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Background:

On November 7, 2002, President Bush signed Public Law 107-288, the Jobs for Veterans Act, to revise and improve employment, training, and placement services furnished to veterans. The act authorized the Secretary of Labor to establish the President's National Hire Veterans Committee. The Committee's objectives are to establish and carry out a national program to develop awareness among employers about the value and value-added features of veterans while at the same time linking employers to veterans.

The President's National Hire Veterans Committee will launch a national media campaign targeting employers beginning October 1, and running through November 11, 2004. The launch will include the unveiling of the Hire Veterans First (www.HireVetsFirst.gov) Web site, an access portal for both employers and veterans. The campaign will involve various national media advertisements highlighting the skills and competencies veterans bring to the workforce and encouraging employers to hire veterans. Media advertisements will appear in business journals, such as *Business Week* and *HR Magazine*, include online advertising through Career Builder, HotJobs.com and Monster.com (partners in the campaign), and potentially include radio spots.

One-Stop Career Centers are at the center of the campaign as the location where businesses can go to receive assistance in recruiting and connecting to veterans. The Hire Vets First media campaign will direct interested parties to the Hire Veterans First Web site and the US DOL Toll Free Help Line 1-877-US2-JOBS. The Web page links to America's Job Bank, America's Service Locator, state workforce agencies, various vendor job search sites, and veterans related informational sites. The help line will direct callers to the supporting local One-Stop Career Centers and available Internet resources. While the media effort promotes veterans, the linchpin for the success of the effort is the existing workforce network and local One-Stop Career Centers.

What can I expect to happen during this time frame?

- ◆ During this timeframe, businesses will contact One-Stop Career Centers for assistance in connecting to and recruiting veterans. Due to the extensive media campaign, we anticipate that many small, medium, and large businesses will be reached through the marketing campaign and will reach out to One-Stop Career Centers.

- ◆ Expect employers to have no prior knowledge of the public workforce system, One-Stop Career Centers or veterans services so One-Stop representatives will need to provide background information and an overview of services provided through the workforce investment system.
- ◆ Expect to provide answers to employer questions relating to veterans' qualifications and how to recruit veterans.

What should I do in preparation for this campaign?

- ◆ Coordinate with Local Veterans Employment Representatives (LVERs), Disabled Veterans Outreach Program Specialists (DVOPs), and other staff in the One-Stop Career Center in order to develop a comprehensive strategy for educating, meeting with, and providing referrals of qualified veterans to employers. Assisting businesses with hiring veterans should be something all staff should handle, not just LVERs and DVOPs.
- ◆ Develop internal (between business services representatives and veterans representatives) and external (between your One-Stop and businesses) methods of communication related to veterans referrals for the short-term (Hire Vets First Campaign) and long-term.

What information and services should I provide?

- ◆ Offer all services that are part of a standard business services package with a dedicated effort to meet any unique skill needs that the business might have.
- ◆ Business services offered
 - ◇ Job Postings
 - local and state job banks
 - dod.jobsearch.org, and America's Job Bank (www.ajb.org)
 - ◇ Referrals: veterans and non-veterans
 - ◇ Candidate Screening
 - ◇ Dedicated staffing events; customized job fairs; specialized recruiting
 - ◇ HR Services
 - Many businesses who hear about this may be small and medium sized businesses without HR departments
 - ◇ Assessment and Testing



ROLES UNDER THE HIRE VETS FIRST CAMPAIGN



The President’s National Hire Veterans Committee:

- The Committee is charged with raising employer awareness of the training and skills that veterans possess at all ranks and occupational specialties and of the ways to hire them.
- Launching the Hire Vets First Campaign.
- Making the One-Stop Career Center the focal point of campaign as the resource for employers to go to connect with veterans.

U.S. Department of Labor:

- *Veterans Employment and Training Service*: Works with the President’s National Hire Veterans Committee to rollout campaign.
- *Employment and Training Administration*: Educates the public workforce system and its partners about the Hire Vets First Campaign to ensure that there is awareness of, and ability to contribute to, the campaign at all levels.

Regional Veterans Employment and Training Representatives (RAVETS):

- Coordinate the campaign at the regional level and provide assistances to states.

State Workforce Investment Board Chairs:

- Assist in building awareness about the campaign among state workforce system partners.
- Explore opportunities for supporting the effort through associated state promotional activities. For example, the State of Oklahoma declared September “Hire a Veteran Month” to encourage all Oklahomans to provide employment opportunities to those who have served in the Armed Forces.

State Workforce Agency Directors:

- Inform the local Workforce Investment Boards and One-Stop Career Centers about this important campaign and encourage them to utilize their Local Veterans Employment Representative (LVER) and Disabled Veterans Outreach Program (DVOP) staff.
- Communicate with State Agency Veterans Coordinators to discuss ways to assist in supporting the local partners and promoting this activity.
- Explore opportunities for supporting the effort through associated state promotional activities.

State Veterans Employment and Training Representatives (DVET):

- Ensure all VETS staff are familiar with the campaign.
- Assist state staff in promoting the campaign.
- Interact with state veterans groups to build awareness of the campaign and promote support for state level activity.
- Assist regional staff in coordinating campaign effort.

State Agency Veteran Coordinators:

- Assist local Workforce Investment Boards, One-Stop Career Centers, State VETS, LVER and DVOP staff, and other state partners with making the campaign a success
- Interact with state and local veteran service organizations, State Veterans Affairs Agencies, and other veteran partners to promote this activity.

Local Workforce Investment Boards:

- Explore opportunities for local events to support this campaign.
- Help spread the “Hire Vets First” message to local employers through existing strategic partnerships and outreach efforts.

One-Stop Career Center Managers:

- Ensure that all staff are familiar with the campaign.
- Coordinate and meet with LVER, DVOP, and other staff in the One-Stop Career Center to ensure that a plan and process are in place for handling a potential influx of employer customers.
- Encourage the One-Stop Career Center’s business representatives to incorporate the materials of the campaign into existing outreach efforts.



RESOURCES TO SUPPORT HIRE VETS FIRST CAMPAIGN

www.HireVetsFirst.gov is a Web site that was developed to support the goal of this campaign: Getting more businesses to hire veterans. You will find that this site provides you with a host of national resources that you can recommend to the businesses you work with, to supplement any state and local resources and to help businesses identify and hire veterans. Below is a sample of additional resources being highlighted on the www.HireVetsFirst.gov web site.

- **The Toll Free Help Line - 1-877-US2-JOBS (TTY 1-877-889-5627)** – This is a toll-free number that businesses can call to get more information about the “Hire Vets First” campaign. Trained operators can also answer many questions businesses may have about the campaign, as well as provide referrals to the appropriate state and local entities to help businesses tap into the support they can get from the workforce investment system in hiring veterans.
- **The Department of Defense Job Search - <http://dod.jobsearch.org/>** - This is a Web site associated with America’s Job Bank (AJB) that is specifically designed to assist separating military personnel in their civilian job search. The site is introduced to transitioning military personnel who attend the Transition Assistance Program (TAP) prior to discharge.

The site provides military personnel a resume writer that helps translate their military experience into the appropriate civilian/private sector language. Businesses that register can search the resume database for veterans, and/or can post jobs on the DoD Job Search site.

- **America’s Job Bank - <http://www.ajb.org>** – This is a federally financed electronic labor exchange that provides job seekers and employers a marketplace in which to find each other over the Internet at no cost to them. Employers must register to use AJB, but it is a free service. Once registered, they can post unlimited job orders to recruit workers or search the resume database. Veterans are very easy to identify in resume searches on AJB, as a special symbol is used to identify veterans’ resumes.
- **America’s Service Locator - <http://www.servicelocator.org>** – This site is the quickest and easiest way for businesses to identify where their local One-Stop Career Centers are located so they can get in touch with workforce professionals that can help them tap the veteran labor pool in their area. One-Stop Career Centers offer a wealth of resources for employers, including specialized Local Veterans’ Employment Representatives (LVER) and Disabled Veterans’ Outreach Program (DVOP) staff who work solely with veteran populations and could provide relevant veteran applicant referrals to businesses.
- **America’s Career InfoNet - <http://www.acinet.org>** – This site is an electronic storehouse of national labor market information. Businesses can find out what the

national trends are for their industry and how their company and employees compare to competitors. ACINet also includes useful tools, such as the Job Description Writer that includes O*NET data. Businesses can also use ACINet to investigate statistics on average salaries, hiring and wage trends to consider when offering jobs to veterans.

- **The Department of Veterans Affairs - Vocational Rehabilitation & Employment Service** - http://www.vba.va.gov/bln/vre/emp_resources.htm - This site provides information to businesses about the incentives that are available to them when they offer employment opportunities to disabled veterans.

