



# No Budget, No Problem

*Demonstrating the Viability of Military Talent  
Programs Using External Funding*

**Presented By:**  
Andrea Rathbun



# TODAYS Agenda

- Who I am
- Setting the Stage
- SNHU's Journey
- **Demonstrating Viability Through:**

Gathering resources and people, Taking stock, Creating goodwill, Doing things that can't be ignored, Recognizing cultural change, Letting the numbers speak, and refocusing

- **Lessons Learned**







# Andrea Rathbun

SHORT  
BRIEF

Senior Talent Attraction Partner, Military Hiring

- ✦ Disabled Veteran
- ✦ Retired Military Spouse
- ✦ Career Officer, Military Minded ERG



# Setting the Stage

## External Funding

---

Funds not designated for recruiting and/or talent attraction

---

Includes external organizations and internal departments and initiatives

---

## From the Ground Up

---

This presentation covers the first 2 years of building a program

---

# Where We Started

- Three recruiters with military affiliation
- Monthly meetings to discuss military hiring
- No verifiable data
- No visibility



# Where We Are

- Formal resources group with biweekly meetings
- 37 military focused events in 2023
- 11 external partnerships
- Military focused career page
- Formal Employee Resource Group
- Military Employee SharePoint page
- 3 MSCAP Fellowships
- Monthly Data
- 300% increase in military representation on the talent attraction team
- 6 AIRS Certified Military Veteran Recruiters







# How We Got Here

- ◆ Gather
- ◆ Create goodwill
- ◆ Do things that can't be ignored
- ◆ Recognize cultural change
- ◆ Let the numbers speak
- ◆ Refocus





# Gather Resources



Company benefits	Local veteran organizations
Internal policies and programs	Community Partnerships
Internal teams and initiatives	Free Training Programs
DEI Grants/Employee Engagement Funds	Military transition programs



# Gather People

## Leaders Who Align With Your Work

Having an executive sponsor can help align your work with larger initiatives.

## Current Military Affiliated Employees

The people who already work for you are one of your biggest assets.

## Your Network

Connect with others who are already doing the work.



# Take Stock

What is your organization ready for?  
How much time do you have to commit?  
Is your team invested?





# Create Goodwill, Internal Recognition

- Celebrate your military affiliated employees
- Talk to everyone
- Support initiatives



# Create Goodwill, External Partnerships

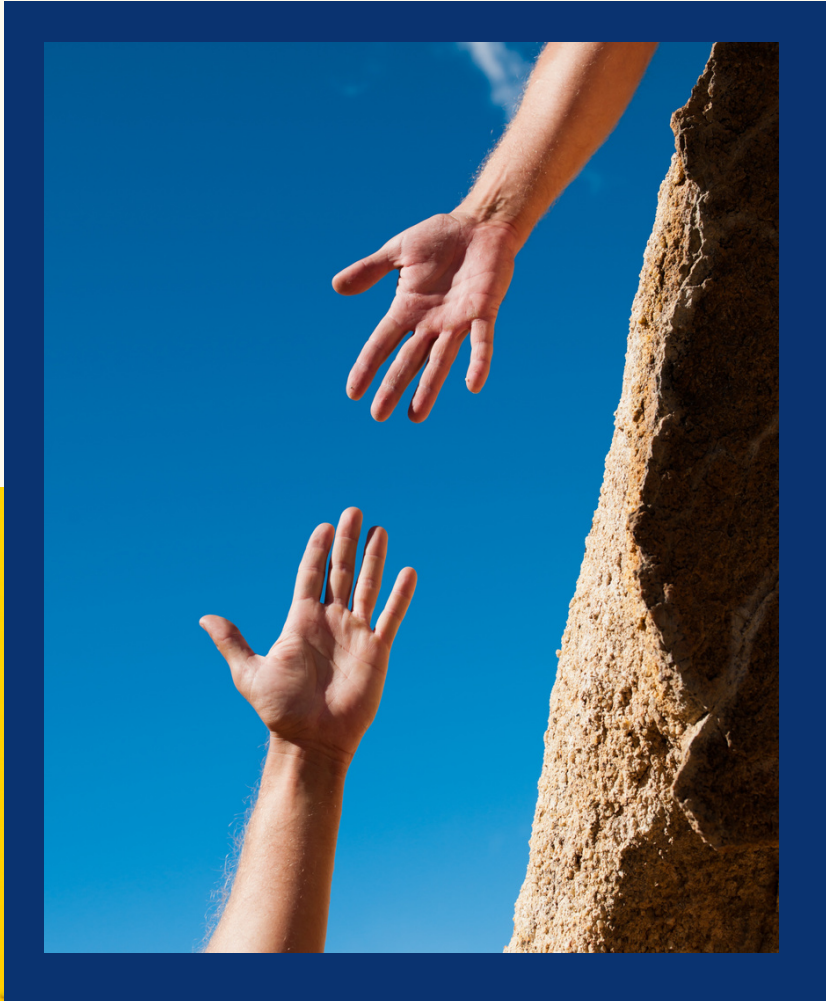
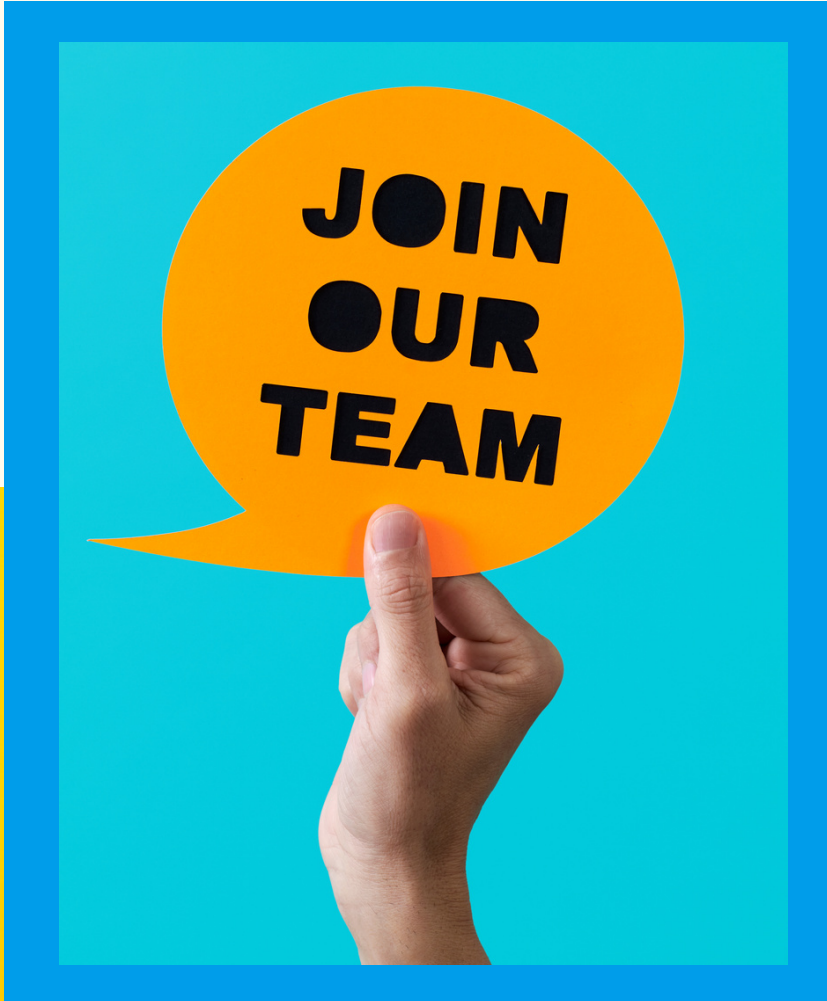
Use Your Time

Give your Expertise





# Do Things That Can't be Ignored



 Hire a veteran,  
tell a story

 Establish a partnership,  
tell a story

 Help an employee,  
tell a story



# Recognize Cultural Change

## Change is Not Always Obvious

You may not see the change if you aren't tracking it or speaking to those impacted by it.

## Change is Slow

These programs are shifting a mindset and creating something that did not exist.

## Celebrate Small Success

Big wins are great but small success add up.

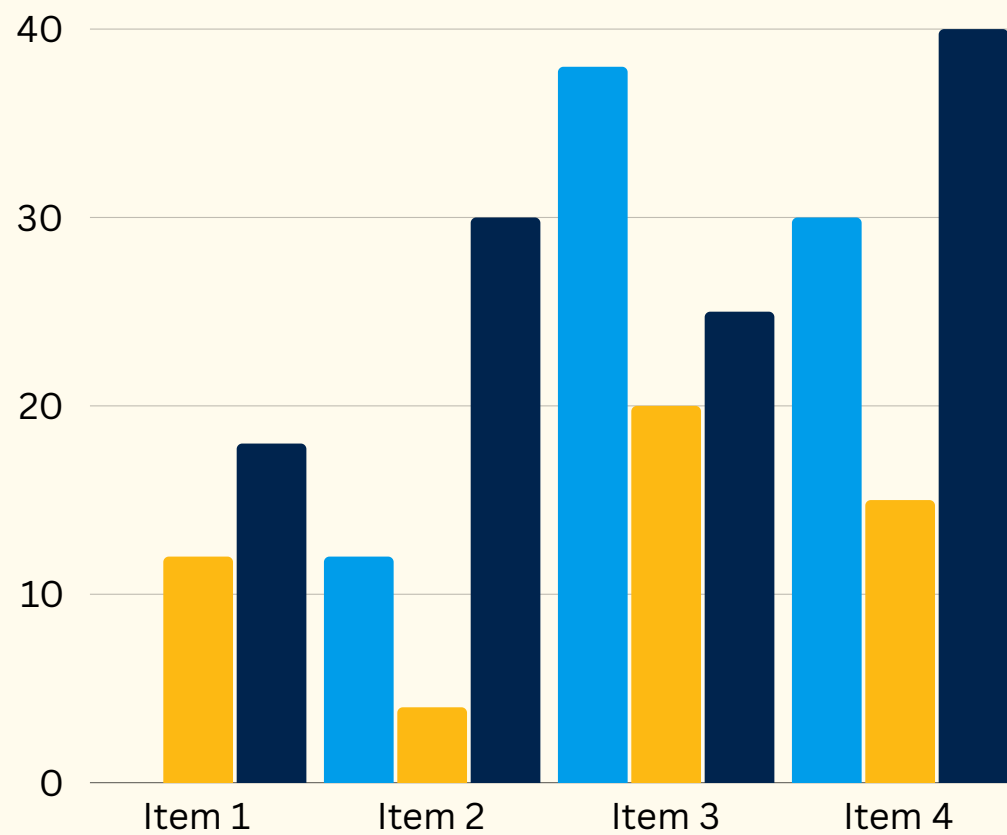




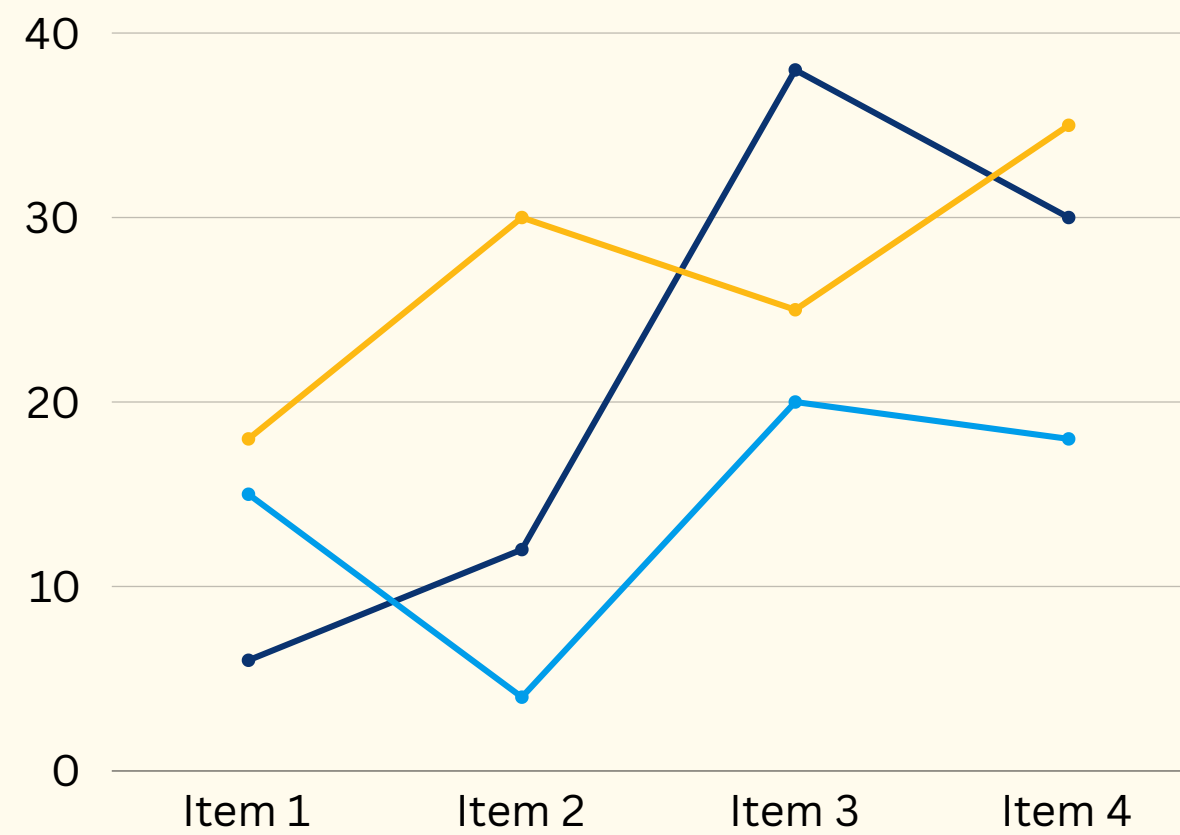
# Let the Numbers Speak



## Track Your Time



## Track Your Money



## Track Your Outcome



# Refocus Your Efforts

- ✦ You will do things that don't work, try to understand why.
- ✦ You will do things that DO work, try to understand why.
- ✦ After trying everything, find out what you do well, and do that.



# Lessons Learned



It is important to include non-military affiliated team members.

Set aside time to connect.

Track everything.

You can't hire everyone.

Pace yourself.

Set boundaries, recommend resources.

Consistency is key.

Be honest.



**Thank you!**  
**Questions?**

