2021 Veterans Incentive Award nomination criteria.

In addition to promoting HVMP through targeted outreach efforts, LVER staff must also ensure HVMP awardees, including previous year's award recipients, are reported in Employ Florida by following the instructions within the [Geographic Solutions Staff Guide for Managing Employers](#). It is critical that HVMP awardees, both past and future, be reported in Employ Florida in a timely manner as the Department of Economic Opportunity (DEO) is coordinating with Geographic Solutions to implement a feature that will prominently display a scrolling banner of HVMP awardees with active job postings on the [Employ Florida landing page](#).

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If you have any questions, please contact Exit Smith, State Veterans' Program Coordinator at (850) 245-7411 or via email at [Exit.Smith@deo.myflorida.com](mailto:Exit.Smith@deo.myflorida.com).

cc: Keantha B. Moore  
Charles Williams  
Casey Penn