



U.S. Veterans Magazine – Top Veteran-Friendly Methodology (2025)

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At *U.S. Veterans Magazine*, our mission has always been personal. As someone who has worked closely with our nation's veterans and the organizations that support them, I'm proud to share the methodology behind our Top Veteran-Friendly Employers and Top Veteran-Friendly Schools list for 2025.

Each year, we conduct a national evaluation to identify the organizations and institutions that go above and beyond in supporting veterans and transitioning service members. These lists serve as a trusted resource for those navigating their next steps—whether in the classroom or the workforce—and we take great care in ensuring they reflect the best of what's out there.

There are two ways organizations may be recognized: by completing our formal survey or through independent evaluation by our research team. This allows us to not only acknowledge those who actively engage with us but also to spotlight outstanding veteran-friendly efforts based on public engagement, reputation, and verified practices. For those that complete the survey and meet our criteria, their designation remains valid for three years—so long as their veteran programs and policies stay in place.

Our team dives deep into each submission and supplements our findings with public records, interviews, reader feedback, press coverage, and presence at veteran-focused conferences and events. We look at what really matters: long-term commitment, measurable impact, and how veterans are being supported at every level.

For employers, we evaluate initiatives related to veteran hiring, retention, benefits, onboarding, employee resource groups (ERGs), nonprofit partnerships, and military family support.

For schools, recognition is reserved for institutions that offer at least one of the following:

- A dedicated Veteran Resource Center or Office
- An active Student Veterans Organization (SVO)
- A VA Certifying Official on campus
- Academic credit for military training or experience
- Career services tailored to veteran needs

We are proud to highlight our honorees in both the print and digital editions of *U.S. Veterans Magazine*, as well as through newsletters, press releases, and at major veteran-focused events and conferences across the country. All honorees are listed in alphabetical order because every organization making a real impact deserves to be recognized equally.

Thank you for being part of this important mission.