

Military/Veteran Resource Network Application - Employers

Organization Name	West Coast Ultrasound Institute
Address	Street Address: 4250 E Camelback Rd Street Address Line 2: Building K, Suite K170 City: Phoenix State / Province: Arizona Postal / Zip Code: 85018 Country: United States
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Website	www.wcui.edu
Organization E-mail	susan.ciardullo@wcui.edu
What sector is your organization part of?	Community (private sector - business, not-for-profit, etc.)
Brief background of organization (mission, year established, etc.):	West Coast Ultrasound Institute (WCUI) is dedicated to the success of its students. We are a private postsecondary vocational institute. Our main campus is located in Beverly Hills, California. We have Branch campuses located in Ontario, California and in Phoenix, Arizona. West Coast Ultrasound Institute is unique in that it is owned and operated by Board Certified Radiologists, Cardiologists and Technologists that are currently employed in the medical field. Their expertise enables our students to be current in new technology, imaging protocols, and innovations.
Description of industry	Dr. Neville Smith, M.D., a Board Certified Radiologist opened West Coast Ultrasound Institute in 1998 with Myra Chason, BS, BSN, RDMS, a well known instructor of Diagnostic Medical Sonography. Together with the talents of many instructors well known in the community, they have pioneered the innovative teaching style of "edutaining." This teaching style is a combination of education and entertainment, this allows the learning process to be more entertaining while still learning the complexities and technical skills necessary in today's challenging medical careers. Dr. Smith recognized the importance of a school that specialized in radiological imaging. In addition to the imaging programs he recognized the overwhelming need for a Nursing program. This lead to the development of an outstanding Nursing department with an experienced and innovative Director of Nursing; Karen Hall, RN, BSN, MSN, NP, a graduate from Vanderbilt University.
Please list any organizational memberships (e.g. chamber of commerce, alliances, associations, etc.):	Greater Phoenix Chamber of Commerce, Board of Directors of Arizona Private School Association, Arizona Commission for Postsecondary Education, Committee for March of Dimes, collaborating with Arizona Workforce Connections on the Training Expo in October.
Number of employees	Small business - 6 - 49 employees
In what area of the state do you operate?	Regional within Arizona
1. Region:	Central Arizona
Types of employment opportunities available:	Educating and Teaching opportunities are available as well as career services, reception, accounting, facilities and maintenance and IT.
To be designated as an Arizona Veteran Supportive Employer, organizations must	

have paid employment opportunities. This designation does not apply to multi-level marketing, direct sales, franchises and/or other opportunities that require payment by the job seeker.

Our organization has paid employment opportunities.

Our organization understands and agrees to the following Guiding Principles:

1. Military service often fosters resilience and strength in service members, veterans and family members.
2. Military service impacts the individual and the family. A “military family” can include a service member or veteran, their spouse/significant other and children, as well as parents, siblings, extended family and friends.
3. The military is a distinct culture. While service members, veterans and their families experience the same life circumstances and events as civilians, both positive and negative, they also have a unique set of life experiences relating to service, deployment and reintegration that are distinct from civilian life.
4. As a community, we are committed to providing the best care and support to all those who serve. Since changes in military status affect eligibility for programs, resources and benefits, we seek to build a continuum of care that addresses the needs of the entire military, veteran and family population.
5. No one organization can meet all needs for the entire military and veteran population. Stronger collaboration between military, government and community partners supports service members, veterans and their families in connecting to the right program, resource and/or benefit at the right time. Organizations should also focus on collaboration to maximize available resources and minimize duplication of effort.
6. There should be no wrong door to which a service member, veteran or family member goes to for help. Each individual and organization should have at least the basic knowledge on the military/veteran systems of care to assist in connecting that individual or family to a more appropriate resource so that no one is turned away.
7. As a network of individuals and organizations who provide care and support to the military and veteran population, our goal is to assist service members, veterans and family members in being informed consumers who are empowered to make decisions to access those programs, resources & benefits that will meet their needs.
8. Every service member, veteran and family member has an individual experience and perspective which should be acknowledged and incorporated into the provision of care and support.

Our organization understands and agrees to the following Ethical Considerations:

1. The interest of the service member, veteran and family member should come first, above the interest of the provider or organization, financial or otherwise.
2. Any potential conflicts of interest should be disclosed up front.
3. Respect the service member, veteran and/or family member by providing accurate information that will assist them in making informed decisions about the care and support they access.
4. Organizations should only offer programs, services and resources that they are equipped or trained to deliver. Outreach and engagement of the military and veteran population should be within the scope of the role and function of the individual (training & experience) and the organization (policies, practices, procedures).
5. Organizations that outreach to the military/veteran population have an obligation to equip their personnel and organizations with the training necessary to understand: a) the unique aspects of the military experience b) the issues affecting these individuals and their families and c) the specific military/government programs and benefits available to this population. Organizations should consult with subject matter experts when necessary.
6. Outreach and messaging to the military and veteran population should be truthful, not misleading nor designed to incite fear, should always accurately and appropriately cite sources and present information in context.
7. Organizations should be cautious about promising outcomes. Information should clearly state if a program or service is evidence-based or independently documented to be effective. Statements about the effectiveness of programs or services should include information on success rates and the documented source of this information.
8. Coordination of care and follow up is essential when service members, veterans and family members are accessing multiple systems of care. Partners need to be actively engaging with other providers and systems as appropriate, while still respecting the confidentiality of the individual or family.

Key personnel (leadership,

management, human resources, recruiters, etc.) have basic knowledge and/or training related to:

The military, veteran and family population and unique aspects of military/veteran culture.
The effects of military service, deployment, reintegration and transition on service members, veterans and their families.

Please describe the knowledge and/or training of key personnel in these areas?

Key personnel have received a military/veteran culture training, Military/Veteran Resource Navigator Training and Arizona Veteran Supportive Employer training.

Identify employees with a military background or affiliation. Form a committee or advisory group of service members, veterans, family members and other interested personnel to provide input on how to strengthen the organization's hiring and retention of military-affiliated employees.

The Veteran Steering Committee has approximately 15 members of faculty and students.

Employees and leadership participate in training and events to increase connection to military/veteran community (e.g. ESGR "Boss lifts", training, etc.).

The West Coast Ultrasound Institute participates in many trainings and events to connect with the military/veteran community.

Additional detail on how our organization CONNECTS to the culture relating to the above areas, as well as any other relevant information:

The West Coast Ultrasound Institute has hosted internal trainings and attended several trainings and events such as the Statewide Symposium in order to Connect with the culture.

Communications (print, web, etc.), content and messaging focused on the military and veteran population:

Uses appropriate terminology and imagery
Describes the type and nature of positions available and how to apply.
Clearly identifies if your organization has a veteran preference in hiring.

Approximate number of employees in organization:

45

Number of individuals trained as Military/Veteran Resource Navigators within organization:

1

Titles/roles of individuals trained as Navigators:

Regional Director Career Services and Community Outreach

If employees are referred out to an external navigator, please describe how this is communicated to personnel:

Susan Ciardullo is a trained Military/Veteran Resource Navigator and will be the navigator for employees.

Our organization tracks the following:

Number of service members employed

Post information for service members, veterans & families on intranet, in breakrooms, etc.

No

Additional detail on how our organization ASKS the right questions at the right time relating to the above areas, as well as any other relevant information::

The West Coast Ultrasound Institute sends internal emails throughout the organization to highlight those who have served and their story on military-affiliated holidays.

Our organization has designated one or more employees as the internal contact point(s) for military-affiliated employees.

Yes

Key staff in leadership, management, human resources, recruiting, etc. have training relevant to their specific roles around recruiting, hiring, managing and retaining military-affiliated employees. Please mark areas of training provided:

Best practices for effectively engaging their experience and talent in the workplace.
Relevant laws.
Hiring benefits and incentives.
Military, government and community employment programs and systems.

Please describe training provided:

West Coast Ultrasound Institute hosted and received Military/Veteran Culture Training.

If your organization has tailored recruiting strategies

and programs to the military, veteran and family population, please describe:

West Coast Ultrasound Institute has a Veteran Resource Center which is helpful in recruiting the military/veteran population.

Additional detail on how our organization RESPONDS effectively relating to the above areas, as well as any other relevant information::

West Coast Ultrasound Institute has attended many trainings to learn how to respond effectively and continues to learn new ways to assist the military/veteran population.

We have one or more individuals designated as points of contact (POCs) for the Military/Veteran Resource Network and the military/veteran community:

Yes

Our organization partners as appropriate and needed with public and private sector organizations to coordinate hiring and retention efforts specific to service members, veterans and family members.

Yes

Training on the military, veteran and family population is incorporated into organizational training.

No

Our organizations participates in relevant events, trainings and initiatives in the military/veteran community (e.g. continuing education, employee volunteer programs, sponsorship, etc.).

Yes

Additional detail on how our organization ENGAGES relating to the above areas, as well as any other relevant information:

West Coast Ultrasound Institute engages the military/veteran population by attending events such as the Statewide Symposium, hosting and attending trainings and events with the Arizona Coalition for Military Families and the Arizona Department of Veterans' Services.