



# VETERANS FLORIDA

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**Tuesday, October 3rd, 2017**

County Veterans Service Officers Association

Bobby Carbonell, Executive Director

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# Our Mission

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- Attract and retain Veterans and their families by connecting them to employment, training and educational opportunities
- Strengthen Florida businesses by educating them on the value and skillsets Veterans bring to the workforce and providing training resources for their Veteran hires
- Enhance the entrepreneurial skills of Veterans



# How we accomplish our mission

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- Comprehensive, nationwide marketing campaign; based on robust market research
  - World-class technology partners allow Veterans Florida to connect veterans and their families with employment, education, and entrepreneurship resources State funded grant programs
    - Veterans Florida Business Training Grant
    - Veterans Florida Entrepreneurship Program
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# Marketing Campaign

Nationwide marketing campaign launched to encourage veterans and separating servicemembers to move to Florida

- ◆ Print, Web and Social Ads targeted at military installations and veterans strategically throughout the country

**YOU SERVED YOUR COUNTRY.  
LAUNCH A NEW CAREER  
IN FLORIDA.**



**FIND YOUR NEXT JOB IN FLORIDA**  
Florida's veterans and military spouses use the Veterans Florida Career Portal to search through thousands of jobs, get help writing an effective resume, translate your military background into skills employers want, and manage every step of your transition.

**VETERANS FLORIDA**  
to find great jobs with employers who appreciate your experience, visit [veteransflorida.org/career](http://veteransflorida.org/career)

**YOU SERVED YOUR COUNTRY.  
PUT YOUR GI  
BILL TO USE  
IN FLORIDA.**

**FLORIDA SCHOOLS  
PUT VETERANS FIRST**  
Florida's technical schools, colleges and universities have great resources for veterans who want to start or continue their education. And the state waives out-of-state tuition fees for all honorably discharged veterans who live here while pursuing their degree.



**VETERANS FLORIDA**  
For more insight into why Florida's the best place to take your education to the next level, visit [veteransflorida.org/education](http://veteransflorida.org/education)



# Marketing Campaign

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- Marketing Campaign drives traffic to website: **veteransflorida.org**
  - ◆ Connect Veterans to employers, career and entrepreneurial resources, and services
  - ◆ Provide businesses the benefits of hiring veterans and grant information
  - ◆ Deliver key information to veterans looking to relocate to Florida



# Business Training Grant Program

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- Businesses eligible for up to \$8,000 per new veteran hired for 50% of training costs
- Allows for customized training delivered in-house or by a third-party provider
- Simple application process for Businesses.
- Currently accepting applications at [veteransflorida.org/grant](https://veteransflorida.org/grant)



# Business Training Grant Impact

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- 210 Total Veterans Hired
- Largest Employer: 65 Hires
- 164 Total Veterans Trained
- \$644,723.34 Total Reimbursements
- \$7,913,911 in salary earned by new veteran hires
- 11/1 ROI (approximate)



# Veterans Florida Career Portal

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## Training Grant Employers

- Submit job openings to Veterans Florida for posting to the Career Portal on our website
- We provide recruiting, screening, and promotional assistance using our database of veterans' resumes to supplement the company's existing recruiting methods
- Veterans search for employment opportunities from Veterans Florida's approved job listings

<http://employers.veteransflorida.org>





# Nationwide Veterans Unemployment

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## July 2017

All Veterans, ages 18+	3.5%
All Nonveterans, ages 18+	4.4%
Veterans, ages 18-24	9.7%
Nonveterans, ages 18-24	8.5%
Veterans, ages 25-34	7.2%
Nonveterans, ages 25-34	4.6%

From the US Department of Labor



# Florida Veterans Demographics

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- Total Veteran Population: 1,569,406
- Veteran-owned businesses: 187,074
- Veteran Unemployment Rate: 4.2%



# Entrepreneurship Program

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- Program served through a network of Florida Colleges and Universities statewide using a shared curriculum and performance metrics, allows for geographic distribution of resources
- Lean Startup Based Curriculum:
  - Self-Paced Online Program launching Fall 2017
  - Short Workshops held throughout Fall 2017
  - Advanced Class: Featuring 60 hours of education
    - Face-to-face instruction held after hours and on weekends
    - Paired with mentors from local businesses
- Program offered at **NO COST** to veterans
- Program details and applications online at:
  - [www.veteransflorida.org](http://www.veteransflorida.org)



# Entrepreneurship Program Impact

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- Number of Program Graduates: 307
- Business Loans Received: \$780,000
- Capital Invested: \$251,200
- Number of Employees Hired: 34
- Total Revenue Generated: \$4,854,900



# Entrepreneurship Program Network Partners

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UNIVERSITY OF  
CENTRAL FLORIDA



# Testimonials: 2015-16 Inaugural Class

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“The impact they have on veterans that are trying to have a successful life is truly amazing.” -August Davis, USN

“It's room to grow and learn new things with anything in life. But this program doesn't to be improved it just had to spread world wide so the masses can know the wonderful things this programs is giving back to veterans.” - August Davis, USN

““The Veterans Florida Entrepreneurship Program gives the veteran who has an idea he or she wants to take to market a solid framework for accomplishing that, along with a healthy dose of reality... In this program you not only get instant feedback from your own community but also a tremendous amount of support...” -Scott Neil, USA

“Have taken the business from an idea to fully operational using many of the things taught in the course.” -Jeremy Sinnemaki, USAF

“I wanted to create a veteran owned business that would not only create a profit, but also provide quality career opportunities for Veterans.” -Edward Dort, USA

# Contact Us

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## **Bobby Carbonell**

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