



# **Employer Support of the Guard and Reserve**

## **Ohio State Committee**

### **Strategic Plan**

**FY 2015-FY 2019**

**Updated as of 4 Nov 2016**

**“We All Serve”**



## Ohio ESGR Values

**Voluntary Service** – ESGR is a voluntary organization sanctioned by the Department of Defense (DoD) to advocate for guard and Reserve members and volunteers serve without desire for, or expectation of, personal gain.

**Customer Service** – ESGR will provide accurate and timely information to service members and employers. Volunteer training, fact sheets and informative briefings are available.

**Teamwork** – ESGR is the DoD central agency supporting a positive relationship between reserve component members and employers. Working in cooperation with Hero 2 Hired (H2H), Yellow Ribbon Reintegration Program (YRRP), Family Programs, Community Outreach and other state agencies, ESGR strives to provide unity for the reserve component members and employers to present a team approach to address concerns and resolve issues.

## Ohio ESGR Vision

A strategic alliance consisting of Employers, Guard and Reserve units, and ESGR members, actively supporting employee membership, and/or, participation, in Guard and Reserve programs.

## Ohio ESGR Mission

Provide active and continuous service to public and private employers to gain and maintain commitment to support guard and reserve members and families.

## Ohio Goals

1. Employer Outreach - Increase support from Ohio employers, emphasizing employers of National Guard and Reserve service members.
2. Military Outreach - Inform Ohio service members about ESGR programs and involve service members in ESGR programs.
3. Employment Initiative Program – Educate employers about the positive things that service members bring to the work force and educate service members about the hiring program assistance availability.
4. Training – Provide a fully trained volunteer force to engage in Employer and Military Outreach programs and Employment Initiative programs.
5. Public Affairs – Utilize available resource to better market and brand the ESGR mission.

## Objectives

**Goal One:** Increase support from Ohio employers, emphasizing employers of National Guard and Reserve service members.

**Objectives:**

- 1.1 Conduct one Briefing with the Boss (BWB) per region per fiscal year.
- 1.2 Assist with one “Employer Day” activity event at a military facility per region per fiscal year.
- 1.3 Brief at one Chamber, SHRM or similar organization meeting per region per fiscal year.
- 1.4 Attain the nationally directed Statement of Support number goal. (291 per region + 3% increase every year—Pending further guidance from State Chair)
- 1.5 The state EO director will communicate monthly with all EO region coordinators.

**Goal Two:** Inform Ohio service members about ESGR programs and involve service members in ESGR programs.

**Objectives:**

- 2.1 Assign a volunteer to every facility/unit to ensure 100% coverage.
- 2.2 Conduct a briefing at every facility/unit annually.
- 2.3 ESGR Military representative will contact military facility/unit POC quarterly with updates about upcoming employer events, Patriot & Freedom Awards program and other pertinent information.
- 2.4 The state MO director will communicate monthly with all MO coordinators.

**Goal Three:** Educate employers about the positive things that service members bring to the work force and educate service members about the hiring program assistance availability.

**Objectives:**

- 3.1 All six regions will designate an Employment Initiative Program representative.
- 3.2 EIP information will be included in 100% of military and employer briefings.

**Goal Four:** Provide a fully trained volunteer force to engage in Employer and Military Outreach programs, Ombudsman Program and Employment Initiative programs.

**Objectives:**

- 4.1 Obtain monthly reports from 100% of volunteers.
- 4.2 Area chairs will use monthly activity report roll ups to manage volunteer participation and engage volunteers.
- 4.3 Conduct training at every quarterly meeting. (EO, Qtr1, State Choice, Qtr 2, EIP, Public Affairs & USERRA, Qtr 3, MO, Qtr4)
- 4.4 Establish a volunteer mentorship program for new volunteers.
- 4.5 Conduct quarterly state steering committee calls the month before regional meetings.
- 4.6 Assess the need for additional Ombudsman and conduct required refresher training.
- 4.7 Conduct new volunteer training in each region including one half day for state overview and one half day for region specific training.

**Goal Five:** Utilize available resource to better market and brand the ESGR mission.

**Objectives:**

- 5.1 Submit at least one news article with photo per region per quarter for widest release.
- 5.2 Publish Ohio ESGR newsletter bi-annually.
- 5.3 Utilize social media and the ESGR website to enhance brand awareness.