Massachusetts Veteran Ready Business Program

Employer Pledge

A Commitment to Veterans. A Commitment to Talent. A Commitment to Massachusetts.

As an employer in the Commonwealth of Massachusetts, we recognize that building a strong workforce means seeking out talented people who bring leadership, character, resilience, and a commitment to excellence to their work.

By joining the Massachusetts Veteran Ready Business Program (VRB), your organization proudly pledges to strengthen the connection to Massachusetts' veteran community and to create meaningful opportunities for veterans and military families to contribute, grow, and lead within our workforce.

Your Commitment

We recognize that military service develops capabilities that are highly valuable in today's workplace. Veterans bring more than technical experience. They bring leadership developed through responsibility, teamwork built through shared purpose, adaptability in changing environments, and the ability to remain focused on the mission when circumstances are difficult.

- **Recruit with intention.** We will actively consider veterans as an important source of qualified talent and work to ensure that military experience is recognized and understood throughout our recruiting and hiring practices.
- **Recognize transferable skills.** We will look beyond military occupational titles to recognize the leadership, communication, problem-solving, accountability, adaptability, teamwork, discipline, and decision-making skills veterans can bring to civilian careers.
- **Connect with Massachusetts' veteran talent network.** We will engage with the Commonwealth's veteran employment resources, hiring events, and referral network to expand our ability to reach talented veterans seeking their next professional opportunity.
- **Build a workplace where veterans can succeed.** Recruiting veterans is only the beginning. We will foster a workplace in which veteran employees have opportunities to contribute their experience, develop professionally, assume greater responsibility, and build meaningful long-term careers.
- **Support those who serve.** We will demonstrate respect for veterans, members of the National Guard and Reserve, military spouses, and military families, and recognize the value their service and experiences bring to our organization and our Commonwealth.

Why Veteran Talent Matters

The qualities developed through military service translate across industries, occupations, and levels of responsibility. Veterans have operated in environments where **leadership is expected, teamwork is essential, accountability matters, and accomplishing the mission requires people to adapt and perform under pressure.** Those experiences can translate into employees who understand how to lead and follow, communicate across teams, solve problems, accept responsibility, learn quickly, and remain focused on organizational objectives.

These are not simply “military skills.” They are workforce skills.

Becoming a Veteran Ready Business also opens an organization to a broader Massachusetts network dedicated to connecting veterans with employment opportunities. Participating employers gain access to veteran-focused hiring resources and events, enhanced visibility to job-seeking veterans, and recognition as an organization committed to veteran employment.

Your organization's participation is more than recognition. It is an opportunity to **expand our talent pipeline, strengthen our workforce, and establish a direct connection to an exceptional community of prospective employees throughout Massachusetts.**

VRB Application Requirements

To apply, a business registered in Massachusetts must complete the online application and provide the required materials:

- **Show good standing.** Submit a Massachusetts Department of Revenue Certificate of Good Standing.
- **Submit the ESGR commitment.** Provide a signed Employer Support of the Guard and Reserve (ESGR) Statement of Support.
- **Stay engaged.** Commit to attending at least one veteran hiring event in Massachusetts each year and inform EOVS for verification.

Application notes: A company logo may be submitted (optional). If the business does not currently employ a Guard or Reserve member, contact Christine Deveau at christine.l.deveau.ctr@army.mil for the ESGR Support Form. VRB certification is renewed every two years.

Our Pledge

By signing below, **[Company Name]** affirms our commitment to becoming a Massachusetts Veteran Ready Business and to advancing a workplace culture that recognizes the professional value of veterans and military families.

We pledge to approach veteran hiring not simply as an act of appreciation for service, but as a **sound workforce strategy** - one that connects our organization with talented individuals who have demonstrated leadership, resilience, accountability, teamwork, and commitment.

Veterans are ready to contribute.
Our organization is ready to recognize their talent.
We are ready to hire, develop, and lead together.

Organization _____

Senior Executive / HR Leader _____

Title _____

Signature _____

Date _____

Massachusetts Veteran Ready Business Program

Purpose Through Partnership

The Commonwealth of Massachusetts
EXECUTIVE OFFICE of VETERANS SERVICES

Mass.gov/VRB | VeteranReadyBusiness@mass.gov