

PUBLIC SUBMISSION

As of: 9/19/17 7:27 AM
Received: August 27, 2017
Status: Posted
Posted: August 30, 2017
Tracking No. 1k1-8ybu-4yhs
Comments Due: September 18, 2017
Submission Type: Web

Docket: VETS-2017-0001
HIRE Vets Medallion Program

Comment On: VETS-2017-0001-0001
HIRE Vets Medallion Program

Document: VETS-2017-0001-0007
Comment on FR Doc # 2017-17249

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General Comment

"Employers will want to apply for the award if there are quantifiable benefits in the form of increased revenue generated by attracting more or repeat customers, or a better pool of veteran applicants for jobs... Employers who attain the proposed award will be able to market themselves as a veteran friendly employer and be able to attract more veterans for job openings. VETS invites public comment regarding the type of benefits an employer who receives this award would gain."

There are numerous employers who already advertise that they hire vets. Government validation of this fact will not result in any new benefit to the employer whatsoever. Nothing in the regulation requires DOL to do the marketing for the employer. So, even if an employer receives a "medallion" (a paper certificate and digital image), it will be up to the employer to educate the public as to the significance of the medallion. Is there any research to support the speculative hypothesis that there would be "quantifiable benefits?" If not, why commit the resources to a feel good regulation that does NOTHING to develop jobs for our vets? What incentive is there for an employer to want, and pay for, a medallion? This program will likely be a flop!