Hire Heroes USA uses Salesforce as their CRM, and so most of their data is structured based on Salesforce's use of Objects. The data they have provided that's extracted from Salesforce includes the following:

Contacts

Contacts interact with the organization in different capacities, so while they've provided their entire data set, you'll need to be on the look for records including data for Clients and Donors, as those T/F statements correspond with those respective populations.

All of the below Salesforce-based datasets have an associated Contact record, which is shared through the Contact ID. Though not all Contacts have Requests, Donation, or Hire Information, all Requests, Donations, and Hires have an associated Contact. The only caveat is with the Hire Information dataset--here, Contact ID is called Client\_Name\_\_c.

Separately, with regards to demographic profiles, this can be determined through fields such as Race, Gender, Service Branch, (Last) Service Rank, Reserves / National Guard?, Most Recent Service Era, and Length of Military Service.

Clients make up the vast majority of their Contacts, and are supported in various ways. Supporting data used to identify the scope of the services we've provided include:

Initial Assessment Complete

Initial HHUSA Resume Complete

Resume Tailoring Tips

Value Proposition

Interview Skills

LinkedIn Revision

On Job Board

Virtual Workshop Participant

VCF Participant

Virtual Workshop Participant

Used Volunteer Services

Used Federal Services

Note that some of these Contact records include fields related to the client's successful placement into jobs--this can be ignored on the Contact record, as it has since been migrated to the Hire Information dataset (see below)

Military Spouses are identified by Military Spouse / Caregiver

Requests / Cases

Our Volunteer Program operates primarily off of this data set.

These records include both when a request was opened, as well as when a request was completed.

Hire Information

In 2018, Hire Heroes USA migrated their Hire Data into a new object to account for clients who were returning for additional services and finding new jobs because of those services.

Ops Review Date is based on when a hire was first confirmed by our organization; that includes a multilayered approval process which is in place to ensure that their services are directly correlated to the client's success. Each Hire Record has an Ops Review Date, but they're not always able to verify other information associated with the hire.

Hire Heroes USA only counts a person as hire once, but their employees can get credit for helping clients find additional or better-paying jobs. If a Contact has multiple hire records, then any record tagged with Multiple HHUSA Hire is \*not\* credited to the organization at-large.

Donation / Opportunities

Individual and corporate donations are stored here.

Activities

Phone calls, emails, and text message conversations are logged here.

With the exception of Activities (which only has 2018 data), they have provided their entire dataset. Note that the more recent the data, the more cleaner it is.

Separately from Salesforce, EPO has provided data related to the utilization of their Job Board and support of our Career events. This includes:

Job Seeker Profile Creation Report

Clients who signed up for the Hire Heroes USA Job Board.

This corresponds with the On Job Board field on the Salesforce Contacts data table

Job Board Sales Report

Companies post jobs on their job board through various packages. The data about the jobs that these companies post are listed here.

Employer Profile Creation Report

Companies post jobs on their job board through various packages. The data about the companies that post jobs are listed here