

# Recruiting From The Military For A Diverse Talent Pool

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- **Our Quest to Become a  
Top 100 Military Employer**
- **Bringing Them to Iowa**





# Why

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- Diverse**
- Skilled**
- Ready to work**
- Free advertising**
- Employer of choice**
- Incentives**



# Success

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- **Top 100 Military Employer 2010**
- **Five Star Employer – ESGR**
  - **Employer Support of The Guard and Reserve**



# **How We Did It - Room To Grow**

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- Benefits**
- Dedicated recruiter**
- Advertising budget**
- Military job fairs**
- Veteran outreach**
- Veteran specific website**
- Hires**

# Why Iowa

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What do you think?



# Top Responses

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## Missed/Like Most

- ❑ Friendly people
- ❑ Fresh produce and the farmers' markets
- ❑ Community
- ❑ Housing
- ❑ Schools
- ❑ Commute

## Surprising

- ❑ Size of our metropolitan areas
- ❑ Cost of housing
- ❑ Biking and hiking trails
- ❑ Top live theater productions
- ❑ Landscape



# Change

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- Better mass transit**
- Better opportunities for spouses**
- Distance to get here from anywhere**
- Winter**



# What Now

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- ❑ **Know what to sell**
- ❑ **Lobby for improvements**
- ❑ **Do your own survey**
- ❑ **What is important to your candidates**

# Questions

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