



National Veterans'  
Technical Assistance Center

# Employer Engagement and Post-Placement Follow-Up

Virtual Learning Course Series 5

Session 3 of 4

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# Today's Presenter



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# Reminder

Homeless Veterans' Reintegration Program (HVRP) best practices will be shared during this session. The National Veterans' Technical Assistance Center (NVTAC) encourages all grantees to utilize best practices that may improve their service delivery. Before implementing a practice discussed during this session, please review your award statement of work and contact your Grant Officer's Technical Representative (GOTR) to discuss if it is an allowable cost or activity or if it requires an amendment to your approved plan.

# Agenda

- In this training, you will learn:
  - NVTAC overview
  - Employer engagement strategies:
    - Reducing misconceptions about hiring veterans
    - Introducing employers to your HVRP and educating them on the benefits of a partnership with your program
    - Creating employment pathways for program participants
    - Creating employer networks
  - Follow-up services
    - Services for placed program participants
    - Services for employers
  - Question and Answer Period

# Interactive Activity

# What does employer engagement mean to you?

# NVTAC Overview

# Meet the Coaching Team



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# NVTAC Overview (1 of 3)

- Provide technical assistance designed to increase grant recipients' ability to establish and operate successful HVRP grants
- Support HVRP grant recipients 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 Overview (2 of 3)

- 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 grant recipients' customer satisfaction and share promising practices and lessons learned

# NVTAC Overview (3 of 3)

For questions about...	Contact:	NVTAC	GOTR
Collaboration and Partnerships		✓	
Coordinated Entry and Homelessness Systems		✓	
Enrollment at the American Job Center		✓	✓
Financial Management (i.e. Close-Out)			✓
Grant Amendments			✓
Outreach, Intake, and Assessment		✓	
Job Development and Placement		✓	
Outreach to Veterans, Employers, or Partners		✓	
Project Budget (i.e. SF-424, SF-424A, Budget Narrative)			✓
Quarterly Reporting (i.e. TPR and TPN)			✓
Training for New Staff		✓	
Working with Special Populations		✓	
Participant Training		✓	
HVRP Staff Retention		✓	
Follow-Up Strategies		✓	
Corrective Action Plans (CAP)		✓	

(Source: [NVTAC Menu of Services](#))

# Employer Engagement Strategies

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# Interactive Activity

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**What do you think are common misconceptions about veterans in the workplace?**

# Reducing Misconceptions About Veterans in the Workplace (1 of 4)

- Offer to provide military cultural competency training
- Explain the benefits of lived experience and the military work ethic
- Ability of veterans to navigate rapidly changing/stressful work environments
- Change the narrative about “homeless” as a title to “homelessness” being a temporary situational condition

# Reducing Misconceptions About Veterans in the Workplace (2 of 4)

- Military Cultural Competency
  - Basics of military rank structures
  - Introduction to different branches
  - An overview of the Joint Service Transcript
  - Differences between military eras
  - Dispelling myths about veterans being damaged/broken/violent/angry or that all veterans have post-traumatic stress (PTS)
  - Dispelling myths that PTS is reserved only for veterans and that PTS means a person is not capable of functioning in the workplace
  - Directness in communication is normal and does not mean a veteran is angry or unhappy with their role



# Reducing Misconceptions About Veterans in the Workplace (3 of 4)

- Benefits of Lived Experience
  - Extensive training in their Military Occupational Specialty (MOS) and, often, cross-training in other MOS'
  - Non-Commissioned Officers (NCO) and Commissioned Officers have engrained leadership training and practical experience in a highly mission-focused workplace culture
  - Accountability and responsibility for government property at young ages
  - Experience in the most culturally diverse workforce in the world!

# Reducing Misconceptions About Veterans in the Workplace (4 of 4)

- Rapidly Changing and Stressful Work Environments
  - Military service often requires individuals to learn new processes and procedures quickly and train their peers on those skills
  - Missions change with little to no warning in the military. Veterans have experience in navigating these changes to ensure their company is successful in every task
  - Veterans have experience working in high-stress workplace cultures
- Change the narrative!
  - Homeless is not a title – it is a situational condition that a person is experiencing
  - It is temporary and has countless causal factors

# Introducing Employers to HVRP and the Benefits of Partnering (1 of 2)

- HVRP helps highly skilled employees fill in-demand jobs
  - Job training
  - Soft skills training
  - Team dedicated to their employment success
- Inviting employers to visit the HVRP site
  - Meet potential employees
  - Inform potential applicants about desired skills, traits, application processes, and pathways to getting an interview
  - Perform mock interviews to better prepare potential applicants

# Introducing Employers to HVRP and the Benefits of Partnering (2 of 2)

- Participants receive help reducing barriers to employment
  - Tools/boots/etc.
  - Gas cards/bus passes
  - Referrals to community partners to assist with external, more emergent needs
- Follow-up services
  - For veterans
  - For employers

# Create Employment Pathways (1 of 2)

- Collaborate with existing employer partnerships to identify key training requirements for positions within their companies
  - Identify training resources that provide those skills
  - Establish pathway guides for participants from training through placement
  - Find cost-sharing resources if necessary

# Create Employment Pathways (2 of 2)

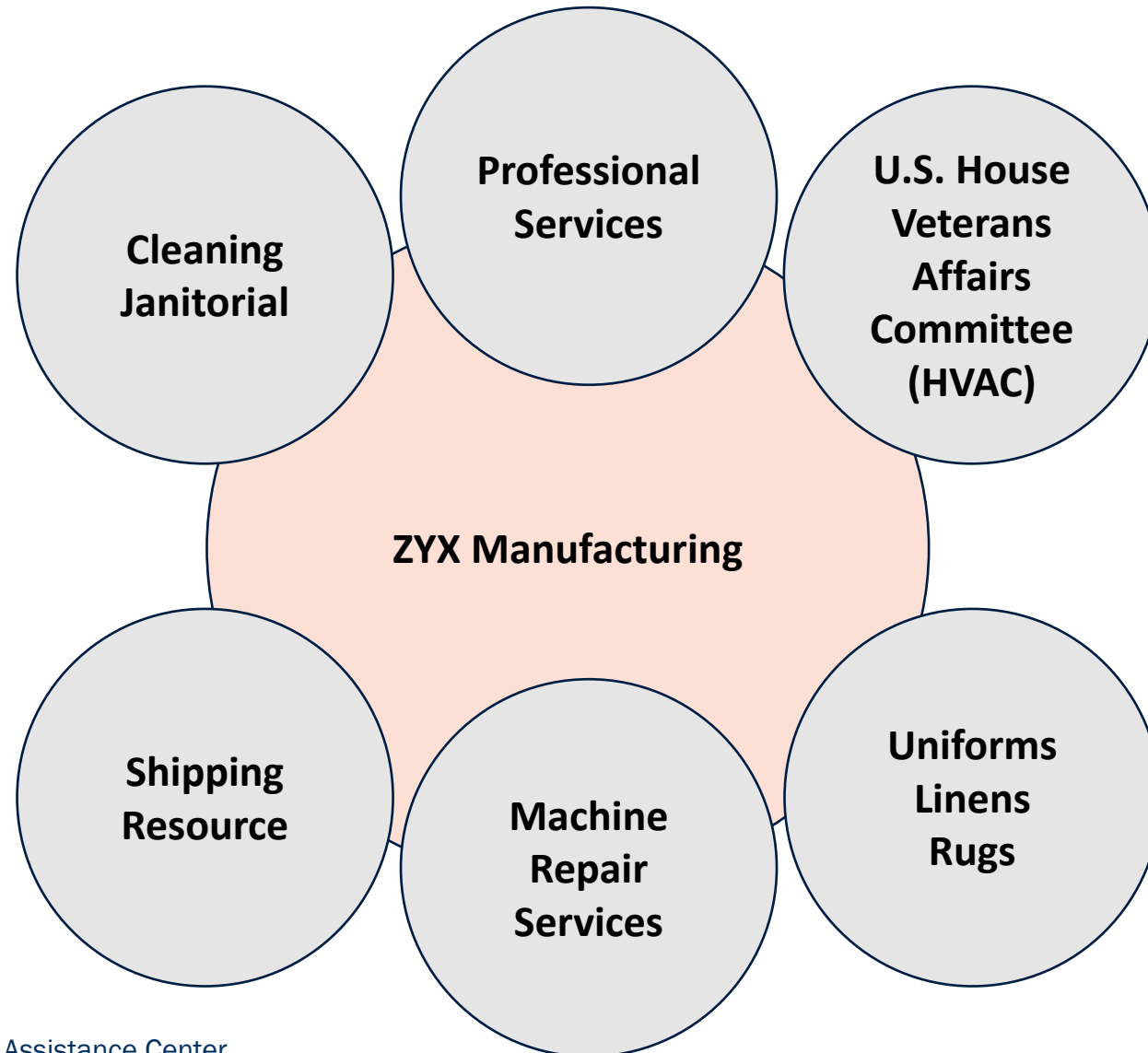


- Maintain two-way communication with employers
  - Inform employers about new participants that may be a good fit for their open positions
  - Employers inform HVRP team about new opportunities within their companies

# Create Employer Networks (1 of 2)

- Utilize employers that have successfully hired program participants to make introductions to adjacent industries or those in that employer's professional network
- Word-of-mouth advertising between employers – empower them to share their success stories with their peers
- Create teams of hiring managers across companies that communicate about potential participants and how to integrate HVRP as a partner
- Leverage local Chambers of Commerce, trade unions, and professional associations

# Create Employer Networks (2 of 3)





# Follow-Up Services

# Interactive Activity

**When you think of “follow-up,” what do you picture?**

# Services for Program Participants (1 of 2)

- Post-placement follow-up
  - Purpose: Reduce attrition and increase success rate for participants
  - Keep consistent communication with participants – show them you care about their long-term success and personal accomplishments, not just their number as a placement

# Services for Program Participants (2 of 2)

- Continue providing HVRP services
  - Regular proof of retention
  - Continue reducing barriers as appropriate and as needed
  - Involve community supports as necessary to ensure professional success
- Involve placed veterans as peer mentors for other HVRP veterans
- Help placed veterans engage with their company's Employee Resource Group for veterans – or help them discuss building one

# Services for Employers

- Post-placement services do not just stop with helping the veteran
  - provide services and resources for the employer, too!
- Address employee challenges
  - Punctuality/absenteeism
  - Poor work performance
  - Negativity or poor attitude
- Military cultural competency training
- Constant communication
- Solicit feedback to improve HVRP service provision

# Interactive Activity

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**How confident are you post-training regarding your knowledge about employer engagement strategies?**



**How confident are you post-training regarding your knowledge about providing follow-up services?**



**Questions?**

# Thank you!

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