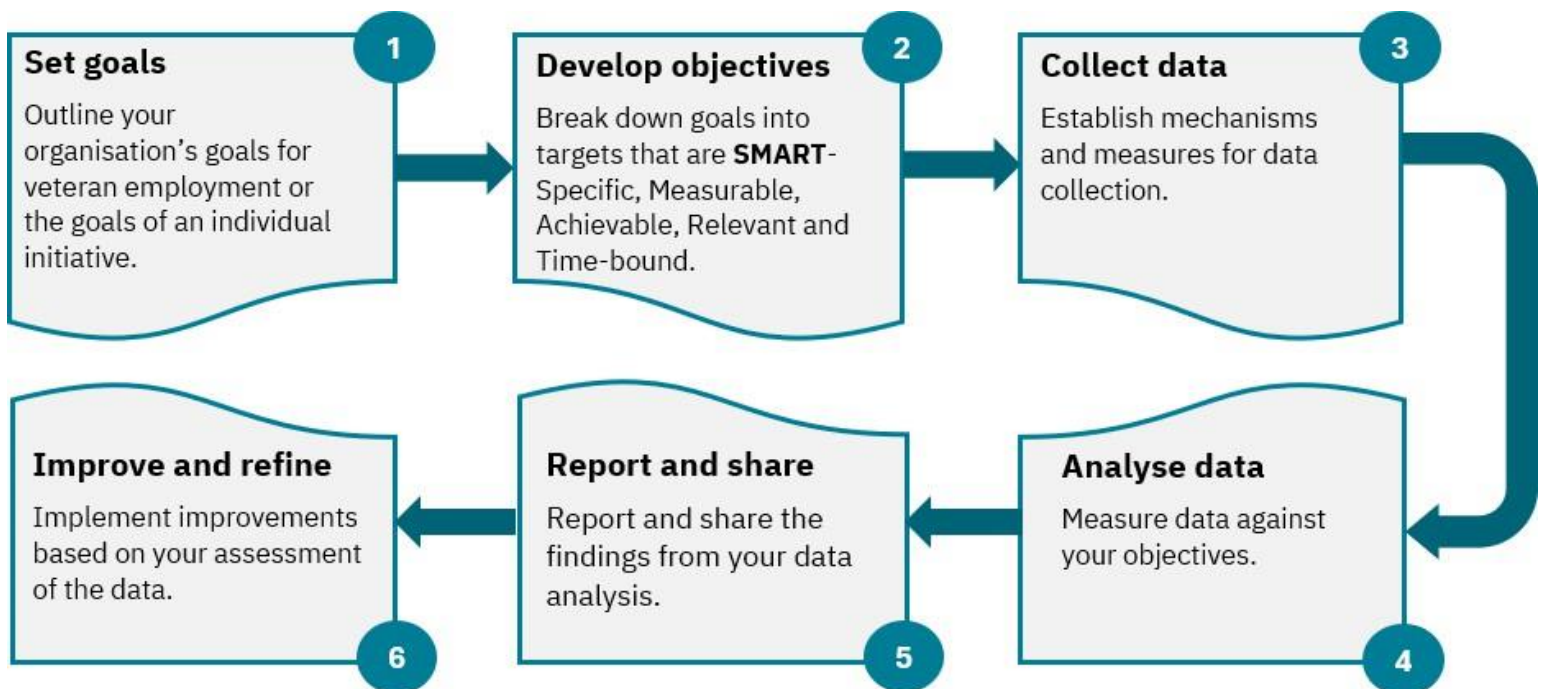




# How to evaluate your veteran employment activities

Evaluating your veteran employment activities can help you to measure progress, identify areas for improvement and understand their overall impact.

This guide provides you with steps to follow to evaluate your veteran employment activities.





## Set goals

### *What outcomes do we want to achieve in veteran employment?*

Goal setting is the first step in evaluating your veteran employment activities.

You may choose to set an overarching goal for veteran employment, supplemented by additional goals for your activity focus areas.

This may be drawn from your Veteran Employment Strategy.

### **Example - Some goals you may wish to set for veteran employment are:**

- increase veteran recruitment
- expand veteran representation in senior roles
- enhance veteran retention
- improve the workplace experience for veterans
- facilitate veteran career progression
- strengthen veteran networking and connections.



**Tip:** For information on developing a veteran employment strategy visit [Developing a veteran employment strategy | Veteran Employment Program](#)



## Develop objectives

### *What specific steps will we take to achieve our veteran employment goals?*

Once your goals are in place, the next step is to develop clear objectives that guide you to achieve these outcomes.

Objectives break down your broader goals into specific, actionable and measurable steps that act as benchmarks for success. Objectives allow you to track your progress toward meeting your veteran employment goals.

#### **Example - Veteran employment objectives could include:**

- increase veteran recruitment by 15% over the next year
- implement employee satisfaction surveys twice a year
- create personal career development plans for 100% of veteran employees
- organise quarterly networking events for veteran employees.
- reduce turnover among veteran employees by 20% in the next 18 months
- provide leadership training to 10% of veterans to support them to gain senior roles within two years





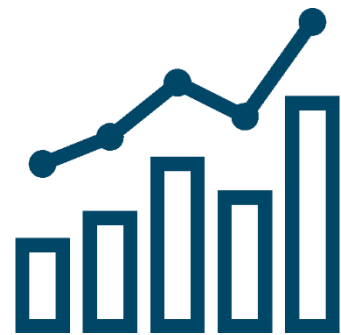
## Collect data

### *What information do we need to track our progress in meeting our objectives?*

The next step is to collect the right data. The data you collect should directly align with your objectives and provide insights into the success of your activities. This data will help you to track progress and evaluate the effectiveness of your veteran employment initiatives.

#### **Example - Data you may choose to collect could include:**

- veteran recruitment and retention rates
- number of applications received from veterans
- how veterans heard about roles within your organisations
- feedback from veteran employee satisfaction surveys
- veteran promotion data
- training and development participation
- veteran exit interview data.



You can also collect this data in relation to specific activities, such as:

- survey data from veterans who complete a mentoring program
- retention rates of veteran employees who participate in a veteran-specific on-boarding program
- exit interview data which reviews employees' experiences of your veteran employee group.



## Analyse data

### *What insights can the data provide about trends and outcomes in veteran employment?*

After collecting data, the next step is to analyse that data to assess how well your objectives are being met.

Data analysis enables you to identify patterns, trends and areas for improvement.

#### **Example - Areas you could analyse for insights include:**

- recruitment trends
- retention rates
- job satisfaction results
- career progression trends.



Your analysis may involve:

- calculating averages for veterans and non-veterans, e.g. the average rate of retention for veteran and non-veteran employees over a specific period
- identifying changes and trends over time, e.g. change in number of veteran employees in leadership roles
- identifying themes from open-ended responses, e.g. survey feedback relating to workplace culture.



## Report and share

### *How will we present and communicate our impact in veteran employment?*

Now you have identified key findings from your data analysis, present and share your results to demonstrate the impact of your efforts. Effectively communicating your findings can build your reputation as a veteran employer, which in turn may attract veteran applicants and partnerships with like-minded organisations.

You may wish to present your results via:

- a formal evaluation report
- a presentation to key stakeholders
- data visualisations or infographics
- case studies or success stories.



Where you present your results depends on your target audience.

#### **Example- You could share with internal audiences or approved networks via:**

- internal communications, such as an internal newsletter or specific update
- your organisation's intranet landing page.

#### **Example: You could share with public audiences via:**

- your organisation's annual report
- your organisation's website and social media pages.

**Tip:** Whichever format you select, embed the voice of your veteran employees to drive a veteran-inclusive narrative.



## Improve and refine

### *How can we improve veteran employment at our organisation?*

The final step in the evaluation process is to use the insights gained to improve and refine your progress in veteran employment. You may choose to highlight any gaps or issues with your veteran employment through an action plan, which sets out changes you intend to implement.

You may make adjustments to your existing veteran employment activities, or consider developing and implementing new activities.

#### **Example - Based on the results you could refine and improve your activities by:**

- developing new objectives
- making adjustments to your activities
- testing and piloting new activities
- enhancing feedback mechanisms.



#### **Template:**

For a practical example of how you can apply the above steps to evaluate your veteran employment activities, download the:

**[Veteran Employment Evaluation template.](#)**