



Supporting Our Troops

Materiality Assessment Topics: Employee diversity; Employee engagement; Giving & Philanthropy; Supplier diversity; Volunteerism

Issue Summary

Members of the military and their families make great sacrifices for our country, and often confront unique challenges during periods of deployment and during their return to civilian life.

Our Position

For nearly 100 years, AT&T has remained dedicated to supporting active military personnel, veterans and their families. Our nation's service men and women make sacrifices to protect our country and our freedoms, and as a company we see it as an honor to support them both at home and abroad. Moreover, military veterans possess the skills and competencies we need to succeed as a company, and are an invaluable part of our workforce.

Data Highlights

2012 Key Performance Indicators

- Spend with minority, women and disabled veterans business enterprises: **\$12.8B**
- Percent of total spend with minority, women and disabled veterans business enterprises: **23.96**

<h3>2012 Goals</h3>	<h3>2012 Progress Toward Goals</h3>
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Maintain our spend with diverse suppliers and continue to increase diverse suppliers' participation. Take learning from CA pilot of Operation Hand Salute to bring to scale a national program focused on Disabled Veteran Businesses.

- In 2012, we:
- Spent **\$12.8 billion** on minority-, women- and disabled veteran-owned business enterprises.
 - Increased diverse supplier participation from 23.01 percent in 2011 to **23.96 percent** in 2012.
 - Took Operation Hand Salute to a national level and increased graduates from 4 in 2011 to **14** in 2012.



Raise awareness and provide resources for military families, focusing on opportunities for military children.

AT&T has a long history of support for and work with the military, and 2012 was a year that accelerated that support, specifically in the area of supporting military families:

- Through financial and employee volunteer support, we enabled Big Brothers Big Sisters (BBBS) of North Texas to expand their military mentoring program for youth. The expanded funding will allow for **400 mentor pairs**, matching children from military families with a volunteer mentor with a military background.
- To date, BBBS has achieved a total of 242 of the **400 military matches**. Additionally, a contribution to the Military Child Education Coalition helped support the expansion of student-led, curriculum-based training for students of military families who are transitioning from one school or community to another.
- We were also honored to support the launch of Cell Phones For Soldiers' new program, Helping Heroes Home, with a social media campaign on causes.com and with a financial contribution.
- This is all in addition to our relationships with organizations such as Tip of the Arrow, Military Spouse Employment Partnership, the Department of Veterans' Affairs and state veterans' agencies and commissions.

2013 Goal

Continue to maintain our aggregate **21.5 percent** of our corporate spend with diverse suppliers; including meeting the **1.5 percent** target of corporate spend with Disabled Veteran Business Enterprises (DVBE).



Our Action

RECRUITING AND HIRING MILITARY VETERANS

At AT&T, hiring veterans has been integrated into our recruitment practices for decades. We focus on recruiting veterans not only because it's the right thing to do, but also because it's good for our business. In the past two years, we have enhanced our military recruitment programs by increasing our marketing and outreach activities within the veteran community, dedicating a Military Talent Attraction Program Manager to inform the military about AT&T careers and educating AT&T managers about the value that veterans bring to our workforce.

We understand that the job search and application process can be challenging for anyone – and even more so for transitioning veterans who are trying to match their military experience with a civilian job. Therefore, we created customized online tools and resources and added checkpoints to optimize veterans' success through our recruitment process.

We have established a military focused career site, www.att.jobs/military and a military skills translator tool, www.att.jobs/MOS, that allows veterans to use their current Military Occupation Code or Military Occupation Specialty to identify civilian jobs at AT&T that may be a good fit for them. We created a process for veterans to join our Veteran Talent Network, <http://veterans.att.jobs>, to participate in online career video chat sessions or to connect directly with an AT&T veteran to receive job search advice through AT&T's Careers for Veterans program.

Since the Careers for Veterans programs' inception in July 2011, over **5,000** veterans have initiated the process to receive job search advice

from an AT&T veteran volunteer. Over **8,000** veterans have joined our Veteran Talent Network to receive updates on career opportunities in their area of interest. AT&T employee veterans also represent the company at career fairs for transitioning military service members, veterans and military spouses.

In 2012, we developed an internal program to educate recruiters and hiring managers across AT&T on the benefits of hiring military veterans. On an ongoing basis, our Military Talent Attraction team translates military terms for hiring managers point job seekers in the right direction to apply for a job that best fits their military background and future career goals.

AT&T is a founding member of the 100,000 Jobs Mission, launched in 2011 by JPMorgan Chase and ten other companies. The coalition has grown to over 120 companies committed to hiring at least 100,000 veterans by 2020. The coalition's companies have collectively hired over 92,000 veterans through the third quarter of 2013.

AT&T also led an initiative with JPMorgan Chase and the 100,000 Jobs Mission to launch a mobile optimized veteran talent exchange portal in 2013, <http://www.vtx.jobs>. The exchange helps transitioning service members, veterans and their families opt into a talent-sharing database, which facilitates the sharing and referral of candidates among the members of 100,000 Jobs Mission companies who elect to participate. If one company is not able to find a fit for job seekers at a particular time, they can now refer them to opt-in to the Veteran Talent Exchange, so they can be considered by other military-friendly employers within the 100,000 Jobs Mission.



We aggressively recruit top military talent for jobs across our business. About 55 percent of the veterans hired by AT&T in 2013 made their transition to the private sector as technicians. Project Velocity IP, the company's investment plan to expand and enhance its IP broadband networks, is driving technician hiring needs.

In addition, college-educated veterans are finding employment across AT&T's career areas as project managers, IT professionals, financial analysts, supply chain managers and more. By working with key military groups and associations such as Student Veterans of America, Wounded Warrior Project, the Department of Veterans' Affairs, Tip of the Arrow, Partnership for Youth Success and state veterans' agencies and commissions, a select corps of junior officers and college-educated noncommissioned officers are also being recruited into AT&T leadership development programs, including our Leadership Development Program.

In April 2013, AT&T announced that it is stepping up its veteran recruiting efforts with the goal of hiring 5,000 veterans and their family members into career opportunities over the next five years, consistent with its commitment to equal employment opportunities. In November of 2013, AT&T doubled that five year commitment to **10,000**. In 2013, AT&T hired nearly **five times** as many veterans as compared to 2012.

SUPPORT FOR AT&T EMPLOYEE VETERANS

We offer peace of mind for our military employees who are called to serve our country by providing them differential pay and other benefits for their families while they are deployed. We also guarantee them a job when they return. This position is guaranteed to be at

the same level or above the job they held prior to deployment.

AT&T's Veteran Employee Resource Group (ERG) celebrated its 30th anniversary in 2013 and has more than **7,000** members. This group creates an instant community for veterans joining the company and involves them in outreach, philanthropy and volunteerism opportunities – including ways to help refer fellow veterans to jobs at AT&T. AT&T veterans serve as Career Ambassadors and represent AT&T at veteran career events and through our Careers for Veterans Job Search Advisor program. Our ERG members take advantage of multiple opportunities to interact with senior AT&T leaders and make connections across business units and functional areas.

For the past few years, AT&T employees deployed on active reserve duty during the holiday season have received a letter and a gift (usually an electronic device) from our CEO to express appreciation for their service and sacrifice and to help them feel connected to their families and colleagues back home.

AWARDS AND RECOGNITIONS

- AT&T has been recognized as one of the 10 Best Corporations for Veteran-Owned Businesses by *Vetpreneur* Magazine four years in a row.
- *GI Jobs Magazine* recognized AT&T on their Top 100 Military Friendly and Top 50 Military Friendly Spouse Employer Lists.
- *Military Times*, a Gannett publication, ranked AT&T #12 on their EDGE list of companies that are Best for Vets in 2013.
- AT&T was named one of 2012's Best Military Talent Programs by Electronic Recruiting Exchange, the premier recruiting industry association.



- In 2013, the Direct Employers Association recognized AT&T for excellence and compliance in their military talent attraction programs.

SUPPORTING VETERANS AND MILITARY FAMILIES

A long-standing mission of AT&T is connecting members of our nation's military with their loved ones back home. Initiated in 2004 and expanded through financial support from AT&T, Cell Phones for Soldiers is a non-profit program that uses funds from recycled cell phones to buy prepaid phone cards for our service men and women, helping them connect with their families.

In 2013, AT&T was proud to support Cell Phones for Soldiers' new "Helping Heroes Home" initiative, a program designed to provide emergency funds for returning veterans to alleviate communication challenges as well as physical, emotional and assimilation hardships. In 2012, we supported this expanded mission through a financial commitment of more than **\$450,000**, as well as through a new campaign on our causes.com community, Connect For Good. In 2013, we continued our commitment for this mission with an additional **\$350,000**.

AT&T also has relationships with Tip of the Arrow, Military Spouse Employment Partnership, the Department of Veterans' Affairs and state veterans' agencies and commissions. We also support the Military Child Education Coalition, which provides assistance to military-connected students who are transitioning from one school or community to another. Through a **\$50,000** contribution to the Military Child Education Coalition, we helped support the expansion of student-led, curriculum-based training for students of military families.

On Veterans Day in 2012, AT&T launched the "Love a Vet" campaign and began accepting video messages from employees and customers to veterans serving in our nation's armed forces. These video messages can be viewed on our [YouTube channel](#) and are shared with veterans and active duty military personnel around the world.

SUPPLIER DIVERSITY

In 2012, the second class of participants graduated from AT&T Supplier Diversity's Operation Hand Salute protégé program. This groundbreaking national mentoring program helps service-disabled veteran CEOs improve their business operations and enhance their ability to win corporate contracts. Over the course of 12 months, CEOs participate in mentorships, a 10-week entrepreneur program via AT&T TelePresence Solution® and AT&T Matchmaker events including "Fast Pitch" sessions with a panel of experienced CEOs and AT&T executives. CEOs also have the opportunity to present their business's core competencies to AT&T procurement decision makers and AT&T suppliers.

EMPLOYEE PROGRAMS TO SUPPORT OUR TROOPS

Our employees and retirees are also committed to supporting our troops; in 2012, hundreds of employees and retirees participated in the AT&T Pioneers, one of the largest industry-sponsored support volunteer organizations in the country. AT&T Pioneers collect cell phones for recycling, prepare and send thousands of care packages to troops serving overseas, greet soldiers at airports and host various other events nationwide to recognize the sacrifice of military members and their families.



Through the AT&T Veteran ERG, we develop relationships with the local Employer Support of the Guard and the Reserve (ESGR) to provide community support for our veterans being called to service and for the many employees who have family members currently serving.

Our employees also support the military and their families by contributing to scholarship funds and donations to military organizations through our Employee Annual Giving campaign and Employee Matching Gift program.

EVENT SPONSORSHIPS

AT&T is a major sponsor of events including the PGA's AT&T National, which is part of the company's marketing efforts. This tournament also supports local charities and serves as a

salute to the brave men and women of our Armed Forces.

In 2012, tournament officials distributed 30,000 complimentary tickets to the U.S. Military. At the tournament, officials designated a military care package tent where spectators built care packages, which included 5,000 prepaid calling cards, that were sent to troops deployed overseas.

Additionally, AT&T sponsors the U.S. Olympic Committee Warrior Games, which celebrate the achievements and abilities of wounded, ill and injured service members. The competition features Paralympic athletes from all five branches of the military.

To learn more, [visit www.att.com/troopsupport](http://www.att.com/troopsupport).