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# **2019 National Minority Veterans Summit**

**Breakout Session:**

**Veterans Employment Services / USERRA /  
Marketing Outreach Efforts for Veteran Family**

**VA Center for Minority Veterans**

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**U.S. Department  
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# Veteran Employment Services / USERRA

Emily Berry

VA National USERRA Program Manager

– and –

Renetta Bradford

VA Veterans Employment Program Manager

– and –

Zelda Davis

VA VESO Public Affairs Specialist



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# Office of Human Resources and Administration/Operations, Security, and Preparedness Veteran Employment Services Office (VESO)



September 2019



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# Mission: To provide world class solutions to attract and retain Veteran talent

## Summary:

The Office was initially established in November 2011 in response to Executive Order 13518, *Veterans Employment Initiative* to enhance recruitment of and promote employment opportunities for Veterans in VA. VESO leads the Veteran Talent Management life-cycle for those seeking employment and hired in VA; the Disabled Veteran Affirmative Action Program (DVAAP); and the Uniformed Services Employment and Reemployment Rights Act of 1994 (USERRA) Program. VESO was recently designated by SECVA as the coordination office for all Veteran Employment Initiatives in the Department.

## JOIN

Recruit



## STAY

Retain



## SERVE

Deployment & Reintegration



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# JOIN – STAY - SERVE

Establish Department-wide Veteran recruitment Solutions

Establish Department-wide Veteran Career Development Solutions (Retention)

Establish Department-wide Training tools to reduce the number of USERRA violations and increase communication and planning for deployment of military-connected employees

Establish Performance Management to assess effectiveness, improve processes, eliminate duplication, and identify barriers to success

Lead Intra-Agency Veteran Employment Workgroup made up of SMEs through-out the Department to help shape the Veteran workforce and improve the recruitment and retention strategies we use today



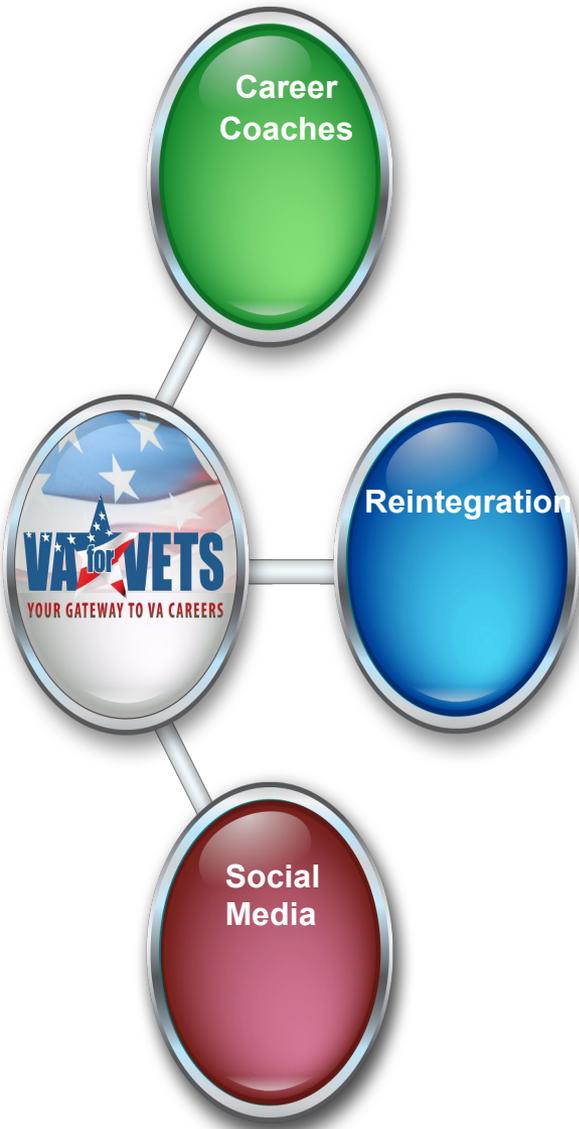
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# Offering High Touch Coaching to Veterans and the Military Community



- Provide job search coaching to Veterans seeking federal employment primarily at VA
- Educate Veterans on the free federal job seeker tools to assist in creating federal resume writing, navigating through USAjobs.gov, and interviewing techniques
- Educate HR Professionals and Supervisors on the proper use of Special Hiring Authorities and Veteran Preference
- Dedicated point of contact to facilitate a smooth transition during the deployment and reintegration processes
- Educate Servicemembers and supervisors about deployment and reintegration tools
- Multiple points of access – phone, email, and social media



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# VESO Marketing Outreach Efforts For Military & Veteran Community

## VA for VETS WEBSITE - YOUR GATEWAY TO VA CAREERS

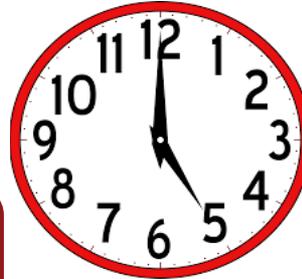
- Offers Real-Time, On-Demand, Round-the-Clock support services

• Visit VA for Vets @  
[www.vaforvets.gov](http://www.vaforvets.gov)

- Virtual Training (Job Seeker, VA Employee, HR Supervisor)
- Featured Jobs (Federal, Private & Internships)
- Hiring Events (Job, Career, Internship Fairs)

- Deployment & Reintegration Services (USERRA)
- Veteran & Military Spouse Training Resources
- Announcements, eBenefits, VBA Benefits

- Federal Hiring Process
- Special Hiring Authorities / Veteran Preference
- Fact Sheets, FAQs & Federal Forms



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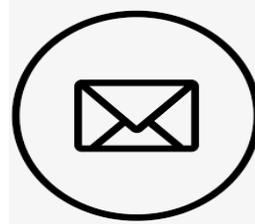
# VESO Marketing Outreach Efforts For Military & Veteran Community

**PROBLEM STATEMENT:** What other social media sites can we find to connect with employment and training opportunities primarily in the VA?



JOBS

Facebook@veso.vaforvets



TRAINING



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# Uniformed Services Employment and Reemployment Rights Act of 1994

- 1) What Are These Rights and Who Do They Apply To?
- 2) Support to Military-Connected VA Employees
- 3) Common Violations



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# External Customers

## The Department of Labor, Veteran Employment Training Services (DOL-VETS)

- Engages our office to assist with either providing resolution services and/or determining if the case has merit
- Refer Service Members to our office for resolution facilitation services to prevent official complaints



## The U.S. Office of Special Counsel (OSC)

- Engages our office to assist with either providing resolution services and/or determining if the case has merit



## The Employer Support Guard & Reserve (ESGR)

- Refer Service Members to our office for resolution facilitation services



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# SUMMARY

## USERRA case management :

- Ensures compliance with the July 19, 2012 Presidential Memorandum
- Ensures compliance with OPM's 09/10/13 USERRA Guidance
- Ensures the sense of Congress that the Federal Government is the model employer is met





IS FOR GOALS

- **Increase percentage of Veterans hired each year** through targeted recruitment of qualified Veterans who possess the knowledge, skills and abilities to fill some of VA's critical vacancies
- **Reduce voluntary turnovers of Veteran employees** by increasing the number of career development job opportunities
- **Honor our Guard and Reserved employees** by providing employees and their managers with the tools needed for successful reintegration
- **Veterans & Military Spouses receive highly reliable customer service** by providing consistent messaging and information about employment opportunities in VA



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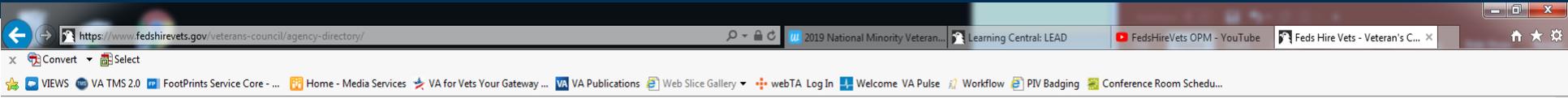
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# 23 Federal Partners



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### CONNECT WITH US

## Veteran Employment Program Offices (VEPO) Directory

The following is a list of Veteran Employment Program Offices responsible for promoting veterans' recruitment, employment, training and development, and retention within their respective agencies. Veterans are encouraged to contact these individuals for specific information on employment opportunities in those agencies.



[United States Agency for International Development](#)



[Department of Transportation](#)



[Department of Agriculture](#)



[Federal Aviation Administration](#)



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8/22/2019

# Question & Answer



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# TRANSITION TO BREAKOUT SESSIONS

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# Thank You for Your Service



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