
Key to Career Success Campaign

Roles and Responsibilities



U.S. Department of Labor:

- **Employment and Training Administration (ETA):** Educates the workforce investment system and its partners about the Key to Career Success campaign to ensure there is awareness of, and ability to contribute to, the campaign at all levels;
- **Department of Defense (DOD):** Educates the services and its partners about the Key to Career Success campaign and the value of One-Stop Career Centers; and
- **Veterans Employment and Training Service (VETS):** Works with the ETA and DOD to educate Transition Assistance Program instructors and the Veterans Employment and Training Service and state personnel responsible for Local Veterans' Employment Representative (LVER) staff and Disabled Veterans' Outreach Program (DVOP) specialists.

Regional Administrators for Veterans' Employment and Training (RAVETS) and ETA:

- 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; and
- Develop and communicate state policies on priority of service for veterans.

State Workforce Agencies:

- Inform the local workforce investment boards and One-Stop Career Centers about this campaign and encourage them to utilize their LVER and DVOP staff;
- Communicate with State Agency Veterans Coordinators to discuss ways to assist in supporting the local One-Stop Career Centers and partner programs and promoting this activity;
- Explore opportunities for supporting the effort through associated state promotional activities; and
- Utilize contacts with state veterans service organizations (VSOs) to support the campaign.

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; and
- Assist regional staff in coordinating campaign effort.



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State Agency Veteran Coordinators:

- Assist local Workforce Investment Boards, One-Stop Career Centers, LVER and DVOP staff, and other state partners in making the campaign a success;
- Develop state strategies to enhance sustainability of the campaign; and
- Interact with state and local veterans 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;
- Support and encourage One-Stop Career Center operators to embrace the campaign and develop local strategies for servicing veterans;
- Develop and communicate veterans priority of service policies for One-Stop Career Centers.

One-Stop Career Center Managers:

- Ensure that all staff are familiar with the campaign;
- Coordinate and meet with all staff in the One-Stop Career Center to ensure that a plan and process are in place for handling a potential influx of veteran customers;
- Encourage the One-Stop Career Center's business representatives to facilitate referrals of veteran customers to employers; and
- Ensure all staff understands state and local policies related to priority of service for veterans.

One-Stop Career Center Staff:

- Demonstrate recognition of the card to veterans;
- Share knowledge of veteran service strategies with fellow staff members;
- Utilize electronic training tools developed for the Key to Career Success campaign to better assist veteran customers;
- Provide quality services to all veterans and ensure access to the full array of One-Stop Career Center services; and
- Provide priority of service to veterans in accordance with federal, state, and local laws and policies.

