



National Veterans'
Technical Assistance Center

Homeless Veterans' Reintegration Program (HVRP): Employment-Focused Outreach

Virtual Learning Course Series 5
Session 2 of 4
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Today's Presenter



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Agenda

- National Veterans' Technical Assistance Center (NVTAC) Overview
- Topic 1: Understanding Employment-Focused Outreach
- Topic 2: Importance of Employment-Focused Outreach
- Topic 3: Key Strategies and Methods
- Topic 4: Tools and Technologies of Modern Outreach
- Topic 5: Building Sustainable Employer Partnerships
- Topic 6: Key Workforce Partners
- Questions and Answers (Q&A)/Discussion

Reminder:

There will be HVRP best practices shared during this session. 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.

NVTAC Overview

Meet the NVTAC Coaches



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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](#))

Topic 1: Understanding Employment-Focused Outreach

Forms of Outreach

- Enrollment-Focused
- **Employment-Focused**
- Resource-Focused

Employment-Focused Outreach

- Outreach efforts focused on finding, engaging, and maintaining a network of employers in the service delivery area to place veterans in unsubsidized employment
- Goals:
 - Identify and connect with employers that meet the needs of HVRP participants
 - Enhance the accessibility and community awareness of services
 - Build lasting relationships with employers
 - Meet employment-based performance indicators!

Topic 2: Importance of Employment-Focused Outreach

Scope of Need: Veteran Unemployment



- The Bureau of Labor Statistics (BLS) found that in March 2024, the veteran unemployment rate was 3 percent, a 2.8 percent increase from February 2024 and a 2.4 percent increase from 2023
- Unemployment disproportionately impacts marginalized veterans
 - Gender: Women Veterans, 3.4 percent; Male Veterans, 2.9 percent
 - Disability: Veterans with a disability, 5.3 percent; Veterans with no disability, 2.6 percent
 - Race/Ethnicity: White Veterans, 2.8 percent; Black Veterans, 3.4 percent; Asian Veterans, 2.5 percent; Hispanic or Latino Veterans, 3.3 percent
- Under-employment also affects nearly one-third of veteran job seekers

Scope of Need: Veteran Homelessness



- The 2023 Point-In-Time (PIT) count showed the total number of veterans who experienced homelessness was 35,574, an increase of 7.4 percent from 2022 to 2023
 - 20,067 experienced sheltered homelessness—an increase of 2.6 percent from 2022
 - 15,507 experienced unsheltered homelessness—an increase of 14.3 percent from 2022
 - Unsheltered veterans represent nearly 80 percent of the overall increase

Scope of Need: Labor Market

- According to the U.S. Chamber of Commerce, “there are too many jobs without people to fill them”:
 - At 62.7 percent, the labor force participation rate does not match its pre-pandemic levels of 63.3 percent
 - There are 1.68 million workers missing from the labor force compared to February 2020

HVRP & Employment-Focused Outreach



HVRP grant recipients:

- Understand the employment and job training needs of local employers
- Establish strategies for employer engagement to:
 - Engage, develop, and maintain strong relationships with employers
 - Place veterans into unsubsidized employment
- Implement effective outreach on the behalf of the participant to expedite their reintegration into the labor force
- Empower veterans to secure good jobs in stable, high-demand occupations paying livable wages

Topic 3: Key Strategies and Methods

Outreach Methods



Direct Engagement



Engagement with
Secondary Providers



Marketing/Public
Awareness

Direct Engagement

A hands-on, one-to-one communication with an employer:

- Visiting a business in person to observe the work environment
- Attending an employment fair to network with employers
- Calling local employers to inquire about a business' hiring needs or job openings
- Hosting an open house, networking event, or job fair and inviting local employers

Engagement with Secondary Providers



Connecting with programs, groups, or agencies that represent the needs/interests of or connect with your target population:

- Chamber of Commerce
- Local business associations
- Community & Economic Development boards
- Entrepreneurial organizations
- American Job Centers (AJC)
- College/University career centers
- Vocational training centers/Apprenticeship programs

Marketing/Public Awareness

Informing the community of your program, services, and benefits through marketing and branding efforts:

- Utilizing social media to increase your presence in key online environments
- Sharing flyers, infographics, success stories, event information, etc. to spread awareness of HVRP
- Posting flyers in locations frequented by your target population
- Engaging in strategic partnerships with local, state, and federal organizations that can increase exposure to your content

Outreach Tips & Strategies (1 of 2)

1. **Target Audience:** Who are you trying to reach?
2. **Message:** What can you offer? Is the purpose to inform or provide a call to action?
3. **Timing:** When is most advantageous to conduct outreach?
4. **Location:** Where will you conduct outreach?
5. **Methods:** How will you find employers to engage?
6. **Follow-Up:** How will you maintain the relationship?

Outreach Tips & Strategies (2 of 2)

- Research your local job market to target employers representing growing and in-demand occupations
- Prepare all staff working with employers with a consistent set of outreach materials (elevator speech, flyers, contact information)
- Approach with a clear ask – information, interview request, partnership?
- Understand the BENEFITS of HVRP to employers and focus on how your organization can assist the employer
 - Job training, case management, participant support costs, employment adjustment services
 - Value of veterans in the workplace
 - How can HVRP help provide the training, resources, or workforce the business needs?

Barriers to Outreach

Barriers

- Employer variability in openness to communication or collaboration
- Veteran preferences for advocacy/differing advocacy needs
- Stigma surrounding veteran status, homelessness, disability, the need for case management, etc.

Solutions

- Temperature checks to gauge openness
- Research company policies and past performance with special populations/equity
- Decide on language for outreach that is mindful of client privacy and avoids language that invites stigma

Topic 4: Tools and Technologies of Modern Outreach

Outreach in a Virtual World

Methods

- Email marketing
- Website
- Social media
- Podcasts
- Webinars
- Blogs/Forums
- Online surveys
- Virtual networking/careers fairs

Content Considerations

- Human-centered approach
- Accessibility
- Audience & tailored messaging
- Fit of technology to task
- Professionalism
 - Structure
 - Grammar
 - Clarity

Social Media for Outreach

Social media is one of the most effective strategies to perform outreach in today's increasingly technological society.

- **Objective:** Create a presence on social media that raises awareness of your organization's mission and services.
- **Methods:**
 - Choose Platforms – LinkedIn, Facebook, Instagram, Twitter/X, etc.
 - Curate a Brand – Logo, tagline, mission statement, etc.
 - Create Content – Advertisements, public service announcement (PSA), flyers, infographics, fact sheets, success stories/testimonials, frequently asked questions (FAQ), introductions to staff, employer recognition, newsletters, etc.
- **Outcome:** Become known and recognized in your community as a valuable service provider and partner for employers and other service organizations.

Social Media for Outreach: Examples

Suggested Facebook Posts:

See how the U.S. Department of Veterans Affairs (VA) is helping Veterans take charge of their health and well-being when they #LiveWholeHealth in the new “[Discover What Matters](#)” video. Watch the video and find self-care and Well-being Program information at the new [Whole Health](#) site.



Additional Examples:

- [VA Outreach Toolkit](#)
- [VA Whole Health Shareable Social Media Posts](#)
- [CareerOneStop Outreach Materials](#)

Topic 5: Building Sustainable Employer Partnerships

Identify High Quality Employers (1 of 2)



Focus your outreach efforts on employers that:

- Are veteran friendly
- Provide support, coaching, and mentorship to assist the veteran to retain employment
- Have advancement opportunities
- Give workers a voice on the job and a free and fair chance to collectively bargain (i.e., union organization)
- Provide adequate health insurance and other benefits (paid sick leave, paid time off, pension, etc.) or necessary supports (telework, childcare, etc.)
- Represent prevalent industry sectors
- Employ veterans with a criminal background, transitioning from incarceration, disability, etc.

Identify High Quality Employers (2 of 2)



Resources to Research and Identify High-Quality Employers:

- [Good Jobs Principles](#)
- Map of public investments at [invest.gov](#)
 - Employers in infrastructure, clean-energy, and manufacturing that have received federal funding
- [O*Net Online](#) to view occupation profiles, including wage trends
- [BLS](#) for labor market information
- [Apprenticeship USA](#)
- [National Labor Exchange \(NLx\)](#) to find veteran friendly employers
- [Recruit Military](#)
- [Hire Heroes USA](#)
- [HIRE Vets Medallion Program](#) federal-level veterans' employment award

Tips for Sustaining Partnerships

- Establish relationships with key employer partners
- Maintain relationships with follow-up
 - Communicate consistently (i.e., schedule recurring check-in meetings)
 - Respect employer preference for contact type and frequency
- Maintain relationships with follow-through
 - Provide excellent service for the veteran and employer to promote retention
 - Be available if the veteran experiences challenges on the job
- Manage data on employer outreach to avoid duplication of efforts
- Become an asset to the community
 - Do your research! Find how HVRP can fill a niche in the local labor market?
 - Create a positive identity through great work and dedication

Topic 6: Key Workforce Partners

Partnering with AJCs (1 of 2)

What is an AJC?

- *AJCs are authorized under the Workforce Innovation and Opportunity Act (WIOA) as a one-stop shop for job seekers and employers*

Benefits to Veterans

- *AJCs provide priority of service to veterans and eligible spouses.*
- *Services Offered:*
 - *Training referrals & funding*
 - *Connections to apprenticeships*
 - *Career exploration & counseling*
 - *Job listings*
 - *Access to technology*
 - *Veteran-specific transition services*

Partnering with AJCs (2 of 2)

Benefits to Employers

- *AJCs offers resources for business owners to find workers and assistance in training workers with increased reimbursement rates for on-the-job and customized training*
- *WIOA strives for an integrated, job-driven public workforce system that links talent to businesses*
- *Offer services such as providing workforce information, organizing job fairs, providing a place to conduct interviews, and more*
- *Disabled Veterans' Outreach Program (DVOP): provide individualized career services to veterans with significant barriers to employment*
- *Local Veterans' Employment Representative (LVER): conduct outreach to employer and business associations and engage in advocacy efforts with hiring executives to increase employment opportunities for veterans, especially disabled veterans*

Partnering with the VA

The VA offers many complimentary programs that can support your veterans' employment goal and act as a secondary provider to outreach to.

- Compensated Work Therapy (CWT)
- Veteran Readiness and Employment (VR&E)
- Veteran Employment Services Office (VESO)
- Veterans Employment Center (VEC)
- Homeless Veteran Community Employment Services (HVCES)
 - Community Employment Coordinator (CEC)

Q&A and Interactive Discussion

In your opinion, what are the most significant challenges employers face in finding suitable candidates, and how can HVRP address these challenges?

What specific challenges does your organization face in reaching employers? What strategies have yielded the best results?



Questions?