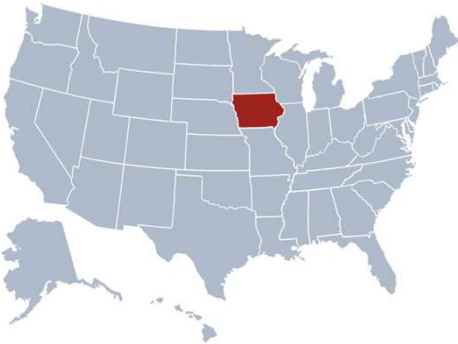






1

What is Home Base Iowa (HBI)?

HBI is a program that connects veterans, transitioning service members, and their spouses with the resources and services that meet their specific needs in the State of Iowa.







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Home Base Iowa (HBI)

Employment Solutions

Making Iowa a top choice for current and former service members to call home.

Career Planners

1. Career Exploration
2. Resume review/creation
3. Interview Training
4. Connect clients to open positions (HBI Employers)



Employers

1. Iowa Employers dedicated to hiring Veterans, Service Members and their spouses
2. First notice of job opening (LVERs)
3. Educated on hiring and retaining current and former service members



3

Home Base Iowa (HBI)

Recruitment

Making Iowa a top choice for current and former service members to call home.



- Career Fairs: In-State/Out-of-State
- Community Incentive Program
 - County & City
 - Statewide
- Targeted Marketing Campaigns



4

Community Incentives

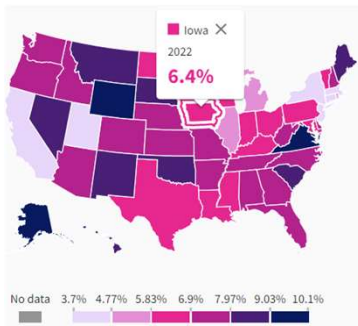
- State-wide incentives
 - \$5,000 home-buying grant, in-state tuition rates, and more
- City/County community incentives vary



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Home Base Iowa (HBI)

Veterans In Iowa



Veteran Population: ~ **158,976** currently living in Iowa

- Gulf War 2001-Present: 33,446
- Gulf War 1990-2001: 31,721
- Vietnam: 59,425
- Korean: 7,878
- WW2: 1,377

(Source: 2022 US Census)

2022 Unemployment Rate Iowa

Veterans: 1.80%

Non-Veterans: 2.90%

(Source: 2022 US Census)

Iowa is ranked 35th highest among states for its share of the Veteran population
(Source: 2022 US Census)



6

Applying & Tracking Incentives

Home Base Communities and Veteran Resources

Home Base Iowa (HBI) connects Veterans, military personnel, and their family members with resources and opportunities in Iowa.

Are you interested in learning about statewide and local resources? Click on any county below to learn more. Iowa Counties that have met the requirements to be designated HBI are listed below with a blue star. If your county is not a designated HBI and you are interested in helping take the next steps to become an HBI Community, email HBI@IWD.IOWA.GOV.

Want to learn more about specific community incentives? Click on this link and fill out the form: [Incentive Application Form](#) ←

Become a Home Base Community

Home Base Iowa Incentive Application

Please complete this application, and the appropriate community representative will contact you to support your move. We are excited to have you join our community!

Section 1
...

Home Base Iowa Incentive Application

For any questions that are not relevant to you, please fill in with N/A. Thank you.

1. Full Name *

2. Email Address *

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Applying & Tracking Incentives

3. Phone Number *

4. Estimated date you plan to move to Iowa.

5. Military Status *

Veteran

Current/Transitioning Service Member

National Guard/Reserves

Spouse

6. Moving from out of State? *

Yes

No

7. Which County in Iowa are you interested in moving to? *

8. Is there another County that you are interested in moving to?

9. Which city/town will you be moving to?

10. Have you obtained employment? *

Yes

No

N/A

11. What type of work are you looking for?

12. Would you like support in finding employment? If yes, we will connect you with a Home Base Iowa Veteran Career Planner. *

Yes

No

N/A


13. What are some of the reasons you decided to move to Iowa? *

8


Home Base Iowa (HBI)

HBI Community Designation







Signed Resolution from the appropriate governing authority (County Board of Supervisors or City Council)




Develop Incentive Package




HBI community signs ordered/installed




Designation Ceremony!




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OFFICE OF THE GOVERNOR

Kim Reynolds
GOVERNOR

Adam Gregg
LT. GOVERNOR

Advance Worksheet

RESOLUTION NO. _____

A RESOLUTION SUPPORTING THE HOME BASE IOWA INITIATIVE

WHEREAS, the Office of the Governor of the State of Iowa has launched a public-private partnership called Home Base Iowa Initiative, which is an effort to match military veterans with jobs available across Iowa and

WHEREAS, the Home Base Iowa Initiative consists of two programs, Home Base Iowa Businesses and Home Base Iowa Communities, and

WHEREAS, the Governor of Iowa has requested Iowa businesses and communities to promote and support the Home Base Iowa Initiative, and one of the requirements for _____ to be a Home Base Community is that the County Board of Supervisors adopt a resolution of support; and

WHEREAS, the County Board of Supervisors of _____ finds that it is in the best interest of the _____ and veterans everywhere to support the Home Base Iowa Initiative and adopt this resolution.

NOW, THEREFORE, it is resolved by the County Board of Supervisors of _____, Iowa, as follows:

Section 1. The County Board of Supervisors of _____ hereby proclaims its support for the Home Base Iowa Initiative. It encourages its residents to take whatever actions are necessary for _____ to become and continue to be a Home Base Community.

Section 2. The County Board of Supervisors also encourages _____ businesses to take whatever actions are necessary to become and continue to be a Home Base Iowa Business.

Section 3. The Mayor, City Clerk, and Community Development Director are authorized to take such further action as may be necessary to carry out the intent and purpose of this resolution.

Section 4. All resolution orders, or parts thereof, in conflict herewith, are, to the extent of such conflict, hereby repealed, and this resolution shall be in full force and effect immediately upon its adoption and approval.

Passed and approved _____.

Signature Line

Event/Organization _____

Date and Time _____

Staff _____

Purpose: Recognize XXXXXXX as the newest HBI community

Attendee(s) _____

Contact Information
Name: _____

Office Phone: _____

Cell Phone: _____

Email Address: _____

Day of Event Contact Person
Name: _____

Cell: _____

Location/Directions _____

Governor will be met by _____

Est. Attendance _____

Press at Event _____

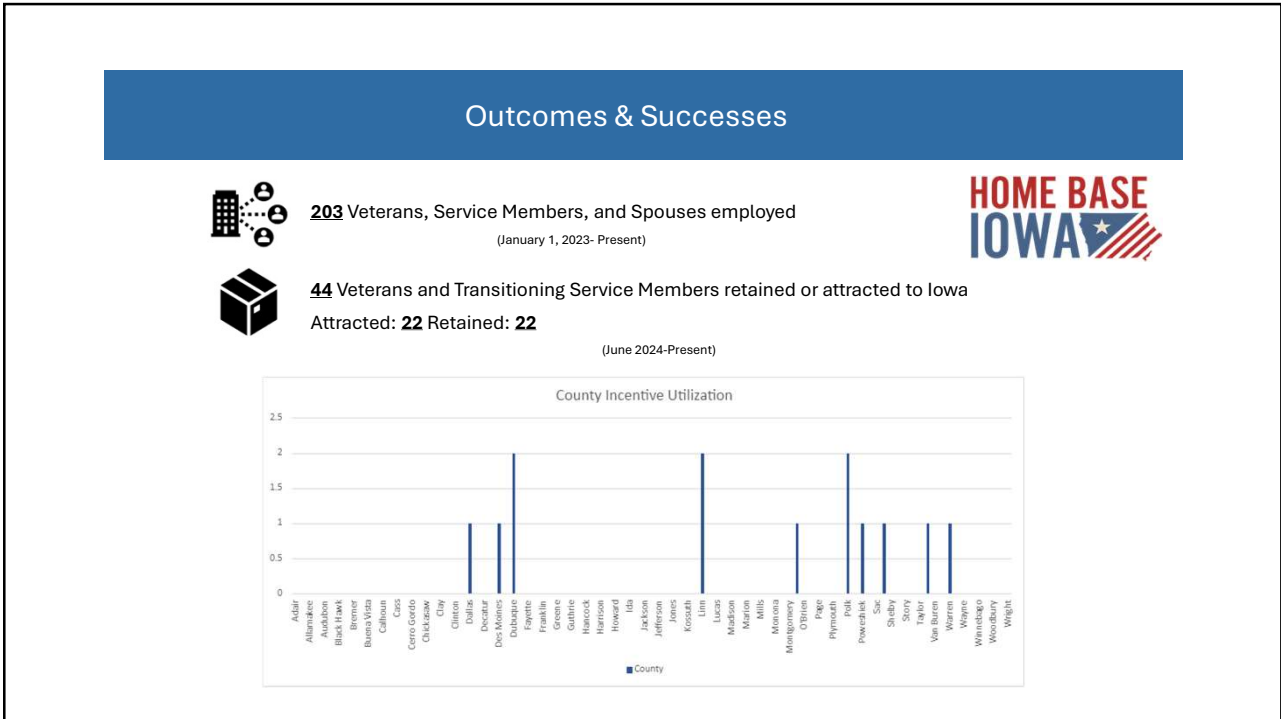
Speech (Length, topic, introducer, podium) _____

Agenda _____

Other (Dress) Business _____

STATE CAPITOL DES MOINES, IOWA 50319 515-281-5211 FAX: 515-725-3528
www.Governor.Iowa.gov

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Success Story

John contacted the Iowa Workforce Development Jobs for Veterans State Grant (JVSG) program for assistance in finding employment in Western Iowa. Upon learning that John would be moving from Arizona to Iowa, the JVSG Veteran career planner promptly referred him to Home Base Iowa (HBI) to support his transition.

Through the collaborative efforts of JVSG and HBI, John received comprehensive support in his job search. Together, they crafted a strong resume, explored various career paths, and highlighted the unique qualities of the communities John was considering for his family. This tailored support was instrumental in aligning John's skills and aspirations with potential employers.

As a result of this dedicated assistance, John secured a position in Cherokee, Iowa, with an annual salary that met his needs. This role is an ideal fit for both John and the employer, marking a significant milestone in John's career journey.

Today, John and his family are happily settled in Iowa, and he is thrilled to embark on this new chapter in his professional life. The success of John's story showcases the impactful collaboration between JVSG and HBI in supporting veterans' transitions and career aspirations.



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The Team



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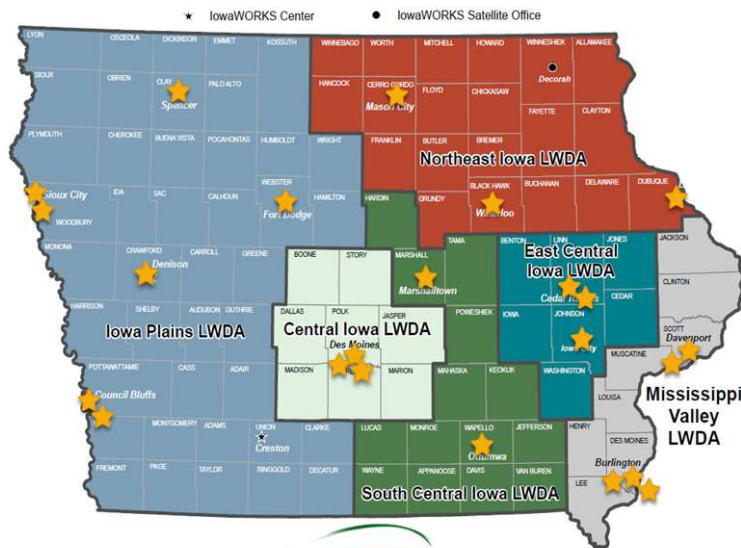
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Office of Veteran Workforce Services



Updated: May 30, 2023

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Thank You

Connect with IowaWORKS for Veterans

Harrison Swift

Program Manager- Home Base Iowa

Harrison.Swift@iwd.iowa.gov

Phone: 515-725-1057



iowaworksforveterans.gov



facebook.com/iowaWORKSforVeterans



linkedin.com/company/iowaworks-for-veterans



www.homebaseiowa.gov

