DRAFT FOR REVIEW – NOT FOR DISTRIBUTION

VETREADY
ARIZONA

Executive Brief

VetReady Arizona Turns Our Nationally Recognized Ecosystem of Support into a Workforce Advantage

This collaboration unites employers, agencies, and communities to attract and retain military-affiliated talent and make Arizona the first choice for them and their families to live, work, and thrive.

By aligning existing resources, equipping employers, and strengthening family support, it helps people build careers and lives that reflect their full potential.

Why This Matters Now

- Arizona's growth sectors need **leadership-ready, technically skilled, mission-driven talent**.
- **Arizona's growing economy is putting pressure on its talent supply**. [1, 2, 3]
- VetReady positions Arizona as a top choice for **service members**, **veterans**, and **employers**.
- Each year, transitioning service members decide where they will build their lives after service.

What VetReady Arizona Does

Aligns
Existing state investments, agency efforts, and partner networks around a shared statewide workforce and economic competitiveness strategy

Helps
Arizona retain transitioning service members and connect them to Arizona career pathways earlier in transition.

Equips
Employers to become employers of choice for military-connected talent.

Strengthens
Family supports and coordinates service delivery statewide.

DRAFT FOR REVIEW – NOT FOR DISTRIBUTION

Why Arizona Can Lead

- **Arizona is not starting from scratch**. It already has a nationally recognized Ecosystem of Support through Be Connected® and the Arizona Roadmap to Veteran Employment.
- Arizona won billions in business investment through deliberate, coordinated strategy. Now that same playbook must win the workforce those companies need.
- Arizona can credibly offer both opportunity and support, making the case stronger than recruitment alone.

What Success Looks Like

- More military-connected **families choose Arizona and stay**.
- Partners work from a **shared framework** with **measurable outcomes**.
- Employers gain easy access to one of the state's **strongest talent pools**.
- Arizona strengthens **workforce resilience** and **long-term competitiveness**.
- Veterans work at their full potential, not below it.

Arizona is not only veteran-friendly. Arizona is veteran-ready.

VetReady Arizona is a public-private collaboration among military, government, and community partners.

Special thanks to the Governor's Office of Youth, Faith & Family (GOYFF), the Arizona Department of Veterans' Services (ADVS), the Arizona Department of Economic Security, the Office of Economic Opportunity, the Workforce Arizona Council, the Arizona Commerce Authority, and the other members of the Arizona Veterans Employment Committee for their collaboration.

We also gratefully acknowledge GOYFF and ADVS as key leadership & funding partners for Arizona's Be Connected effort, which serves as the foundation for VetReady Arizona.

[1] OEO (2025). 2024–2034 Employment Projections. https://oeo.az.gov/news/2024-2034-industry-employment-projections

[2] ABOR (2026). Arizona's Economic Future Hinges on Educational Attainment. https://azregents.edu/news-releases/arizonas-economic-future-hinges-educational-attainment

[3] Jim Rounds (July 2026). Workforce Shortfall Estimate, quoted in Arizona's Family. https://www.azfamily.com/2026/07/17/does-arizona-have-enough-workers-tsmcs-phoenix-expansion/

Be Connected® is a registered trademark of the Arizona Coalition for Military Families.

beconnected
service members • veterans • families • communities