

## Hilton Worldwide Partnership Update

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### 4-STATE PILOT PROGRAM (Bulletin Article)

In September 2013, NASWA and Hilton Worldwide entered into an agreement to support veterans seeking employment assistance from State Workforce Agencies. The effort on behalf of Hilton Worldwide, is just one small part of Hilton's [Operation: Opportunity](#) initiative to provide support to United States military veterans and their families. [Operation: Opportunity](#) also includes the commitment to hire 10,000 veterans at more than 3,900 hotels worldwide and in corporate offices within the next five years.

As part of the NASWA/Hilton agreement, *Hilton HHonors™ Military* has been created to provide an avenue for Hilton Worldwide to partner with individual State Workforce Agencies to support travel related to job search activities. *HHonors Military* will donate millions of HHonors points, and State Workforce Agencies will have the flexibility to determine eligibility criteria based on current state-wide employment and reemployment initiatives already in place for transitioning service members, veterans, and military spouses. HHonors Points will be redeemed for approved job-search related activities.

Piloting the *HHonors Military* initiative are the states of Iowa, Minnesota, Arizona and Texas. These four states stepped up to the plate early, and have been working together for months focusing on the steps necessary for program launch and success. Some of the elements states have concentrated on include: creating an MOU template between Hilton and the State Workforce Agency, determining state-specific eligibility criteria, referral guidelines, approval flow, as well as local and state points of contact. Each state has the flexibility to tweak the program to best serve their current military-connected jobseeker population. Ultimately, these efforts have created an important roadmap for future states to use to join the initiative.

NASWA would like to thank the following state representatives for their efforts: **Lori Adams** from Iowa Workforce Development; **Jim Finley**, **Gary Quernemoen** and **Laurie Javorina** from the Minnesota Department of Employment & Economic Development; **Peggy Feenan** from the Arizona Department of Economic Security; and **Scott Eychner** from the Texas Workforce Commission.

NASWA looks forward to documenting efforts and reporting on *HHonors Military* outcomes in the near future

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### HILTON MOU TEMPLATE

#### MEMORANDUM OF UNDERSTANDING BETWEEN

HILTON WORLDWIDE, INC & [INSERT STATE WORKFORCE AGENCY]

THIS Memorandum of Understanding (this "**Understanding**") is made and entered into as of [INSERT DATE] by and between HILTON HHONORS WORLDWIDE, LLC a limited liability company ("Hilton"), having its principal office at 7930 Jones Branch Drive, McLean, Virginia 22102, and [INSERT APPLICABLE STATE WORKFORCE AGENCY] ("**SWA**"), having its administrative offices at [INSERT SWA ADDRESS].

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Each state has the flexibility to determine program eligibility criteria in order to best serve its current military-connected jobseeker population. This allows for coordination with current and future state-based initiatives.

ELIGIBILITY CRITERIA

<p><b>ARIZONA</b></p> <ul style="list-style-type: none"> <li>✓ Wagner-Peyser definition of veteran</li> <li>✓ DD214</li> <li>✓ Registered in AZ Job Connection</li> <li>✓ Must be looking for work and deemed “work ready”</li> </ul>	<p><b>MINNESOTA</b></p> <ul style="list-style-type: none"> <li>✓ Wagner-Peyser definition</li> <li>✓ AND currently case managed in some way</li> </ul>
<p><b>IOWA</b></p> <ul style="list-style-type: none"> <li>✓ Wagner-Peyser definition</li> <li>✓ PLUS spouses</li> <li>✓ PLUS transitioning service members (to align with Home Base Iowa)</li> <li>✓ PLUS NG/R</li> <li>✓ Case management not a requirement</li> </ul>	<p><b>TEXAS</b></p> <ul style="list-style-type: none"> <li>✓ Wagner-Peyser definition</li> <li>✓ AND currently case managed by vet program staff OR currently receiving UCX benefits (to align with UCX pilot project)</li> <li>✓ DVOP or VRR field staff can determine eligibility and complete forms to send state Hilton POC</li> </ul>

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REFERRAL PROCESS/  
APPROVAL FLOW

Front-line staff working directly with jobseekers will make the referral for HHonors points. For the pilot program, a short form will need to be completed and sent to the state lead/point of contact (POC) for approval. If the jobseeker does not have a current HHonors account, one will need to be created before points can be transferred and used.

The state POC (or designee) will email the request to Hilton Member Services using the following approved language:

*Dear Member Services,*

*This email is confirmation that [Name] has been approved for participation in the Hilton HHonorsMilitary™ program. Their contact information and HHonors account details are included below.*

*Name: XXXX*

*Email Address: XXXX*

*HHonors Number: XXXX*

*Please transfer 100,000 HHonors Points to their account to be redeemed for a stay related to job search activities.*

*Thank you,*

*[State Workforce Agency Staff Approving Request]*

Points have been officially transferred when the jobseeker receives the following email message directly from a Hilton Member Services Team member. Hilton HHonors Points can be redeemed for night stays at any one of Hilton's properties. These include, but are not limited to: Hilton, DoubleTree, Embassy Suites, Hilton Garden Inn, Hampton Inn and Homewood Suites. Points per night stay will vary based on brand and location.



Dear [Name],

We are pleased to donate **100,000 HHonors Points** to you as part of our commitment to serve the military. These HHonors Points are to be used for stays associated with job search activities, and are available now in your HHonors account. Click [here](#) to book your HHonors Reward Reservation.

Hilton Worldwide has been strongly committed to supporting military veterans and their families since our founding nearly a century ago by Conrad Hilton, a U.S. Army veteran who served in World War I. We are proud to build this legacy with [Operation: Opportunity](#).

Thank you,  
[Member Svcs TM Name]



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