



Outreach 101 Virtual Learning Series

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Today's Speaker



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NVTAC Role (1 of 2)

- Provide technical assistance designed to increase grantees' ability to establish and operate successful HVRP grants
- Support HVRP grantees throughout their period of performance to ensure that challenges are resolved quickly
- Provide effective training and peer to peer learning opportunities that result in increased knowledge and adoption of innovative practices among HVRP programs nationwide

NVTAC Role (2 of 2)

- Provide technical expertise to Federal staff to assist in policy development in support of program oversight and strategic planning for the future of HVRP
- Quantify grantees' customer satisfaction, and share promising practices and lessons learned

Technical Assistance (1 of 2)

NVTAC provides individualized one-on-one technical assistance, customized training, web-based training, best practices, a robust Community of Practice (CoP), and much more!

Technical Assistance (2 of 2)

Grantees can request TA on a variety of topics, including, but not limited to:

- Collaboration and Partnerships
- Career-Driven Training and Career Pathways
- Enrollment at the American Job Center
- Intake and Assessment
- Job Development and Placement
- Outreach to Veterans, Employers, or Partners
- Training for New Staff
- Working with Special Populations

Outreach Strategies

What is Outreach? (1 of 3)

In the context of HVRP, outreach means finding veterans who meet eligibility requirements who need or would benefit from employment.

At this stage, the focus is casting a wide net to help identify as many prospective participants as possible. Every HVRP grantee should create an outreach plan that is strategic and intentional.

What is Outreach? (2 of 3)

- Two primary channels for veteran outreach
 - Directly identifying and engaging veterans who may be eligible for HVRP
 - Building awareness of your program with veterans, service providers, employers, and other partners to cultivate new referrals
- Outreach is both a marketing activity, and one requiring direct engagement with veterans

What is Outreach? (3 of 3)

Essential components of an effective outreach plan:

- **Target Audience**
 - Who are you trying to reach?
- **Message**
 - What are you offering?
- **Timing**
 - When will you conduct outreach activities?
- **Location**
 - Where will those activities occur?
- **Methods**
 - How will you find potential participants?

Outreach Strategy Types

- Cultural competence
- Collaboration and referrals
- On-the-ground outreach
- Community presence

Cultural Competence (1 of 5)

When performing outreach, staff must be knowledgeable about the target population and be able to connect with potential clients regardless of age, gender, ethnicity, or any other characteristic.

Cultural Competence (2 of 5)

Cultural

- Relating to the ideas, customs, and social behavior of a society

Competence

- The quality or state of having sufficient knowledge, judgment, skill, or strength (as for a particular duty or in a particular respect)

Cultural Competence (3 of 5)

According to Cross et al, 1989:

There are five essential elements that contribute to a system's, institution's, or agency's ability to become more culturally competent which include:

- Valuing diversity
- Having the capacity for cultural self-assessment
- Being conscious of the dynamics inherent when cultures interact
- Having institutionalized culture knowledge
- Having developed adaptations to service delivery reflecting an understanding of cultural diversity

Cultural Competence (4 of 5)

Ask yourself:

- Are you using language that is familiar?
- Are you offering relevant services and supports?
- Do program staff have experience working with different communities?

Cultural Competence (5 of 5)

Where should I start?

- Be open
- Be willing to learn
- Actively listen
- Apply key learnings to outreach practices

How confident are you in the collective cultural competence of your staff as it stands today?

Poll

Collaboration and Referrals (1 of 3)

Develop and maintain **relationships** with key partners

- Workforce agencies
- Organizations serving individuals experiencing homelessness
- State and local agencies and organizations focused on underserved populations
- Organizations serving veterans

Collaboration and Referrals (2 of 3)

Partnering with organizations that can provide **additional** needed services is an effective way to improve employment and training outcomes for veterans served by HVRP grantees.

Collaboration and Referrals (3 of 3)

Consider the additional barriers that a veteran experiencing homelessness may face:

- Lack of transportation
- Lack of permanent housing
- Tools and attire for work
- Etc.

Ask yourself, who can my program collaborate with to help alleviate these barriers?

How many strong collaborative partners/referral sources does your program currently have?

Poll

On-the-Ground Outreach (1 of 3)

Meeting veterans **where they are** is key to successful engagement and meaningful service delivery.

On-the-Ground Outreach (2 of 3)

Effective outreach must be:

- Accessible
- Non-threatening
- Flexible
- Client-centered

On-the-Ground Outreach (3 of 3)

- Be sure to follow up initial engagement with quality services that meet the veteran's specific needs
- Beginning to build trust with the veterans you serve **at point of outreach** is key to successful service delivery
- Always use a client-centered method and be prepared to change your approach when necessary
- Most importantly, **be patient!**

Does your program currently perform on-the-ground outreach?

Poll

Community Presence (1 of 2)

Be a staple in your community!

For sustainable success, you need to be present, visible, and well-connected.

Community Presence (2 of 2)

- Create strong, impactful, and meaningful partnerships with local organizations
 - Find ways to get involved with already established systems (i.e., Continuums of Care)
- Coordinate your outreach efforts with partners serving the same population to better serve veterans
 - Avoid duplication of efforts by thoughtfully coordinating outreach and services with partners

**Which of the strategies
discussed today have you
already implemented?**

Share in the chat!

Which of the strategies discussed today have you wanted to implement, but aren't sure where to start?

Share in the chat!

Questions?



Need assistance?

Please direct all questions or requests for technical assistance to the NVTAC mailbox. You can also email us with any specific requests about your program:

 contact@nvtac.org

Thank you!
