

“North Carolina can lead the nation in attracting and retaining military retirees and returning veterans.” *-North Carolina Jobs Plan, Recommended Strategies for Economic Growth 2014- 2024*

**OVERVIEW: NC Veterans Employment Efforts**

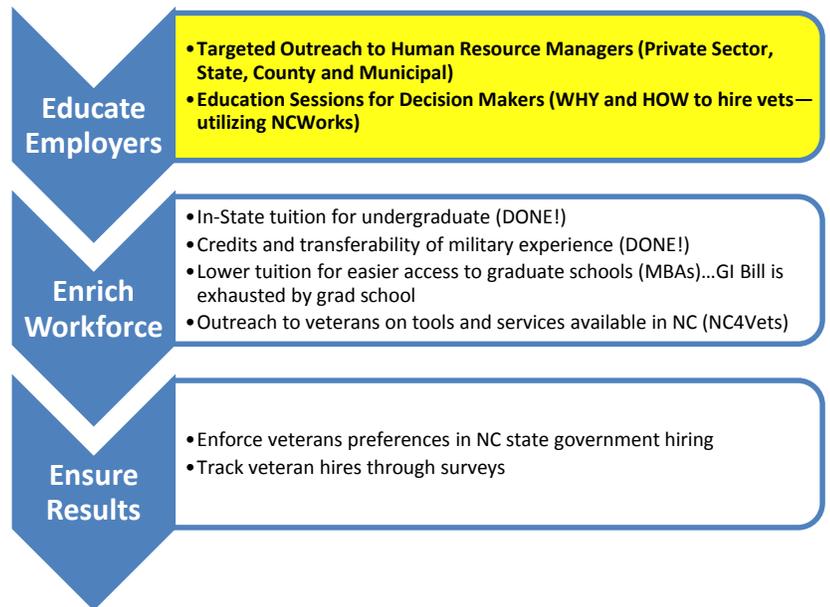
We can continue the Carolina Comeback -- growing our economy while putting veterans back to work -- by attracting high quality employers to North Carolina with our veteran-rich labor force. For the first time, we passed in-state tuition for our veterans into law making education more affordable. We are making it easier to get credit for military experiences and we are putting vets to work with the help of a dedicated staff of employment specialists and a state-of-the art online job program, *NCWorks.gov*.

**The veterans employment picture in North Carolina is improving, but we have more to do:**

We will build on our success with a renewed focus on **Educating** employers on the talents and value of veterans.

We will continue to **Enrich** the workforce by expanding awareness of the myriad federal, state, and non-profit services available for our vets.

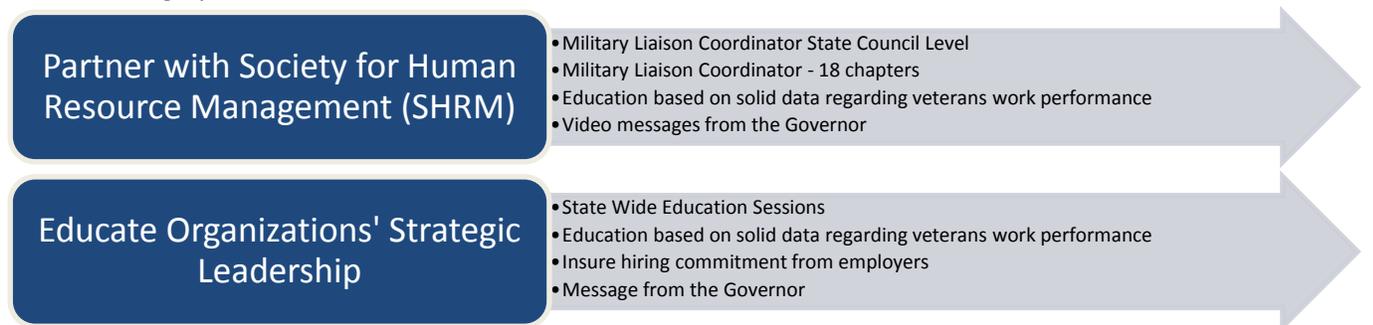
We will **Ensure** good outcomes for our veterans with accountability of veterans preferences in hiring.



**FOCUS: EMPLOYER EDUCATION**

The Employer Education initiative is a highly focused effort to stimulate employer demand by promoting North Carolina’s veteran talent pool. This program will successfully educate key employers on the value veterans and service members bring to organizations in driving business results.

The Employer Education initiative leverages the Governor’s Office, NC Works, NC Veterans Affairs, ESGR, a board of high-profile volunteers and is based on two initiatives:



**NEXT STEPS:**

- **Meeting: Governor’s Military Advisor, NC Commerce (NC Works), NC Administration (NCDVA)**
- **Development of promotional materials Statewide SHRM Convention Roll-out (Sep 18)**
  - Video messages of Support by Governor McCrory for use in presentations