



# Become a Home Base Iowa Employer Today!

## Access to a Highly Skilled and Motivated Workforce

**Home Base Iowa (HBI)** is a strategy connecting Veterans, service members and their families with resources and opportunities in Iowa.



**The Home Base Iowa Designation** allows employers to develop and implement long-term recruiting strategies to hire, train and retain Veterans in Iowa. Making the decision to hire Veterans for your business is not only the right thing to do but also a smart business decision. Veterans have the knowledge and abilities that are needed in today's workforce.

## Becoming A Home Base Iowa Employer Is Easy

1. **Enroll** – create a recruiting account at our [IowaWORKSforVeterans](#) homepage
2. **Onboard** – attend one of our upcoming classes at [Home Base Iowa Business Onboarding](#) or scan the QR code to learn everything you need to know about Home Base Iowa
3. **Join** - become a Home Base Iowa Employer and receive all the benefits that come with it





# Home Base Iowa Employer Benefits

## Benefits of becoming a certified Home Base Iowa Employer

- **Certificate of Designation-** provided to each HBI business to promote their business as Veteran Ready.
- **Marketing-** upon designation, your business will be highlighted on our IowaWORKS for Veterans social media page along with any current openings you have.
- **Dedicated team-** HBI employers will receive a dedicated LVER/HBI or Veteran career planner to assist with employment needs/goals.
- **DoD SkillBridge-** HBI employers will receive guidance on becoming a DoD SkillBridge industry partner.
- **Iowa Veterans Employer Coalition-** HBI employers will receive an invitation to attend our quarterly Iowa Veterans Employer Coalition meetings, which will provide strategies and resources that your businesses can utilize to attract and retain Veterans.
- **Hiring Events-** HBI employers will receive priority to attend Veteran hiring events throughout the year; additionally Home Base Iowa will promote your company and openings at in state and out-of-state Veteran and service member hiring events.
- **Quarterly contact-** Home Base Iowa employers will receive, at minimum, quarterly contact for business needs and outreach.

For additional questions, please reach out to your Local Veterans Employment Representative or contact Home Base Iowa at [HBI@iwd.iowa.gov](mailto:HBI@iwd.iowa.gov)

