



MILITARY TIMES
EDGE

Best for Vets: Employers 2012

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This document contains respondents between 1 and 1 inclusive.

Company information

What company do you represent?

Prudential Financial

Are you filling out this survey on behalf of all of the company's divisions and/or subsidiaries?

- Yes
- No
- Not applicable

Please BRIEFLY describe what your company does.

Prudential Financial, Inc. (NYSE: PRU), a financial services leader with approximately \$859 billion of assets under management as of March 31, 2011, has operations in the United States, Asia, Europe, and Latin America. Prudential's diverse and talented employees are committed to helping individual and institutional customers grow and protect their wealth through a variety of products and services, including life insurance, annuities, retirement-related services, mutual funds, investment management, and real estate services. In the U.S., Prudential's iconic Rock symbol has stood for strength, stability, expertise and innovation for more than a century. For more information, please visit <http://www.news.prudential.com/>

Where are your headquarters located?

Newark, New Jersey

What is your company's website?

Prudential.com

Please estimate your company's fiscal year 2011 revenue. (Enter your response as a numeral, such as "\$20,000.")

\$ 39,397,000

About how many people do you employ?

39000

Section 1 of 4: Hiring and Recruiting

Does your company specifically recruit U.S. military veterans?

- Yes
- No

If so, what strategies does your company use to recruit veterans? Check all that apply.

- Attending military-specific job fairs
- Posting job openings on military-specific job boards
- Advertising in military-specific publications and websites
- Maintaining an employment website directed at veterans
- Contracting recruiters that specialize in veterans hiring
- Developing relationships with local veterans employment representatives
- Developing relationships with local Guard and Reserve units
- Developing relationships with the military Transition Assistance Program
- Developing relationships with student veterans groups and/or colleges
- Developing relationships with professional military associations
- Developing relationships with veterans service organizations
- Recruiting through current veteran employees
- Participating in the Employer Partnership of the Armed Forces
- Participating in Employer Support of the Guard and Reserve
- Participating in the Army Partnership for Youth Success program

Other

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How many military job fairs did your company attend in fiscal 2011?

- 1 to 10
- 11 to 20
- 21 to 30
- 31 to 40
- 41 to 50
- More than 50

Other

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Please list the URL address of your company's military employment site.

Website

jobs.prudential.com

Does your company have full-time employees who work specifically on veterans recruitment at least 50 percent of the time?

- Yes
- No

If so, how many?

Number

3

How many of those employees are veterans themselves?

Number

2

Do recruiters, hiring managers or supervisors receive any training in military culture, structure or career paths?

- Yes
- No

If so, who receives this training? Check all that apply.

- All recruiters
- Some recruiters
- All hiring managers
- Some hiring managers
- All supervisors
- Some supervisors

Other

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How often?

- Once
- Annually
- Biannually
- Quarterly

Other

.....

How do you give veterans extra help during your hiring process? Check all that apply.

- All veterans applications are marked and/or tracked as veterans
- All veterans are given contact information for staff members who work specifically with veterans
- All veterans are contacted directly by staff members who work specifically with veterans
- We do not give veterans special consideration in hiring.

Other

eligible candidates that meet requirements are forwarded to hiring managers for consideration

What percentage of your recruiting budget for the last complete fiscal year was dedicated to recruiting U.S. military veterans?

- Zero percent
- 1 to 10 percent
- 11 to 20 percent
- 21 to 30 percent
- 31 to 40 percent
- More than 40 percent
- Do not know
- Do not disclose

How many new hires did your company make in the U.S. in fiscal 2011?

- Do not know
- Do not disclose

Number

How many of those new hires identified themselves as military veterans?

- Do not know
- Do not disclose

Number

131

Did half or more than half of all veteran hires in fiscal year 2011 receive a signing bonus?

- Yes
- No

How many of those new hires identified themselves as disabled military veterans?

- Do not know
- Do not disclose

Number

Does your company dedicate any effort and resources specifically to hiring disabled veterans? If so, what strategies does your company use? Check all that apply.

- Assigning staff specifically to recruit and/or work with disabled vets
- Working with Defense Department and/or VA entities responsible for disabled vets
- Working with veterans service organizations dedicated to disabled vets
- Attending job fairs specifically for disabled vets
- Providing job-search help specifically to disabled vets
- Providing skills training specifically to disabled vets
- Providing internships specifically for disabled vets

Other

Is there anything else you would like to tell us about your company's recruitment and hiring of disabled veterans?

Our Diversity Recruitment Strategy targets the disabled community including disabled veterans. We participate in wounded warrior events, post jobs nationally on veteran disability sites such as JOFDAV and Disabled Hire Solutions and use social media to connect with disabled veterans. We have a multi-pronged sourcing strategy as well as many relationships with organizations.

Prudential has a Business Resource Group called ADAPT (abled and disabled associates partnering together). ADAPT is a network of employees, some of whom who have a disability (learning, hearing, vision, etc.) or chronic medical condition. The ADAPT BRG supports its member's personal and professional development and strives to educate others on disability awareness. This group also serves as a resource to assist in recruitment for the disabled community.

The ADAPT BRG and the Staffing department has developed a summer program specifically targeted to the disabled community. This program provides a corporate learning experience for participants of the program and a learning experience for hiring managers. We have built relationships with many organizations including disabled veteran organizations to target candidates for this program.

Is your company a member of the Military Spouse Employment Partnership (MSEP) and/or Army Spouse Employment Partnership (ASEP)?

Yes, we participate in MSEP

Yes, we participate in ASEP

No, neither.

Does your company have any other hiring programs for active-duty military spouses?

Yes

No

Is there anything else you would like to tell us about your company's recruitment and hiring of military veterans?

We have developed an Inclusive Diversity Recruitment Strategy to target diverse communities, including People of color, Women, People with Disabilities, Veterans (abled & disabled) and the LGBT communities. Prudential is committed to creating a diverse work environment that mirrors the communities we do business with. As a company, we have a strong focus on the recruitment of veterans. We are reaching veterans through a multi-prong approach through participating in careers fairs, posting to military job boards, and creating relationships with veteran organizations amongst other activities including specific employment programs we have designed specifically for veterans.

Prudential's Veterans Workforce Opportunity Services program is designed to provide education and training to transitioning Veterans and provides a talent pool for Prudential and other corporations. Through a pilot IT training and hiring program Prudential launched in 2009 in partnership with Rutgers University-Newark, the program is preparing Veterans from the Iraq and Afghanistan wars to re-enter the workforce. This program has gained much traction and additional companies are now engaging to develop this program within their organizations. Prudential is working hard at promoting this program to get other companies involved to assist in the unemployment issue with veterans.

Section 2 of 4: Corporate culture

Approximately what percentage of your current U.S. employees have identified themselves as veterans? If you don't track or don't disclose this number, please leave the question blank.

3 %

Does your company's orientation and/or onboarding process include any elements specifically for military veterans?

- Yes
- No

If so, please describe them.

Prudential offers a comprehensive onboarding process targeted at all employees designed to ensure that each employee has the opportunity to do their best and succeed. Prudential has a business resource group called VetNet that is open to all employees and some of the work of this group helps Veterans acclimate to Prudential.

Does your company have any training programs exclusively or primarily for veterans?

- Yes
- No

If so, please describe them.

Prudential offers a comprehensive learning curriculum targeted at all employees that is designed to ensure that each employee has the opportunity to do their best and succeed. Through our learning organization, we provide a wide array of services to increase individual, team and organizational performance through standard and custom learning solutions. There are also many options available for self-development including instructor-led and e-learning offerings, information on how to obtain a degree on-site, and tools to help build management and performance development skills.

The Learning Organization and our Veterans initiatives office have developed an on-line webinar tool to continue to educate hiring managers and all employees on the "Value of a Veteran" in addition to other training.

Does your company provide veterans mentoring from more senior employees?

- Yes
- No

If your company has an employee affinity or resource group specifically for veterans and/or reservists, which of the following services does it provide? Check all that apply.

- Maintains a listserv to communicate veteran- and reservist-related news and information
- Maintains a website or intranet site for communication and networking among veterans/reservists
- Holds regular social and/or networking events for veterans/reservists
- Organizes military-related service projects
- Offers orientation help for new veteran/reservist hires
- Facilitates mentorship opportunities between veterans/reservists
- We do not have an affinity or resource group

Other

Does your company do anything else to connect veteran employees with each other?

Prudential has developed an internal business resource group called VetNet, this group provides ongoing mentoring and training opportunities for Veterans and those who support veterans. VetNet also supports networking among fellow employees who are veterans, or have interest in veteran issues.

We have developed an onboarding process where new hire veterans are introduced to other veteran employees to assist in their transition to the company and for mentorship opportunities.

Does your company have any apprenticeships or on-the-job training programs that are eligible for GI Bill funding?

- Yes
- No

Does your company accept military experience in lieu of technical certification in any fields?

- Yes
- No

Does your company observe Veterans Day?

- Yes
- No

If so, check all that apply.

- Paid holiday for all or most employees
- Paid holiday for veteran/reservist employees
- Ceremony or event to recognize veteran/reservist employees
- Other recognition for veteran/reservist employees

Other

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Is your company involved in any programs to prepare service members for civilian careers?

- Yes
- No

If so, how is your company involved? Check all that apply.

- Assisting with classes/workshops organized by the military Transition Assistance Program or Army Career and Alumni Program
- Assisting with classes/workshops organized by veterans service organizations
- Participating in the Secretary of Defense Corporate Fellows Program
- Participating in the American Corporate Partners program

Other

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Is your company involved in any efforts/programs to promote the hiring of veterans in the business community?

- Yes
- No

If so, please describe your company's involvement.

As part of Prudential's veteran outreach, we continued to build programs and workshops to assist veterans in transitioning to the workforce, including programs for the GI GO Fund Transitioning Center of Newark, Rutgers University and military bases throughout the country. Services provided include interviewing skills, resume writing and career coaching to assist veteran for employment opportunities.

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What accommodations does your company make for employees who are military spouses? Check all that apply.

- Allow them to work off-site
- Provide transfer to another company branch if their spouse is transferred
- None

Other:

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Is your company involved in any other military or veterans' causes or organizations?

- Yes
- No

If so, please list the organizations and describe the nature of the company's involvement.

Prudential has several partnerships with organizations to promote us as a company that is Veteran friendly. New relationships established this year include US Chamber of Commerce's Hiring Our Heroes, Army Careers Alumni program, Military Employer Partnership and Student Veterans of America organization.

We are committed as a corporate citizen to provided services and financial support to many organizations that support veteran initiatives such as the GI GO FUND and the Yellow Ribbon Fund. Also, Prudential was involved in the following service projects:

Women in Military Service For America Memorial

Donation to the Women's Memorial located at the ceremonial entrance to Arlington National Cemetery where we held the 40th Anniversary luncheon for the SGLI Program.

"Faces of the Fallen"

Faces of the Fallen was a collection of portraits in tribute to each fallen service member of Operation Iraqi Freedom and Operation Enduring Freedom that was displayed at the Women in Military Service for American Memorial until May, 2007.

Prudential provided the funding for the replacement names plates for each portrait, so that the families would receive not only the portrait but an accurate name plate.

"Where Valor Rests"

In conjunction with Arlington National Cemetery, each family member of a deceased service member interred at the cemetery and died in Operation Iraqi Freedom or Operation Enduring Freedom receive a copy of this book along with the American flag.

Prudential provided funding that assisted with the publication and distribution "Where Valor Rests", as the first corporate sponsor that initiated the participation of other corporations.

Gift Cards for Service Members

A monetary donation was provided to Fisher House, the Red Cross and AAFES on behalf of all of Prudential's Group Insurance clients in lieu of holiday gift baskets.

The funds were utilized for gift cards for members of the military serving in Iraq or Afghanistan and the families of the injured at Fisher Houses.

Global Volunteer Day

VA Medical Center 2003 - 2011

Landscaped and beautified the VA Medical Centers in East Orange and Lyons.

Painted the parking lot lines in East Orange and benches in Lyons.

Enhanced the Veterans' environment and Medical Center Campuses.

Sew Much Comfort 2007 – 2011

Collected specific articles of clothing apparel for the wounded to be modified to accommodate specific injuries.

Youth Volunteer Day 2005 – 2012

Collected specific items for the service members serving in Iraq and Afghanistan that ranged from food to supplies to games.

Packed by the children of Prudential employees for shipment along with cards and letters.

Mologne House 2008

Donated book and DVD collections for the recovering wounded service members & their families.

Holiday Gift Collection for the children of recovering wounded service members.

Baby & Mommy Collection

Maternity clothes, baby items, strollers, were collected for the families who are temporarily living at Mologne House to be with the wounded.

Ice Cream Social held at the Mologne House for the wounded service members and their families from the Wounded Warrior Transition Unit, Mologne House and Fisher House with the Department of Veterans Affairs.

The Mologne House Courtyard Program 2008

The wounded service members and their families living at Walter Reed talked about enjoying barbeques, playing with their children and just being outdoors. The yard

The wounded service members and their families living at Walter Reed talked about enjoying barbeques, playing with their children and just being outdoors. The yard was inaccessible by the wounded and disabled.

Prudential was the primary contributor in building extensive patios, fireplaces and barbeque pits.

Hosted the Grand Opening Ceremonies that included 500 guests, including Guest Speaker: Secretary of the Army Pete Geren.

National Naval Medical Center 2009

Hosted a Thanksgiving event for the wounded and their families.

Partnered with the USO and included the Department of Veterans Affairs.

Included Prudential Relocation employees, members of Prudential Real Estate affiliate, and Group Insurance employees to serve beverages and food.

Provided information on SGLI program.

Provided Calling Cards to family members from Group Insurance.

Assisted family members in completing claim forms for TSGLI benefits.

Fort Belvoir 2010

Hosted a Thanksgiving event for the "Warriors in Transition Unit"

Distributed blankets, sheets and pillows

Played Bingo with the wounded.

Assisted service members in completing claim forms for TSGLI benefits.

Included Prudential Relocation employees, members of Prudential Real Estate affiliate, staff from the Department of Veterans Affairs, and Group Insurance employees to serve beverages and food.

Fort Myer 2011

Scoops for Troops Thanksgiving event

Hosted an Ice Cream Social for active service members at Fort Myer

Served ice cream sundaes, root beer floats, pies, cider and bottled water

Talked with the service members

Included Prudential Group Insurance employees, staff from the Department of Veterans Affairs, and the USO.

Veterans Helping Veterans

A program initiated in OSGLI to employ Veterans with disabilities.

Developed in cooperation with the VA's Vocational Rehabilitation and Employment Team.

National Disabled Veterans Winter Sports Clinic 2010, 2011, 2012

Approximately 400 disabled Veterans participate in the winter sports clinic at Snowmass Village, Colorado. Many activities are offered to challenge Veterans, including adaptive Alpine and Nordic skiing. Participants include Veterans with spinal cord injuries, amputations, traumatic brain injuries, and visual impairments. Prudential employees attend this event and volunteer to assist with registration of the Veterans. In addition, a booth is available for Veterans and their caregivers to answer questions about the SGLI program. A Prudential employee who is certified as an adaptive ski instructor participates as a volunteer instructor for the entire week.

National Disabled Veterans Summer Sports Clinic 2010, 2011

Approximately 100 disabled Veterans participated in a summer sports clinic at San Diego, California. The Veterans have been disabled five years or less and served in the recent conflicts. The event is held annually in September and Prudential has served as a sponsor for two years.

Prudential employees attend this event and assist as volunteers.

Community Living Center – VAMC 2010

The patio at the Community Living Center (CLC) at the VA Medical Center in Lyons, NJ was spruced up with a fresh coat of paint in advance for a caregivers event.

This is the extended stay facility for Veterans and the area is used for outdoor enjoyment and social interaction.

EANGUS (Enlisted Association of the National Guard of the United States)

The Heritage Award is given to a corporate sponsor that has contributed outstanding and exceptional service to the Enlisted Association National Guard of the United States.

Prudential was recognized for its significant contribution to EANGUS that created an emergency relief fund for members of the National Guard who were returning from the war in Iraq to the Gulf Coast following Hurricanes Rita and Katrina.

Cell Phones for Soldiers 2010

Cell Phones for Soldiers is a non-profit organization that turns old cell phones and Blackberries into prepaid calling cards for U.S. troops stationed abroad.

Prudential collected more than 100 phones for the project. The result was 96,000 prepaid calling card minutes for soldiers overseas.

Metro USO

Provided a 15 passenger van along with the first three years of the van's operating expenses to support wounded warriors in the Baltimore-Washington metropolitan area co-sponsored by Group Insurance and Real Estate and Relocation Services

Collected books for the lending library at USO Airport Lounges in the DC Metro Area

Fighting 69th

Support of a New York National Guard Unit that has served in Iraq and Afghanistan including scholarships, family support etc.

Aon Salutes America's Wounded Warriors, 2009, 2011, 2012

Participated in this event as a prospective employer in Chicago, New York , Pittsburgh and Washington, DC

Section 3 of 4: Reserve policies

Has your company signed a Statement of Support with the Employer Support of the Guard and Reserve, the Defense Department agency that promotes cooperation between reservists and civilian employers?

- Yes
- No

Has your company received any awards from the Employer Support of the Guard and Reserve?

- Yes
- No

Does your company have any policies to accommodate or support reservists fulfilling their reserve duty -- typically one weekend a month plus two weeks a year?

- Yes
- No

What best describes your company's pay for reservists fulfilling their normal reserve obligations?

- Their full civilian pay while receiving their military pay
- The full difference between their civilian pay and their military pay
- A percentage of the difference between their civilian pay and their military pay
- A combination of full and differential pay
- The reservist is not paid by the company during annual training

How does the company calculate pay for reservists while they fulfill their training obligation?

Prudential provides differential pay for the duration of the activation. During paid military leave, there will be no reduction in Prudential pay. However, the employee will be responsible for the repayment of the amount equal to his/her military pay for this period, or his/her Prudential pay, whichever is less.

Is there any limit on how long reservists receive pay while attending training? Exclude vacation time.

- Less than two weeks
- Two weeks
- Three weeks
- One month
- More than one month

Other:

Does your company have any policies to accommodate or support reservists called to active duty? If so, what best describes them? Check all that apply.

- Pay
- Benefits
- Social support
- None of the above

What best describes your company's pay for eligible activated reservists?

- Their full civilian pay, while receiving their military pay
- The full difference between their civilian pay and their military pay
- A percentage of the difference between their civilian pay and their military pay
- A combination of full and differential pay

How does the company calculate pay for reservists while they are on active duty?

Prudential provides differential pay for the duration of the activation. During paid military leave there will be no reduction in Prudential pay. However, the employee will be responsible for the repayment of the amount equal to his/her military pay for this period, or his/her Prudential pay, whichever is less.

Is there any limit on how long activated reservists receive company pay? Again, exclude vacation time.

- One month or less
- Six months
- One year
- Two years
- Five years
- Unlimited

Other limit:

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Are reservists who volunteer for active duty eligible for continued pay?

- Yes
- No

Is there anything else you would like to tell us about your company's pay policy for activated reservists?

The employee will continue to make before-tax and/or after-tax contributions to the Prudential Employee Savings Plan (PESP) during the paid LOA period and will also remain eligible for the company match on before-tax contributions in accordance with PESP provisions.

What benefits does your company offer activated reservists? Check all that apply.

- Medical insurance
- Life insurance
- Promotion opportunities
- Pay raises
- Profit sharing
- Retirement fund contributions
- Sick days
- Vacation day accrual

Other

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Does the medical insurance cover dependents?

- Yes
- No

Is there any time limit on medical coverage?

- No limit

Limit:

for duration of activation

Does the life insurance cover dependents?

- Yes
- No

Is there any time limit on life insurance coverage?

- No limit

Limit:

for duration of activation

Are reservists who volunteer for active duty eligible for these continued benefits?

- Yes
- No

Are there any other restrictions on who is eligible for continued benefits?

No, the employee's current medical, dental, and vision coverage will be available to him/her and his/her currently covered dependents at the active employee contribution rates for the duration of the paid military LOA, and for up to six months following the end of a paid LOA.

Is there anything else you would like to tell us about your benefits policy for activated reservists?

During emergency military LOA, Prudential will continue many of the benefits coverages available to active employees. There are some limitations related to conditions of military service. Also, some coverages are handled differently, depending on whether you are paid or unpaid status.

Please check this box to confirm that you answered these questions accurately and to the best of your ability.

- I have answered these questions accurately and to the best of my ability.

Click here to review your answers or print a copy for your records before submitting. Just be sure to return to this page and click "Submit."