



MILITARY TIMES  
**EDGE**

Best for Vets: Employers 2011

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This document contains respondents between 37 and 37 inclusive.

Welcome to the Military Times EDGE "Best for Vets: Employers" survey.

A few notes before you get started:

If you quit the survey before pressing "submit" on the final page, your answers will be saved. You can return to the survey to change or add answers by clicking on the emailed link again. At the end of the survey, you will have a chance to review your answers and print a copy for your records. You cannot return to the survey once you click "submit." If you need to make changes after submitting, contact Cecilia Hadley ([chadley@militarytimes.com](mailto:chadley@militarytimes.com) or 703.642.7387).

Thank you for your time and interest.

Are you filling out this survey on behalf of all of the company's divisions and/or subsidiaries?

- Yes
- No
- Not applicable

Section 1 of 4: Recruiting veterans

Does your company specifically recruit U.S. military veterans?

- Yes
- No

**If so, what strategies does your company use to recruit veterans?**

- Attending military-specific job fairs
- Posting job openings on military-specific job boards
- Advertising in military-specific publications and websites
- Maintaining an employment website directed at veterans
- Contracting recruiters that specialize in veterans hiring
- Developing relationships with Local Veterans Employment Representatives
- Developing relationships with local Guard and Reserve units
- Developing relationships with the military Transition Assistance Program
- Developing relationships with student veterans groups and/or colleges
- Developing relationships with professional military associations
- Developing relationships with veterans service organizations
- Recruiting through current veteran employees
- Participating in the Employer Partnership of the Armed Forces
- Participating in Employer Support of the Guard and Reserve
- Participating in the Army Partnership for Youth Success program

Other

**How many military job fairs did your company attend in fiscal 2010?**

- 1 to 10
- 11 to 20
- 21 to 30
- 31 to 40
- 41 to 50
- More than 50

Other

**Does your company have full-time employees who work specifically on veterans recruitment at least 50 percent of the time?**

- Yes
- No

**If so, how many?**

Number

n/a

**How many of those employees are veterans themselves?**

Number

n/a

**Do recruiters and hiring managers receive any training in military culture, structure or career paths?**

- Yes
- No

**Do veterans receive any special consideration in your company's hiring process?**

- Yes
- No

**If so, how?**

- All veterans applications are marked and/or tracked as veterans
- All veterans are given contact information for staff members who work specifically with veterans
- All veterans are contacted directly by staff members who work specifically with veterans

Other

.....

**What percentage of your recruiting budget for the last complete fiscal year was dedicated to recruiting U.S. military veterans?**

- Zero percent
- 1 to 10 percent
- 11 to 20 percent
- 21 to 30 percent
- 31 to 40 percent
- More than 40 percent
- Do not know
- Do not disclose

**How many new hires did your company make in the U.S. in fiscal 2010?**

- Do not know
- Do not disclose

Number

.....

**How many of those new hires identified themselves as military veterans?**

- Do not know
- Do not disclose

Number

.....

**How many of those new hires identified themselves as disabled military veterans?**

- Do not know
- Do not disclose

Number

.....

**Does your company dedicate any effort and resources specifically to hiring disabled veterans?**

- Yes
- No

**If so, what strategies does your company use?**

- Assigning staff specifically to recruit and/or work with disabled vets
- Working with Defense Department and/or VA entities responsible for disabled vets
- Working with veteran service organizations dedicated to disabled vets
- Attending job fairs specifically for disabled vets
- Providing job-search help specifically to disabled vets
- Providing skills training specifically to disabled vets
- Providing internships specifically for disabled vets

Other

**Is there anything else you would like to tell us about your company's recruitment and hiring of disabled veterans?**

Southwest Airlines is an equal opportunity employer. Southwest Airlines is built upon the core values and strengths our Employees bring to the Company. As with the US Armed Forces, these men and women give us a competitive advantage over all others.

**Does your company have an active hiring program for active-duty military spouses?**

- Yes
- No

**Is there anything else you would like to tell us about your company's recruitment and hiring of military veterans?**

Southwest Airlines has a long history of supporting the men and women who fight for our Freedoms. We were recently named one of G.I. Jobs Top 100 Military Friendly Employers for 2010. Southwest Airlines also was recognized by the Employer Support of the Guard and Reserve (ESGR) for our commitment and support of our National Guard and Reserve Employees. In its 40th year of service, Southwest Airlines continues to differentiate itself from other low-fare carriers – offering a reliable product and exemplary Customer Service. Southwest Airlines is the nation’s largest carrier in terms of originating domestic passengers boarded, now serving 72 cities in 37 states. Southwest also is one of the most honored airlines in the world known for its commitment to the triple bottom line of Performance, People, and Planet. Based in Dallas, Southwest currently operates more than 3,400 flights a day and has nearly 35,000 Employees systemwide.

**Section 2 of 4: Corporate culture**

**What percentage of your current U.S. employees have identified themselves as veterans?**

- Zero percent
- 1 to 5 percent
- 6 to 10 percent
- 11 to 15 percent
- 16 to 20 percent
- 21 to 25 percent
- More than 25 percent
- Do not track
- Do not disclose

**What percentage of your company's executive-level employees have identified themselves as veterans?**

- Zero percent
- 1 to 5 percent
- 6 to 10 percent
- 11 to 15 percent
- 16 to 20 percent
- More than 20 percent
- Do not track
- Do not disclose

**Does your company's orientation and/or onboarding process include any elements specifically for military veterans?**

- Yes
- No

**Does your company have any training programs (e.g., management training, skills training) exclusively or primarily for veterans?**

- Yes
- No

**Does your company have an employee affinity or resource group specifically for veterans and/or reservists?**

- Yes
- No

**If so, what does the employee group do? Check all that apply.**

- Maintains a listserv to communicate veteran- and reservist-related news and information
- Maintains a website or intranet site to facilitate communication and networking among veterans/reservists
- Holds regular social and/or networking events for veterans/reservists
- Organizes military-related service projects
- Offers orientation help for new veteran/reservist hires
- Facilitates mentorship opportunities between veterans/reservists

Other

.....

**Does your company have any apprenticeships or on-the-job training programs that are eligible for GI Bill funding?**

- Yes
- No

**Does your company accept military experience in lieu of technical certification in any fields?**

- Yes
- No

**If so, please describe the policy.**

More than 50 percent of our Pilots come from Military background and more than 10 percent of our workforce has also a military background. Their experience in the field is as valuable as the certification and most of them get their certifications from their military jobs.

**Does your company observe Veterans Day?**

- Yes
- No

**Is your company involved in any programs to prepare service members for civilian careers?**

- Yes
- No

**Is your company involved in any efforts/programs to promote the hiring of veterans in the business community?**

- Yes
- No

**If so, please describe your company's involvement.**

We partner with many other Fortune 500 Companies to promote the hiring of Veterans through special events.

**Does your company make any special accommodations for employees who are military spouses?**

- Yes
- No

**Is your company involved in any other military or veterans' causes or organizations?**

- Yes
- No

**If so, please list the organizations and describe the nature of the company's involvement.**

USO, Wounded Heros, and Honor Flights.

### **Section 3 of 4: Reserve policies**

**Has your company signed a Statement of Support with the Employer Support of the Guard and Reserve, the Defense Department agency that promotes cooperation between reservists and civilian employers?**

- Yes
- No

**Has your company received any awards from the Employer Support of the Guard and Reserve?**

- Yes
- No

**If so, please check all that apply.**

- Patriot Award
- Above and Beyond Award
- Pro Patria Award
- Freedom Award

**Does your company have any policies to accommodate or support reservists fulfilling their reserve duty -- typically one weekend a month, two weeks a year?**

- Yes
- No

**If so, please describe them.**

If the Employee is in the National Guard or other military-reserve unit on a shortterm military leave of absence (1-13 calendar days) his status will be maintained as active in the Company.

**Does your company have any policies to accommodate or support reservists called to active duty?**

- Yes
- No

**If so, what best describes them?**

- Pay
- Benefits
- Personal support

**Reservist pay**

**What best describes your company's pay for eligible activated reservists?**

- Their full civilian pay, in addition to their military pay
- The full difference between their civilian pay and their military pay
- A percentage of the difference between their civilian pay and their military pay
- A combination of full and differential pay

**Is there any limit on how long activated reservists receive full pay?**

- No limit

Limit:

14 days

**Are reservists who volunteer for active duty eligible for continued pay?**

- Yes
- No

**Reservist benefits**

**What benefits does your company offer activated reservists? Check all that apply.**

- Medical insurance
- Life insurance
- Promotion opportunities
- Pay raises
- Profit sharing
- Retirement fund contributions
- Sick days
- Vacation day accrual

Other

.....

**Does the medical insurance cover dependents?**

- Yes
- No

**Is there any time limit on medical coverage?**

No limit

Limit:

.....

**Does the life insurance cover dependents?**

Yes

No

**Is there any time limit on life insurance coverage?**

No limit

Limit:

.....

**Are reservists who volunteer for active duty eligible for these continued benefits?**

Yes

No

**Reservist support services**

**What kinds of support services does your company offer activated reservists and their families? Check all that apply.**

Financial assistance

Contact with and personal support for the family

Contact with and personal support for the service member

Farewell and/or welcome home events

Programs or policies to ease reintegration

Paid time off before or after deployment (in addition to regular vacation days)

Other

.....

**Are reservists who volunteer for active duty eligible for these support services?**

Yes

No

## Section 4 of 4: Company, contact info

### Tell us more about your company.

#### Company

Southwest Airlines

#### Headquarters

Dallas

#### Number of U.S. employees

35000

#### Number of worldwide employees

n/a

#### Fiscal 2010 revenue

Net income, excluding special items: \$550 million

#### Website

southwest.com

#### Employment website

southwest.com/careers

### Please describe your company's products and/or services briefly.

Southwest Airlines was incorporated in Texas and commenced Customer Service on June 18, 1971, with three Boeing 737 aircraft serving three Texas cities- Houston, Dallas, and San Antonio. Today, Southwest operates 548 Boeing 737 aircraft among 72 cities. Southwest topped the monthly domestic originating passenger rankings for the first time in May 2003. Yearend results for 2010 marked Southwest's 38th consecutive year of profitability. Southwest became a major airline in 1989 when it exceeded the billion-dollar revenue mark. Southwest is the United States' most successful low fare, high frequency, point-to-point carrier. Southwest operates more than 3,400 flights a day coast-to-coast, making it the largest U.S. carrier based on domestic passengers carried as of September 30, 2010.

### Please check this box to confirm that you answered these questions accurately and to the best of your ability.

I have answered these questions accurately and to the best of my ability.

Click here to review your answers or print a copy for your records before submitting. Just be sure to return to this page and click "Submit."

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