

Military Friendly® is the ratings arm of Victory Media. Military Friendly® ratings were created for two reasons.

**First**, transitioning military personnel need a trusted source that helps them make good choices in determining where to work and where to go to college.

**Second**, companies and colleges need a benchmark to gauge where their program stands versus other institutions in competing for that renewable talent.

Military Friendly® is a well-known, trusted and federally trademarked term. It is the gold standard in the space. It has a clear definition, created and matured over time with guidance from industry leaders, employees and students. This creates consistency in definition and in expectations.



**MILITARY FRIENDLY®: IT'S NOT JUST A LABEL. IT'S A COMMITMENT.**



### WHY COMPETE FOR THE MILITARY FRIENDLY® DESIGNATION?

We know there are different options to showcase your programs and evaluate your success in attracting and supporting veterans and military candidates. While some say that imitation is the highest form of flattery, we take pride in—and you can be confident in—Military Friendly® being the original, trademarked survey and ratings program, setting the standard for all others. It's the trusted compass for post-9/11 candidates seeking civilian opportunities. In fact, here are five key reasons why our ratings are different from others:

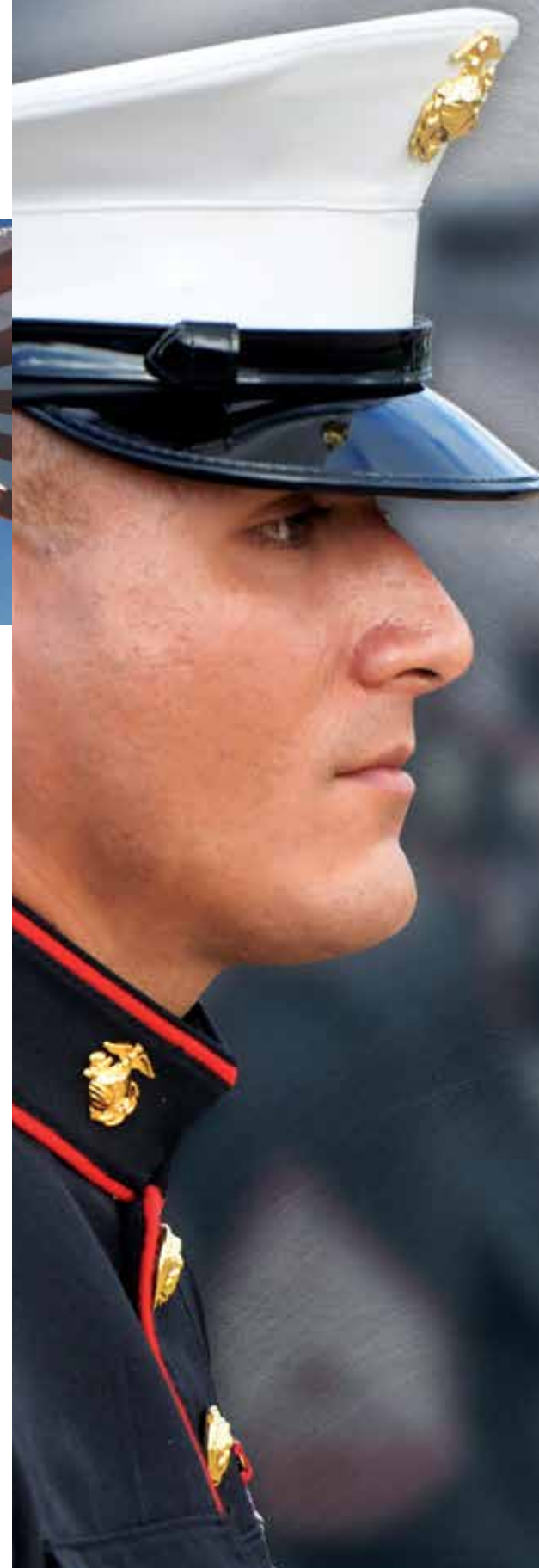
- Trademarked Intellectual Property
- Objective and Transparent Methodology
- Independent Advisory Board
- Third-Party Validation
- Automated Survey Assessment Scoring



There's a lot of talk about supporting military veterans and spouses in the workforce and on campus, but what does it really take to be Military Friendly®? Come find out. Learn more about our ratings, methodology and get started today for free at [MilitaryFriendly.com](http://MilitaryFriendly.com).

REQUEST YOUR FREE SURVEY AT: [MilitaryFriendly.com/StartSurvey](http://MilitaryFriendly.com/StartSurvey)

# Military Friendly® Ratings



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## WHAT IS MILITARY FRIENDLY®?

Military Friendly® is the military ratings division of Victory Media, a service-disabled, veteran-owned business. Military Friendly® rates companies and colleges on their programs to recruit and retain military veterans as employees and students. Military Friendly® is a federally trademarked term, created in 2003 by Victory Media. Perhaps equally important is what the term is not. It is not a generic phrase or moniker that an organization can self-assign. Nor is it a term that is owned, controlled or defined by the federal government.

## OUR MISSION.

The mission of Military Friendly® is to create maximum professional opportunity for our nation's military service members, veterans and military spouses.

## HOW WE ACCOMPLISH THAT MISSION.

First, we establish a standard definition of what it means for an employer or school to be Military Friendly®. We measure how well a company's or school's military recruiting program does in three primary areas:

[Engages](#) the prospective military student or employee in a recruiting environment.  
[Educates](#) the military student or employee once he or she is part of the company or school.  
[Employs](#) the military student or employee in meaningful employment.

Then, we collect vast amounts of [public](#), [proprietary](#) and [personal](#) information and process this data through a methodology and weighting established by our Military

Friendly® Advisory Board and audited by Ernst & Young. Next, we rate institutions generally on how Military Friendly® they are, and release and promote those ratings among the military community and among the institutions that compete to recruit veterans. Last, we establish and share best practices and work with institutions to help them improve their military recruiting and development programs.

## WHY IS THIS IMPORTANT?

We live in an era when the value of military service in the professional world is unquestioned and unmatched. Our nation's military members perform highly skilled jobs using high-tech equipment in the most challenging situations around the globe. They develop real-world experience and global diversity. They are leaders who work well in teams and are truly mission-oriented. They are graduates of the premier training institution in the world. We like to call them military alumni. Employers and colleges know this, which is why they compete to attract military candidates as employees and prospective students.

What this means is that veterans have countless opportunities on where they can put their skills and benefits to use. So they need a consistent and predictable standard that lets them make good choices for major life decisions like where to work or where to enroll in school.

## IT ALL STARTS WITH DEFINING THE TERM.

Defining what it means to be Military Friendly® is the most important aspect of what we do. Doing so establishes

consistency that lets the military community have certain expectations about where they're going to put their talent, their military benefits and their hard work. It lets them know which institutions value them most, offer the best career opportunities, benefits and career pathing. Without it, institutions are able to create their own definitions around this and similar terms, which can mislead military members.

## SETTING THE STANDARD IS HARD.

When we clearly define what it means to be Military Friendly®, we establish the industry standard by which all other institutions measure themselves. We set a bar, then every year, we advance the bar to engineer its growth. There are millions of employers and nearly 10,000 schools. And they come in all shapes and sizes. So how do you even begin to put them all on one standard measure? It's hard. It requires an organization willing to invest the vast resources necessary to shepherd such a large and complex program over decades. An organization willing to invest in promoting the results of those ratings. And finally, an organization that engages the industry. Victory Media does all of these things. We are 100% committed to our Military Friendly® mission, for it is a part of who we are. We owe it to those we served with, and to those who follow. We will do right by them.

## THE STANDARD MUST BE FLEXIBLE IN ORDER TO GROW.

Another important element of what we do is to enable widely varying institutions to compete for high ratings. Take Military

Friendly® Employers, for example. The number and percentage of existing employees and new hires who are veterans is a big contributing factor. That puts big defense contractors at a clear advantage since they will naturally hire greater numbers of veterans. A Wall Street bank or a Silicon Valley tech giant, which comparatively and historically has not hired great numbers of veterans, or even may have had a military recruiting program, may never be able to match the numbers of a defense contractor. Does that mean they shouldn't be able to earn a high Military Friendly® rating? Of course not! We would all agree that encouraging those types of companies to invest in a military recruiting program is not only beneficial for those companies, but it's great for veterans, too. We are constantly thinking of ways to adjust the methodology and weighting of our criteria to adjust for natural differences in industries and occupations.

Take another example using our Military Friendly® Schools designation. Schools located near a military base, or those that offer flight training or diving degrees, will naturally recruit more veterans into their ranks than an academic institution that has historically focused on traditional students. So colleges like Columbia, Stanford or Carnegie Mellon will naturally be at a disadvantage in earning the Military Friendly® designation. But we would all agree that it's good for veterans, and good for those institutions, if those schools invest in a long-term military recruiting program. Adjusting the methodology and weighting for these types of differences accomplishes this.

## INCLUSION AND TRANSPARENCY.

No one entity has all the answers on developing such a comprehensive rating program over time. Our Military Friendly® Advisory Board is a diverse group of professionals from top corporations, small businesses, universities, community colleges, trade schools, TAP classes, trade associations and, of course, veterans themselves. Our board guides the advancement of our ratings, especially as it pertains to methodology and weighting. The vast amounts of data we use to measure are collected from publicly available sources, our proprietary surveys and personal inputs from veteran employees and students. Then we sort, analyze and weight that data to produce results. This whole process is audited annually by Ernst & Young to ensure we are meeting the highest standards.

## A PROGRAM IS FOREVER.

We're in this for the long haul, so it's important for us to understand how the program evolves over time. For example, we started in 2003 with small lists. Why? Because there wasn't enough publicly available information to rate the whole industry. So we had to rely on those who submitted a survey. The best programs did complete surveys and the best programs were recognized. But we needed time to build data funnels. Our surveys are comprehensive. It takes time for an institution to complete one. And back then, many of them didn't even track things like the number of employees with a military background. Institutions needed time to develop those databases. And time to watch us persist and gain respect

and credibility. That's happened. And the Military Friendly® program has grown every year and has never been stronger. Victory Media has grown this in a responsible manner with a long-term view.

## EVOLUTION AND FUTURE PLANS.

In 12 years, the Military Friendly® program has developed from a binary designation to classes of ratings, rankings and separation of classes such as industry or school type. It used to be, "Are you Military Friendly®?" Now, it's "How Military Friendly® are you?" Our digital products will continue to advance and let military service members customize ratings using more searchable criteria. Our ratings programs will continue to evolve horizontally, potentially including other aspects of commitment to the military, such as companies offering military discounts on their products and non-profits that cater to the military.

## OUR COMMITMENT.

Millions of active duty service members, veterans and military spouses use our ratings every year to help them determine where to work and where to go to school. Its success in creating advocacy is unparalleled. The Military Friendly® program has been instrumental in the development of corporate and college military recruiting programs. Veterans benefit when companies and schools invest in recruiting and developing them. Our nation benefits. Victory Media takes its role in the growth and development of the Military Friendly® program as a personal guarantee to every person who wore the uniform.

