

TRSA Military Veterans Committee
Recommendations
TRSA Legislative Conference, March 27, 2019, Washington, DC

Present: 2 Operator Members, 2 Associate Members

Staff Liaison: Ken Koepper, TRSA Membership & Industry Outreach Director

Vision

TRSA becomes a significant conduit for its members to recruit and retain military veterans through:

- Promoting the linen, uniform and facility services industry as an employer, especially through Transition Assistance Programs (TAPs) at military bases
- Members who hire veterans through TRSA recognize the benefits to these companies of fostering their vet hires' professional development through TRSA programs and other sources of professional education

Immediate Steps

- Survey TRSA members regarding the longevity of vet hires compared with all hires (responding easier for those who are federal contractors and must report vet data to the government)
- Hyper-promote the Military Veterans Breakfast at the Clean Show
 - Add to webinar slide deck
 - Ad in magazine
 - Item in Textile Services Weekly
 - Direct marketing to show attendees/hotel registrants
- Teach members about GI Bill benefits to employees (how these support their vet hires)
- Assemble all *Textile Services* articles on vets into a reprint

TAP Program Principles

- Avoid umbrella groups or service-wide TAP management: deal with bases individually
- Pilot program: TRSA contacts individual base TAPs in the DC region
- Promotional materials:
 - Introduce vets to the industry, emphasize availability of jobs everywhere
 - Guarantee: every vet's response to a promo generates telephone call from TRSA to the vet

TRSA Infrastructure for Recruiting Vets

- Develop program for vets providing TRSA member service similar to current intern referral
 - Participants indicate willingness to hire vets part-time so they can earn college degrees part-time
- Direct candidates to TRSA job board to identify openings in geographic areas where they want to work
 - Restore Indeed job listings on this board
 - Vets referred to TRSA through this board compensate TRSA for its use (pay per click)
- Use TRSA On-Demand Learning platform for candidates' pre-qualifying self-testing
- Develop promotional materials showing how industry positions fit recruits' existing skill sets (equipment technicians, drivers, electricians)

TRSA Infrastructure for Retaining Vets

- Investigate whether GI Bill pays for association professional development expenses
 - May need to offer CEUs
- TRSA offers vet discount on professional development promotional materials