



HOME BASE
IOWA 

Guide for Communities

June 2014



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HOME BASE IOWA COMMUNITIES

Join the growing list of Home Base Iowa Communities who have committed to welcome transitioning military members and their families who are leaving military service and becoming Iowans. The Home Base Iowa Communities initiative designates communities as centers of opportunity for military veterans and further highlights Iowa's statewide commitment to welcoming and employing veterans. Iowa has a great story to share nationwide, regularly ranking high on lists naming Iowa as a great place to live, work, play and raise a family.

“We want veterans to know that Iowa can provide them not just a job, but a career in a caring, welcoming community,”

~Governor Terry E. Branstad

Standards to become a Home Base Iowa Community

1. Ten percent of the businesses in the designated area become Home Base Iowa Businesses.

A representative for the designated area provides a signed letter, submitted electronically. Such statement shall include:

- a. an identification of the area applying for the designation (e.g., city, county, region)
- b. the total number of businesses in the designated area
- c. the listing of those which have become Home Base Iowa Businesses

2. The community develops its own welcome/incentive package for veterans.

A representative for the designated area provides a signed letter, submitted electronically, describing the package.

3. The community prominently displays the Home Base Iowa Community designation.

A representative for the designated area provides a signed letter, submitted electronically, describing the planned display.

4. The community obtains a resolution of support from the appropriate local governing body.

This standard may be met by providing a copy of the resolution from the appropriate body (e.g., city council, board of supervisors).

All documents should be submitted together, electronically, to Kathy Anderson at Kathy.Anderson@iowa.gov. Call Kathy at 515.725.3149 with questions.



HOME BASE IOWA BUSINESSES

Home Base Iowa Businesses are the centerpiece of the Home Base Iowa program. With record numbers of military members leaving the service over the next five years, the influx of workers into the job market is a huge opportunity for Iowa employers. We invite all businesses to distinguish themselves by becoming a Home Base Iowa Business. By joining together, we can meet our goals of increasing employment in Iowa, decreasing veterans' unemployment, and recruiting high quality individuals to Iowa.

Standards to become a Home Base Iowa Business

1. The business pledges to hire a specific number of veterans.

This standard may be met by submitting the attached Home Base Iowa Business form, indicating the number of veterans the company pledges to hire by December 31, 2018.

2. The business commits to posting their jobs on the Home Base Iowa website.

- a. This standard may be met by certifying such commitment on the attached Home Base Iowa Business form. The business does not need to post jobs exclusively to the Home Base Iowa site.
- b. Kathy Anderson with Home Base Iowa will connect each business with the appropriate colleagues to facilitate that process.

3. The business becomes a member of Skilled Iowa.

- a. This standard may be attained by meeting the existing Skilled Iowa standards, or by demonstrating that the business is already a Skilled Iowa member. Skilled Iowa allows employers to determine baseline skills for potential employees with a universal testing system and awarding a National Career Readiness Certificate (NCRC) upon completion of the program. Visit www.skillediowa.org for more information.
- b. Kathy Anderson with Home Base Iowa will connect each business with the appropriate colleagues to facilitate that process.

All documents should be submitted together, electronically, to Kathy Anderson at Kathy.Anderson@iowa.gov. Call Kathy at 515.725.3149 with questions.



HOME BASE IOWA BUSINESS

This agreement serves as a commitment to becoming a Home Base Iowa Business. Home Base Iowa will use the business name in efforts to promote the Home Base Iowa program. Please list your company how you want it to appear publicly.

Employer Information:

Name of Company: _____

Executive Contact and Title: _____

Phone: _____ Email Address: _____

Human Resources Contact and Title: _____

Phone: _____ Email Address: _____

Company Address: _____

Industry: _____

Does this letter of commitment apply to this single site or does it extend to other locations for your business? Please list all covered locations. _____

Employer Commitments to the Home Base Iowa Standards:

Our organization has set a goal to hire _____ veterans by December 31, 2018, assuming business conditions allow normal hiring and employment practices. We understand that our jobs pledge will be aggregated with pledges by other businesses across the state in promotion of Home Base Iowa.

___ We commit to posting jobs on the Home Base Iowa website through the IowaJobs system.

___ We are currently a member of the Skilled Iowa Program, or are becoming one concurrently with this application.

Promotion of Home Base Iowa Businesses:

___ We give permission to promote the specific number of jobs pledged by our organization.

Employer Signature: _____ Date: _____

All documents should be submitted together, electronically, to Kathy Anderson at Kathy.Anderson@iowa.gov. Call Kathy at 515.725.3149 with questions.

HOME BASE IOWA

HOME BASE IOWA ACT

The Home Base Iowa Act positions Iowa as the leader in respect, support and employment for veterans. Passed by the Iowa Legislature in a broad bi-partisan manner and signed by Governor Branstad on Memorial Day, May 26, 2014, the Home Base Iowa Act contains the following provisions:

Military Pension Income Tax Exemption. The Home Base Iowa Act fully exempts military pensions from state income tax.

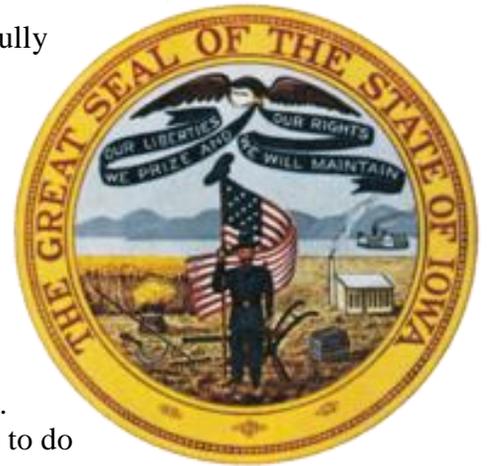
Military Homeownership Assistance Program. This component substantially increases funding so that \$5,000 will be provided to eligible veterans through the Iowa Finance Authority program for the down payment or closing costs of a home. Since January 2009, the program has leveraged over \$178 million for home purchases.

Permissive Veterans Preference. The State of Iowa and its subdivisions provide veterans preferential treatment in hiring decisions. The Home Base Iowa Act clarifies that it is legal for private businesses to do so as well.

Occupational Licensure. Veterans are some of the most highly-trained and highly-skilled individuals in the world. The Home Base Iowa Act directs each of Iowa's occupational licensing boards to adopt rules allowing credit for military training and experience in the licensing process. Further, each board must also outline how those licensure restrictions may be eased for spouses of military members and veterans. These recommendations are consistent with the policies encouraged by the White House's Joining Forces initiative.

License Plates. This component allows eligible applicants to be issued veterans-related license plates such as Purple Heart, Bronze Star or other applicable designated plates at no charge. Veterans will continue to pay applicable vehicle registration fees.

Education. The Home Base Iowa Act grants automatic in-state tuition to veterans, their spouses, and their dependents. The State Board of Education is working toward shaping policy for awarding educational credit for skills and training obtained through military service. An education task force comprised of representatives from Iowa's community colleges, Regents universities, private colleges and universities, and the military and veteran communities are developing policies for the consistent awarding of academic credit for military training and experience.



HOME BASE IOWA

Please consider making a financial contribution to Home Base Iowa, a new non-profit, private-public partnership that will recruit veterans and active duty service members for private-sector job opportunities in Iowa.

Home Base Iowa's mission is to make Iowa the state of choice for military men and women as they transition to civilian careers. Home Base Iowa will provide veterans with resources that can open doors to job opportunities, welcoming communities, and on-going engagement with the military community.

Iowa needs the strongest workforce possible. With the upcoming reduction of military forces, this effort will connect servicemen and women to the many job opportunities available with the state's businesses. As Governor Branstad recently explained, "Through their service, veterans have already proven they share the values we hold dear as Iowans — hard work, leadership, and patriotism."

Iowa businesses spend a substantial amount of time and money on workforce development, employee recruitment, and employee training. Home Base Iowa is uniquely qualified to recruit our nation's best and brightest veterans to locate in Iowa. Those successfully recruited by the Home Base Iowa effort will bring to the state a work-ready skill set not found in the traditional workforce.

Donations to the Home Base Iowa foundation will support outreach efforts of the program and ensure active duty service members transitioning to civilian life have access to Iowa's opportunities. Our veterans have done so much to protect our nation; your support of Home Base Iowa is one way to say thanks and to bring an outstanding workforce to Iowa. As these efforts get off the ground, your generous, tax-free financial contribution can make this vision a reality and ensure the continued success of our nation's veterans.

Please consider becoming a five-star donor with a contribution of \$25,000, a four-star donor with a contribution of \$20,000, a three-star donor with a contribution of \$15,000, a two-star donor with a contribution of \$10,000, or a one-star donor with a contribution of \$5,000.

Thank you for your consideration.
Regards,





Please consider making an annual donation for the duration of the 5-year campaign.

As an Iowa organization, we're proud to partner with Home Base Iowa and contribute to the statewide, multi-year initiative.

Contribution Level:

Five-Star Donor

\$25,000

Two-Star Donor

\$10,000

Four-Star Donor

\$20,000

One-Star Donor

\$5,000

Three-Star Donor

\$15,000

Other Amount: _____

This is a multi-year commitment. Please invoice us on _____ for ____ years.

Total monetary commitment: _____

Organizational Information:

Name of Company: _____

Contact Name/Title: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Signature: _____ Date: _____

Checks may be addressed to:

Iowa Economic Development Authority Foundation
Attn: Home Base Iowa/Kathy Anderson
200 East Grand Avenue
Des Moines, IA 50309

Home Base Iowa is a public-private partnership designed to showcase Iowa's opportunities to the nation's veterans.