



# **Key Military Partnerships of DirectEmployers Association**

*Helping Employers Partner at the Local Level*

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**DirectEmployers Association, Inc.**

# **Key Military Partnerships of DirectEmployers Association**

## ***Helping Employers Partner at the Local Level***

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## DirectEmployers Association Helps Members Partner at the Local Level

DirectEmployers Association (<http://www.directemployers.org/about/>) is a non-profit organization owned and managed by over 550 of the nation's most prestigious employers, most of whom are part of the Fortune 500. Together with our members, our Association is doing some really meaningful work for our nation, as we are especially focused on helping our servicemembers, veterans and their families (e.g., "military candidates") find and keep good work. DirectEmployers Association's member list can be viewed at <http://www.directemployers.org/about/member-companies/> and a list of our Board Members is at <http://www.directemployers.org/about/board-of-directors/>. The mission of DirectEmployers Association is *to provide a cost-effective national employment system that improves labor market efficiency and reflects our nation's diverse workforce.*

DirectEmployers Association, through its strategic partnerships with federal and state governments, including other military organizations and associations, invites its military partners to:

1. meet and have access to the Association's members;
2. provide information to members about national, regional and local military partnership opportunities to reach and hire military candidates;
3. educate members about how to create or get involved in various military recruiting initiatives and related events;
4. lead employers to national, regional and local resources to support them in their efforts to hire military candidates and to address any employer questions or concerns; and
5. provide organizational contact information of our military partners to members for the purpose of developing local partnerships with the military.

The members of DirectEmployers Association value understanding and learning how they can leverage the Association's partnerships to help them further develop their own company's direct partnerships with military organizations at the local level. Learning the contacts and process to initiate and develop these critical relationships with the military is vital to an employer's success in supporting a company-wide military recruitment and retention strategy.

Employers will be able to use the information provided in this reference guide to explain their own military partnership activities by way of, and through, their membership in DirectEmployers Association. Members of DirectEmployers Association are encouraged to leverage the partnerships of the Association as part of their own, and in a regulatory compliance audit, these partnerships can be included as part of employer outreach. By partnering with these organizations directly and creating an open dialogue, members of DirectEmployers Association can more effectively work together with these organizations to achieve our common goals in employing more military candidates.

## About DirectEmployers Association

A group of leading U.S. employers, concerned about rapidly rising costs and the future and direction of Internet recruiting first discussed the concept of DirectEmployers Association and an employer owned-and-managed employment web site in late 2000.

The concept came to fruition in October, 2001 when DirectEmployers Association, a nonprofit consortium of employers, was incorporated. DirectEmployers Association's purpose is to share best practices, create new industry standards, provide research, and develop and manage Internet-based systems and software for employers to increase efficiency and reduce recruiting costs.

In February, 2002, the Association developed and launched DirectEmployers Employment Search Engine, the Internet's first employment search engine dedicated exclusively to searching employment opportunities across corporate web sites.

NACElink, a national, integrated, web-based college recruiting system which allows targeted recruiting of students and alumni, was developed and launched in January, 2003, in an alliance with the National Association of Colleges and Employers (NACE) and a group of leading universities. DirectEmployers Association developed the original technology for NACElink. Today, NACElink has grown to quite a success—over 900 colleges and universities, including nearly three million employers and seven million students and alumni—participate in the NACElink Network. DirectEmployers Association continues to offer the strength of its broad-based employer membership and its web-based technology tools, driving millions of jobs into the NACElink system.

JobCentral National Labor Exchange (NLX) (<http://www.jobcentral.com/>), a service of DirectEmployers Association, was launched in April, 2005. The NLX utilizes DirectEmployers' popular employment search engine to link employers with job seekers in more than 6,200 U.S. cities, including the top 200+ major metropolitan areas. JobCentral provides job seekers in all industries and occupations, from non-skilled and entry-level to chief executive officer, up-to-date information about employment and career opportunities, and a direct link to employers' websites, a process preferred by employers.

The NLX (<http://www.directemployers.org/about/national-labor-exchange/>) was selected by the National Association of State Workforce Agencies (NASWA) in March, 2007, to provide job seekers, employers and state workforce agencies a cost-effective transition from America's Job Bank (AJB) when it was discontinued by the U.S. Department of Labor in June, 2007. The NLX provides a wide range of employment services to participating state workforce agencies, from job listing distribution to and from state employment web sites, web traffic and search engine optimization (SEO) services, the Rapid Reemployment Initiative, and much more—all at no cost. The comprehensive NLX network of 50 individual state sites is powered by DirectEmployers' Employment Search Engine. The site uses advanced search technology to index ("spider") jobs from thousands of individual employer sites. When job seekers click on a job title on the search results page they are linked directly to the job on the company's website or a state job bank's site, depending on the origin of the job posting.

As a parallel service of the NLX, DirectEmployers also created VetCentral ([www.jobcentral.com/vetcentral/](http://www.jobcentral.com/vetcentral/)). VetCentral is designed to assist our member companies, most of whom are federal government contractors, to comply with the mandatory job listing requirements of the Jobs for Veterans Act (JVA).

VetCentral distributes the new job openings each day to some 3,000 One-Stop Career Centers putting these jobs directly into the hands of staff (e.g., the Local Veteran Employment Representatives and the Disabled Veteran Outreach Program Coordinators) dedicated to helping veterans find jobs. The job listings are sent directly to the Center nearest the job location. The Department of Labor's One-Stop Career Centers serve over 1.3 million job seeking veterans each year.

While our member companies are large and often distribute hundreds of jobs each week, we have created a tool within VetCentral to allow small companies to post jobs one at a time and have them distributed directly to the nearest One Stop Center and veteran employment staff at the Center. The cost of this service is underwritten by our members so it is free to the small companies.

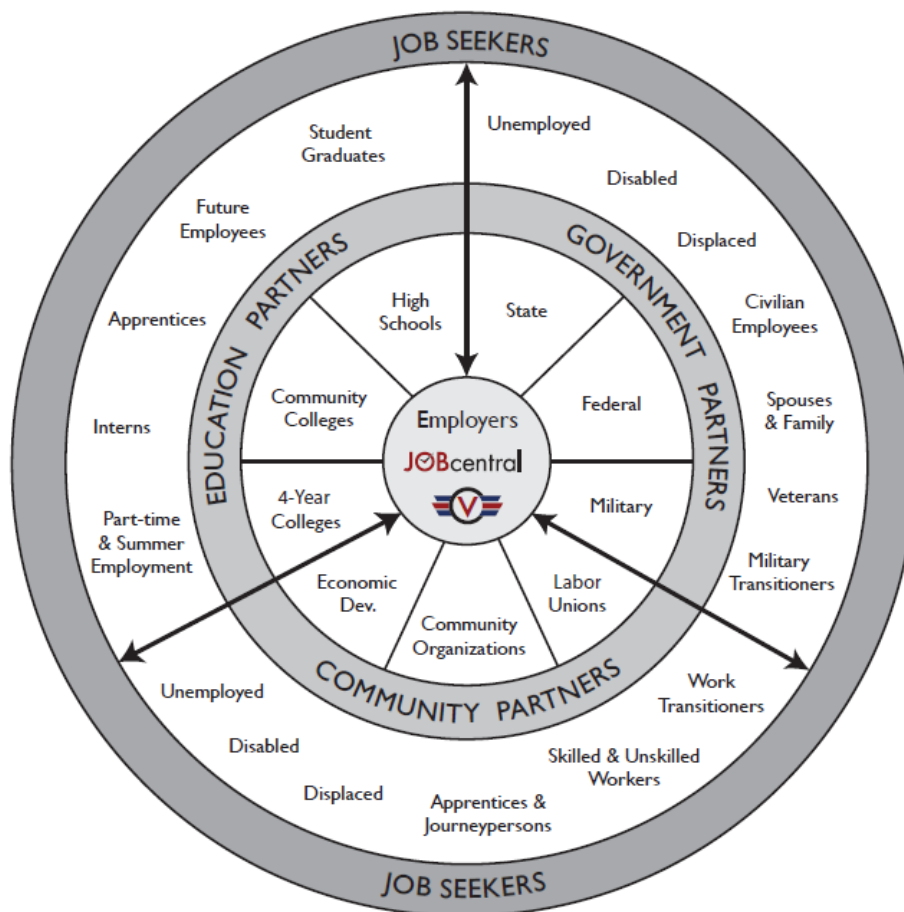
The NLX has been developed and is managed by the most experienced staff (<http://www.directemployers.org/about/staff/>) in the online recruiting industry. The daily business and affairs of DirectEmployers Association are managed by our Executive Director, Bill Warren, and an operations staff under the direction of the President and Board of Directors (<http://www.directemployers.org/about/board-of-directors/>) which consists of sixteen representatives from member companies (<http://www.directemployers.org/about/member-companies/>). The National Association of State Workforce Agencies (NASWA) (<http://www.naswa.org>), founded in 1937, is led by a Board of fifteen state gubernatorial appointees, and has numerous and deep connections with policy and program stakeholders of the publicly funded workforce development system.

For a more detailed description about the JobCentral National Labor Exchange (NLX) (<http://www.directemployers.org/about/national-labor-exchange/>) and the accomplishments of the NLX, please see *Attachment 1*.

## Partnership Strategy of DirectEmployers Association

Direct Employers Association defines a partner as an association or alliance that supports and aids in our mission to improve labor market efficiency through the sharing of best practices, research and the development of new technology. As partners we share and contribute staff, resources, and insight to common missions and strategic efforts. In addition, our partners expand member reach to key niche audiences and multiply the number of candidates who view employer job opportunities.

DirectEmployers Association's partnership strategy is illustrated in the following chart. A primary goal of the Association is to deliver *employers' job opportunities* (via the Association's syndication network) to the *influencers* of job seekers (e.g., government, education and community partners) to reach the *job seekers*. It is equally important to build strong partnerships with vendors who serve the online recruiting industry, niche job board sites, applicant tracking systems, outplacement and recruiting agencies, recruitment process outsourcing firms, and advertising agencies for example. Through this strategy, DirectEmployers Association has developed valuable strategic partnerships in the interest of communicating and marketing our employers' talent acquisition needs.



**Partnership Strategy of DirectEmployers Association**

## Key Military Partnerships of DirectEmployers Association

This section describes the nature of the various key military partnerships that DirectEmployers Association has with several organizations in the interest of helping our members achieve national, regional and local-level success in targeting and hiring servicemembers, veterans, their spouses and dependents (e.g., “military candidates”). Members of DirectEmployers Association are encouraged to leverage the partnerships of the Association as part of their own, and in an OFCCP compliance audit, these partnerships can be included as part of the employers’ military outreach efforts.

### ***JobCentral National Labor Exchange (NLX)***

The [JobCentral National Labor Exchange \(NLX\)](#) initiative was created through DirectEmployers Association’s exclusive partnership with the [National Association of State Workforce Agencies \(NASWA\)](#), a non-profit association representing all state workforce agencies, plus those in the District of Columbia and Puerto Rico.

A key service of the NLX includes [Direct Compliance](#), a comprehensive suite of programs and services to assist employers (e.g., federal government contractors) in complying with the [Vietnam Era Veterans’ Readjustment Assistance Act \(VEVRAA\)](#) regulations, as amended by the [Jobs for Veterans Act \(JVA\)](#). Direct Compliance is the most comprehensive 4212 VEVRAA/JVA compliance assistance program and is offered to employers who are [members](#) of DirectEmployers Association. Members can have their job openings automatically indexed directly from their corporate career sites and made available to veterans through the NLX and [VetCentral](#), which assists participating members in complying with JVA regulations. DirectEmployers Association surpasses the minimum requirements to distribute jobs to appropriate employment delivery systems in two concurrent ways:

1. through the JobCentral National Labor Exchange(NLX) that provides an automated job feed to state job banks,

AND

2. through [VetCentral](#) – a unique service of the NLX which feeds jobs to over 3,000 local employment services offices via email. While VetCentral acts as the email distribution point for federal contractors’ jobs, it is also fully integrated into the NLX. Member’s job openings are sent to the appropriate employment service delivery system via email and records are maintained for each transaction. In the event of an OFCCP audit, employers can easily show these records to the auditor to demonstrate compliance requirements.

So Direct Compliance ensures an automated, efficient and very cost-effective resource for employers to ensure their company’s job openings are delivered accurately and reliably to the state workforce system—the appropriate local employment service office(s)—including the [Disabled Veterans’ Outreach Program \(DVOP\) coordinators](#) and [Local Veterans’ Employment Representatives \(LVER\) program](#). The DVOP/LVER staff is trained to meet the specific needs of veterans and they can be very instrumental in referring veteran applicants to an organization, so it’s helpful for employers to develop local relationships with DVOPs and LVERs. Employers can locate the DVOPs and LVERs in the states they operate in by visiting the [National Veterans’ Training Institute’s \(NVTI’s\) DVOP/LVER Locator](#). The DVOP/LVER staff is also very familiar with the complete range of employment services and training programs available for veterans at the [State Workforce Agency One-Stop Centers](#) and the Department of Veterans’ Affairs Vocational Rehabilitation and Employment Program locations.

In addition to working with the One-Stops and the Department of Veterans' Affairs, the DVOPs and LVERs also work closely with [Veterans Service Organizations](#) (VSOs). VSOs can also help employers get the word out to veterans about an organization's job opportunities. Through the NLX and its partnership with NASWA, DirectEmployers Association offers assistance to its members in reaching out to these state and local partners to establish their employer's own direct relationships and partnerships at the local level.

In addition to Direct Compliance, DirectEmployers Association also offers its members Direct Syndication, (<http://www.directemployers.org/products-services/products/direct-syndication/>), a service that indexes member jobs and makes them available to thousands of niche career sites and job boards across the Internet, including diversity, veteran, disability, college/alumni, and search engines in an effort to expand the niche outreach and recruitment efforts of our members.

Within this syndication network, the military-specific sites receiving a daily feed of DirectEmployers Association's members' job openings include:

### **Military Network Sites**

- JobCentral.com (National Labor Exchange, or "NLX")
  - Disabled Veterans Outreach Program Coordinators (DVOPs) (through the NLX and VetCentral.us)
  - Local Veterans Employment Representatives (LVERs) (through the NLX and VetCentral.us)
- Armed Forces Employer Partnership (operated by the U.S. Army Reserve for all Reserve Components)
- HirePatriots.com
- Military Spouse Corporate Career Network (MSCCN)
- National Marine Corps Business Network (NMCBN)
- RecruitMilitary.com
- Save Our Veterans
- Veterans Enterprise
- VetSuccess.gov (operated by the Department of Veterans Affairs)

For a more detailed description about the JobCentral National Labor Exchange (NLX) (<http://www.directemployers.org/about/national-labor-exchange/>) and its accomplishments, please see [Attachment 1](#).

### **America's Heroes at Work**

DirectEmployers Association is partnered with America's Heroes at Work, a [U.S. Department of Labor \(DOL\)](#) project that addresses the employment challenges of returning servicemembers and veterans living with [Traumatic Brain Injury \(TBI\)](#) and/or [Post-Traumatic Stress Disorder \(PTSD\)](#). Designed for employers and the workforce development system, the America's Heroes at Work website provides [information and tools](#) to employers to help them assist returning Service Members and Veterans living with TBI and/or PTSD succeed in the workplace, particularly servicemembers returning from Iraq and Afghanistan.

America's Heroes at Work has provided webinars and training resources, including a [Veteran's Hiring Toolkit](#) and an online [TBI, PTSD and Employment Training Tool](#), to the members of DirectEmployers Association, and also presented at the Association's Annual Meeting in Las Vegas in October, 2010.

Contact Lisa Stern, Workforce and Diversity Consultant, at America's Heroes at Work at [stern.lisa@dol.gov](mailto:stern.lisa@dol.gov) or at [AmericasHeroesAtWork@dol.gov](mailto:AmericasHeroesAtWork@dol.gov) for more information and let her know your organization is a member of DirectEmployers Association.



## **Armed Forces Employer Partnership**

The U.S. Army Reserve is engaged in a significant effort titled the Armed Forces Employer Partnership, created in April 2008 by Lt. General Jack C. Stultz, Chief of the Army Reserve. The program is an enhanced career-services program for America's Servicemembers designed to match their military skill sets with private sector jobs. In July 2009, the Army Reserve welcomed the Army National Guard to the program which expanded the outreach to employers and soldiers. The U.S. Army Reserve's Employer Partnership Office (EPO) oversees the Armed Forces Employer Partnership. With the goal of "going purple," other service branches (e.g., Reserve Components) intend to join the Armed Forces Employer Partnership. Within this framework, the EPO is in the process of developing additional partnerships with many companies and other organizations nationwide.

"Employers tell me they're proud to share their employees with the military," Gen. Stultz said. "They know we're training them with skills that could cost employers thousands of dollars if they had to provide on-the-job training. Our Servicemembers arrive at work on time, drug-free and ready for the challenges corporate America gives them. Our partnership with DirectEmployers Association gives our Servicemembers access to hundreds of thousands of jobs through the EPO portal. Our EPO employer partners help us provide a continuum of career for our Servicemembers as we develop a ready force for our military and a work force for America."

"Even in a tight economy, more than 3 million jobs are open in the U.S. Servicemembers seeking opportunities need to be able to locate these jobs and feel they have a legitimate place to apply," said Bill Warren, Executive Director of DirectEmployers Association. "The EPO website provides that opportunity. This allows Servicemembers to apply for a job directly with the actual company doing the hiring."

DirectEmployers Association has been partnered with the Army Reserve's Employer Partnership Office since October, 2008, and provides a nightly download of jobs to the EPO website which dramatically increases the number of job openings available for search by Servicemembers who log on. The EPO website (<http://www.employerpartnership.org>) allows Servicemembers to link directly to military-friendly employer partners' websites and apply to job openings.

For an employer to be considered and acknowledged as an "official" partner of the Armed Forces EPO, the EPO requires that its employer partners sign a Memorandum of Understanding (MOU) partnership agreement with the EPO. ALL members of DirectEmployers Association (DE) are considered automatic members of the EPO and are not required to sign a MOU for purposes of ensuring automatic delivery and posting of their organization's job openings to the EPO website. However, it is recommended that the members of DirectEmployers Association independently [register with the EPO](#) as an employer partner and sign the MOU partnership agreement with the EPO to gain the following additional benefits of partnering directly with the EPO. These benefits are provided at no cost to employers:

1. Employers receive a certificate of their partnership from the Armed Forces EPO that demonstrates their company is proactively seeking beneficial partnerships with the Guard and Reserve Components, and making direct outreach efforts to recruit servicemembers and veterans (beyond what the company's membership in DirectEmployers provides with the automatic job feed).
2. Employers may receive invitations to participate in military Generals' events, job fairs and other [events](#) in their area or special national events (because, through the MOU, the employer has now provided the EPO with contact information for their CEO and HR Executives).

- Employers are assigned a [Program Service Manager \(PSM\)](#) who assists employers with urgent and immediate local staffing needs by blasting job openings to the soldiers in the EPO database in the appropriate geographical areas. The EPO has helped thousands of soldiers to date find employment through the Armed Forces Employer Partnership.

The MOU is a one-page document that is simply a good faith agreement by the employer to consider Guard and Reserve servicemembers (across all reserve components) for employment.

DirectEmployers Association highly recommends to our members to get involved in the Armed Forces Employer Partnership. We often help the EPO market its events and services to employers, and the EPO has attended our Annual Meeting and presented a session about the EPO and its benefits to employers. Contact the EPO for more information on how your organization can further partner with the EPO, and let them know your organization is a member of DirectEmployers Association:

**Employer Partnership Office**  
2400 Army Pentagon  
Washington, D.C. 20310-2400

**For Employer Inquiries**  
[HireNow@employerpartnership.org](mailto:HireNow@employerpartnership.org)

**To speak to a representative**  
call the EPO's toll free number at **1-877-450-HIRE (4473)**

See [Attachment 2](#) for a press release issued by the *Armed Forces Employer Partnership Office* on April 9, 2010.

### **Employer Support of the Guard and Reserve (ESGR)**

The [Employer Support of the Guard and Reserve \(ESGR\)](#) is an organization of the Department of Defense (DoD). The [mission](#) of the ESGR is to “Develop and promote a culture in which all American employers support and value the military service of their employees with ESGR as the principal advocate within DoD.”

There are ESGR volunteers in every state with 56 field committees throughout the U.S. The ESGR helps to inform and educate servicemembers and their civilian employers regarding their rights and responsibilities under the [Uniformed Services Employment and Reemployment Rights Act \(USERRA\)](#). USERRA covers virtually every individual in the country who serves in or has served in the uniformed services and applies to all employers in the public and private sectors, including Federal employers. At [eLaws USERRA Advisor](#), employers can find more information about how the “USERRA law seeks to ensure that those who serve their country can retain their civilian employment and benefits, and can seek employment free from discrimination because of their service. USERRA provides protection for disabled veterans, requiring employers to make reasonable efforts to accommodate the disability.” The ESGR helps employers understand USERRA and provides no cost mediation and education services to human resource professionals.

The ESGR provides all employers the opportunity to publicly demonstrate support for its employees who serve in the National Guard and Reserve by signing a [Statement of Support](#). By signing this symbolic document and posting the proclamation conspicuously, employers are publicly affirming support for the brave men and women who serve voluntarily in the National Guard and Reserve. [DirectEmployers Association signed a Statement of Support](#) with the ESGR in Washington, D.C. in a joint signing ceremony with the National Association of State Workforce Agencies (NASWA) on April 22, 2010.

Attachment 3 provides the press release issued by the ESGR on April 22, 2010.

The ESGR also publicly recognizes 15 employers annually for their exceptional support of their employees who serve in the National Guard and Reserve through the *Freedom Award*, the highest recognition award given to employers by the Department of Defense. [Learn more about the exemplary employers and winners of this prestigious award, and learn how your company can be nominated.](#)

Contact the ESGR to schedule an ESGR volunteer to meet with you to plan your company's Statement of Support signing ceremony, and let the ESGR know your organization is a member of DirectEmployers Association:

Tom Bullock  
Chief, Employer Outreach  
Department of Defense  
Employer Support of the Guard and Reserve  
703-696-1386 Extension 537  
800-336-4590 Extension 537  
[tom.bullock@osd.mil](mailto:tom.bullock@osd.mil)

DirectEmployers Association is continuously working with the ESGR to educate our members about the importance of supporting Guard and Reserve servicemembers through supporting the ESGR's mission.

### **HirePatriots.com**

HirePatriots.com (<http://hirepatriots.com/>) is a free military and veterans online job board founded by the husband-and-wife team of Mark and Tori Baird in 2004 in Oceanside, California. HirePatriots.com has websites in the following states: California, Colorado, Georgia, Florida, Hawaii, Massachusetts, Missouri, North Carolina, South Carolina, Texas, Virginia, Washington, and Wyoming. DirectEmployers Association provides the job search engine on the HirePatriots.com websites, so all members' jobs are automatically posted on HirePatriots.com.

HirePatriots has held numerous job fairs on U.S. military bases. Employers can search and download as many resumes as needed at no cost. HirePatriots funds its services through support from advertisers. HirePatriots does not charge employers or individuals who hire veterans through their services. However, HirePatriots offers employers a variety of advertising options on the HirePatriots.com websites.

DirectEmployers Association helps communicate partnership opportunities with HirePatriots to help our employers reach the military candidates served by HirePatriots. Contact HirePatriots for more information on how your organization can further partner with HirePatriots, and let them know your organization is a member of DirectEmployers Association:

Mark and Tori Baird  
P.O. Box 2461  
Big Bear City, CA 92314  
[hirepatriots@gmail.com](mailto:hirepatriots@gmail.com)  
760-730-3734

### **Military Spouse Corporate Career Network (MSCCN)**

Started in 2004 by a Navy spouse, the Military Spouse Corporate Career Network (MSCCN) (<http://www.msccn.org/>) is a unique 501(c)(3) nonprofit designed to match job-ready military-affiliated applicants—veterans, spouses, war wounded, and their primary caregivers—with employment opportunities offered by military-friendly employers. The organization also educates and retrains applicants on job skills needed to secure employment. MSCCN operates as a liaison with military family centers, employers, other military resources, and the military community. MSCCN has a signed Memorandum of Agreement (MOA) with all branches of the Armed Forces.

In October of 2010, DirectEmployers Association partnered with MSCCN to provide a job search engine on the MSCCN website at no cost to MSCCN. This allows many more employers to target military-affiliated applicants to job openings in their companies.

MSCCN offers versatile ways for small, mid-size, and large corporations to access an incredible talent pool of job seeking military-affiliated applicants. Employer partners have access to an applicant database of over 11,000, with an average of over 100 new resumes uploaded weekly. MSCCN does not profit from job placements or applicant referrals. All MSCCN services are free to military-affiliated applicants, and there are no follow-on fees or charges for placements/referrals. All services are provided through donations, grants, and sponsorships. Employers requesting services are recommended a suggested donation or sponsorship based on the approximate cost to provide client service needs.

DirectEmployers Association helps communicate partnership opportunities with MSCCN to help our employers reach the military candidates served by MSCCN. For more information about options for employer services, visit [http://www.msccn.org/Why\\_Join.html](http://www.msccn.org/Why_Join.html) . You can also contact Deborah Kloepfel, CEO of MSCCN, for more information on how your company can partner directly with MSCCN, and let her know your organization is a member of DirectEmployers Association:

Deborah Kloepfel  
636-357-7524 or email [ceo@msccn.org](mailto:ceo@msccn.org)

See *Attachment 4* for screen shots of the job search engine on the MSCCN website provided by DirectEmployers Association. *Attachment 5* provides a press release about the partnership MSCCN has with DirectEmployers Association, issued by the *Army Times* in October, 2010.

### **National Marine Corps Business Network (NMCBN)**

In September 2008, DirectEmployers Association partnered with the National Marine Corps Business Network (NMCBN) and provides a job search engine on the NMCBN at no cost to NMCBN (<http://www.nmcbn.com/index.cfm?action=FindaJob>). The NMCBN is a source for Marines to explore career opportunities, grow their businesses, and fulfill their dreams. Employer partners of NMCBN can search NMCBN's resume database to find a Marine as a potential employee. Employers can also advertise on the NMCBN website.

DirectEmployers Association helps communicate partnership opportunities with NMCBN to help employers reach the military candidates served by NMCBN. For more information about how your organization can partner directly with the NMCBN, contact them via <http://www.nmcbn.com/index.cfm?action=contact> and let them know you are a member of DirectEmployers Association.

### **RecruitMilitary.com**

RecruitMilitary ([www.RecruitMilitary.com](http://www.RecruitMilitary.com)) is a full-service military-to-civilian recruiting firm that focuses on matching military veterans and their spouses with employers across the world. Offering free comprehensive job search and career transitions services to those with a military background, RecruitMilitary connects individuals with thousands of employers seeking quality candidates with the unique and well-rounded skill sets a military background provides. RecruitMilitary hosts career fairs across the nation. To learn more, view the RecruitMilitary overview video, [click here](#).

DirectEmployers Association partnered with RecruitMilitary in November, 2008, and provides a daily feed of job openings to RecruitMilitary's job search engine. Read more about the job feed from DirectEmployers to RecruitMilitary at <http://blog.recruitmilitary.com/2009/06/more-jobs-better-jobs-new-job-feed/>.

Chad Sowash, VP of Business Development for DirectEmployers Association and retired U.S. Army Sergeant First Class, also writes a column for veteran jobseekers in RecruitMilitary's *Search and Employ* magazine. See more at: <https://www2.recruitmilitary.com/search-and-employ>. Employers interested in advertising to transitioning and veteran jobseekers can advertise in the magazine.

DirectEmployers Association helps communicate partnership opportunities with RecruitMilitary to help our employers reach the military candidates served by RecruitMilitary. For more information about how your organization can partner directly with RecruitMilitary, contact Drew Myers, President and Founder, and let him know you are a member of DirectEmployers Association:

Drew Myers, President/Founder  
RecruitMilitary  
[drew@recruitmilitary.com](mailto:drew@recruitmilitary.com)  
513-683-5020

### **Save Our Veterans**

Based in Indianapolis, Indiana, Save Our Veterans (SOV) is a non-profit organization established for the purpose of providing educational opportunities, employment, job-training, transitional housing, and leading to permanent, quality, affordable housing for homeless, unemployed, or underemployed veterans struggling to find adequate housing for themselves and their families.

DirectEmployers Association hosts the job search engine on the Save Our Veterans website: <http://board.jobcentral.com/saveourveterans>.

DirectEmployers Association helps communicate partnership opportunities with SOV to help our employers reach the military candidates served by SOV. For more information about how your organization can partner directly with SOV, contact them at 317-590-1461 or send a request through this link: <http://www.saveourveterans.org/contact>. Let the staff at SOV know you are a member of DirectEmployers Association.

### **VetSuccess.gov**

VetSuccess.gov is a virtual employment resource center developed by the U.S. Department of Veterans Affairs' (VA) Vocational Rehabilitation and Employment (VR&E) Service. The website presents information about VR&E's *Five Tracks to Employment* program, serves as a resource for veterans seeking employment and assists employers who want to hire veterans.

In April 2009, DirectEmployers Association and NASWA partnered with the VA to provide a job search engine on the [www.VetSuccess.gov](http://www.VetSuccess.gov) website. The VetSuccess.gov site contains a specialized job bank for Veterans receiving Chapter 31 services. This feature allows employers to list job openings and search through the VetSuccess resume bank for candidates to match their staffing needs. This web-based tool also provides resume support, career resources, program information, access to on-line applications for various VA benefit programs, and other resources. Future enhancements will focus on other resources to help Veterans make a successful transition to work and home.

DirectEmployers Association helps communicate partnership opportunities with the VA to help our employers reach the military candidates served by the VA. For more information about how your organization can partner directly with the VA, contact the VA and let them know you are a member of DirectEmployers Association:

Send an email message to [vetsuccessonline@vba.va.gov](mailto:vetsuccessonline@vba.va.gov) expressing your company's interest in hiring a veteran from the VR&E program. Include a job description(s) and your contact information.

See [Attachment 6](#) for a screen shot of the VetSuccess.gov job search website. [Attachment 7](#) provides the press release issued by *TMCnet-USA* about the House Veterans' Affairs Subcommittee on Economic Opportunity Hearing where the partnership with DirectEmployers Association was also referenced.

## More Resources to Help Establish Military Partnerships at a Local Level

DirectEmployers Association provides many other resources to Members to help them build or enhance their organization's military recruiting program. The Member Desktop (<http://www.jobcentral.com/deemployers.asp>) includes a variety of tools where employers can access information and resources, including webinars and surveys about military recruitment.

Staff members of DirectEmployers Association also write blogs to provide additional resources to employers:

1. Through **Soapbox Holland** (<http://www.directemployers.org/insights/blogs/soapbox-holland/>), **Nancy Holland**, Vice President of Marketing, blogs about her interviews with various members of DirectEmployers Association to share the latest trends in recruiting.
2. **Chad Sowash**, Vice President of Business Development, frequently blogs about veterans' issues and the programs and services of the Association through his blog, **The Chad**, (<http://thechad.jobcentral.com/>).
3. **Jolene's Take** (<http://www.directemployers.org/insights/blogs/jolenes-take/>) is a recruiting blog written by **Jolene Jefferies**, Vice President of Strategic Initiatives. Jolene recommends strategies to help employers save lots of time and money as they build, manage and streamline the company's recruiting and staffing operation. Many of Jolene's blog posts offer tips and strategies to employers for military outreach, including military recruiting sources and contacts:

Blog Title / Date Posted	Blog Abstract
<p><a href="#"><u><b>Increase Your Pool of Veteran Applicants – Part IV</b></u></a></p> <p>Posted: October 19, 2010</p>	<p>As you continue to build your company's military recruiting program, Part IV of this series provides you with detailed information about the Department of Defense's Transition Assistance Program (TAP) and includes helpful TAP contacts by service branch.</p>
<p><a href="#"><u><b>Increase Your Pool of Veteran Applicants – Part III</b></u></a></p> <p>Posted: October 14, 2010</p>	<p>Part III encourages employers to build relationships with military installations and Transition Assistance Planning (TAP) offices to target qualified veterans. The <i>Military Installations Directory</i> will help you search for and target those military installations that best match your company's hiring needs. As you build the relationship with each military installation included in your veteran recruitment outreach program, learn why it is important to understand its mission so you can ensure recruiting effectiveness.</p>
<p><a href="#"><u><b>Inspired by the 2010 Secretary of Defense Freedom Award Ceremony</b></u></a></p> <p>Posted: September 30, 2010</p>	<p>The <i>Freedom Award</i> is the highest recognition award given to employers by the Department of Defense. The Freedom Award publicly recognizes 15 employers for their exceptional support of their employees who serve in the National Guard and Reserve. Learn more about the 2010 exemplary employers and winners of this prestigious award, and learn how your company can be nominated.</p>



<p><b><u><a href="#">Increase Your Pool of Veteran Applicants – Part II</a></u></b></p> <p>Posted: September 24, 2010</p>	<p>Part II offers a healthy dose of acronym soup that includes federal and state agency contacts and describes the services they provide to employers wanting to hire veterans. Learn what these groups/programs have to offer: VETS, DVOPs, LVERs, VSOs, VA, VR&amp;E and more.</p>
<p><b><u><a href="#">Increase Your Pool of Veteran Applicants – Part I</a></u></b></p> <p>Posted: September 22, 2010</p>	<p>Through the <i>Increase Your Pool of Veteran Applicants</i> blog series, Jolene shares her list of recommended military recruiting sources. Part I describes Direct Compliance, an automated, efficient and very cost-effective resource for you to ensure your job openings are delivered accurately and reliably to the state workforce system, the appropriate local employment service office(s), including the Disabled Veteran Outreach Program Coordinators and Local Veteran Employment Representatives.</p>
<p><b><u><a href="#">Making a Difference in the Lives of Returning War Zone Veterans</a></u></b></p> <p>Posted: September 9, 2010</p>	<p>Learn about Jolene’s experience at a COMPASS Transition Program for combat-wounded warriors returning from Iraq and Afghanistan. COMPASS is an intensive five-day veteran reintegration program developed and sponsored by the Veteran Employment Transition (VET) Foundation. Learn how you can hire and help wounded warriors, like Raytheon does, using some of the helpful resources recommended by Jolene.</p>
<p><b><u><a href="#">Veterans Service Organizations Help Employers Reach Veteran Job Seekers</a></u></b></p> <p>Posted: September 2, 2010</p>	<p>There are hundreds of Veterans Service Organizations (VSOs) in our communities across the nation who serve as advocates for Service Members and Veterans and even help them find employment. VSOs can include military professional associations and organizations like the American Legion. Learn how to add VSO’s to your veteran recruitment outreach and partnership strategy.</p>
<p><b><u><a href="#">Jolene’s Take</a></u></b></p> <p>Posted: August 12, 2010</p>	<p>Welcome to Jolene Jefferies’ new blog, <i>Jolene’s Take</i>, for HR leaders and recruiters. Learn a little about Jolene and DirectEmployers Association.</p>



# Attachment 1: Description of the NLX and its Accomplishments

## JOBCENTRAL NATIONAL LABOR EXCHANGE (NLX)

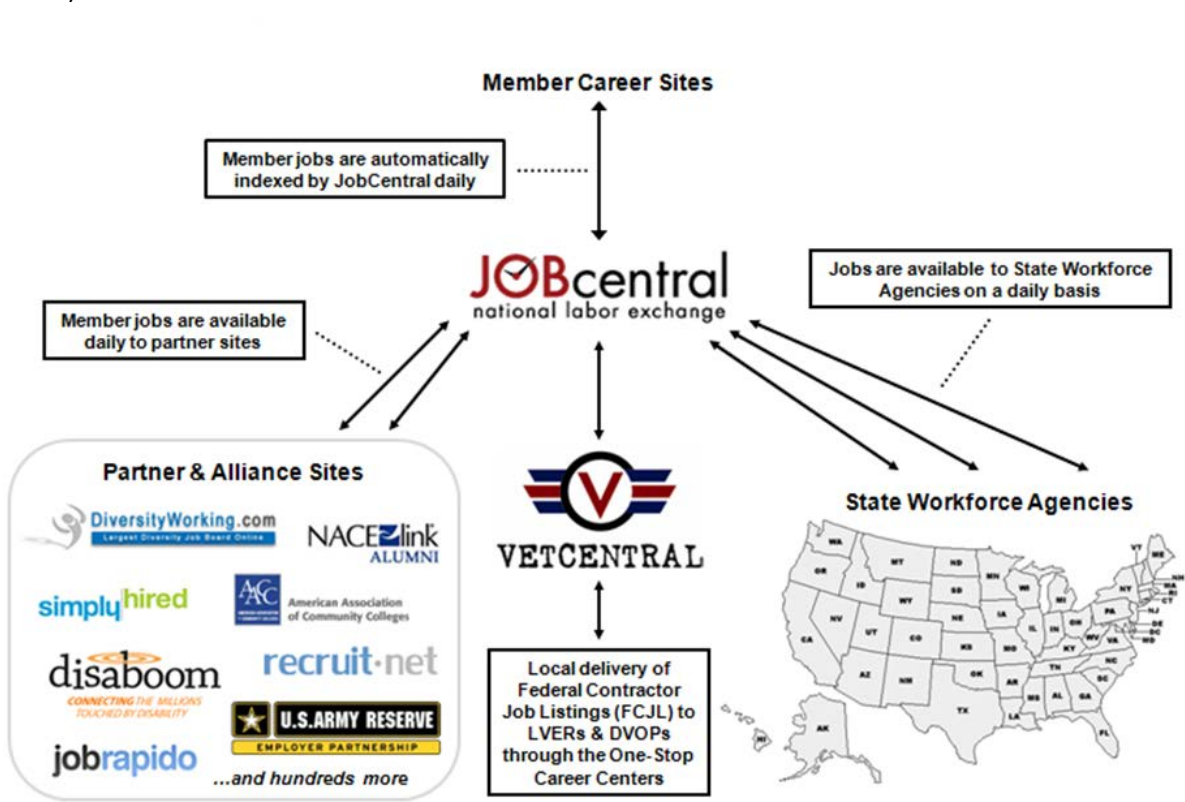
### What is the NLX?

The JobCentral National Labor Exchange (NLX) is a sophisticated electronic labor exchange solution. This online network connects businesses and state workforce agencies in their mission to create a cost-effective system that improves labor market efficiency and reflects our nation's diverse workforce.

The NLX network connects over 5,000 large employers and their job opportunities with the publicly operated state job banks – vastly expanding the number of searchable job opportunities for jobseekers *and* providing employers the ability to meet hiring goals. Further, NLX allows state operated job banks to seamlessly exchange job opportunity content collected through the activities of state workforce agencies business representatives.

### How does it work?

In an automated and cost effective fashion, the NLX gathers currently available and unduplicated job opportunities from verified employers and pushes that content into state workforce agency sites to reach a maximum number of jobseekers. The NLX is not a destination point where you apply for a position, but rather a jobs content provider directing jobseekers back to the where the job opportunity originated (e.g., the job may have been originally posted on a state job bank or an employer's corporate website).



### **Who are the NLX Principals?**

This unique public-private venture is the result of an alliance between NASWA, an association representing state workforce agencies, and DirectEmployers Association, an organization representing primarily Fortune 500 companies. NLX leverages private, non-profit-owned technology with existing state workforce agency resources and combines the agility and innovation of the private sector with the public sector's ability to offer information and services in a trusted environment.

### **How does the NLX help employers?**

The NLX plays an important role in helping employers build their workforce and comply with state and federal regulations by serving as our nation's only online cross-state labor exchange and distributing job listings to the state and local level. It also helps employers meet federal job posting requirements for Affirmative Action Plans, Vietnam Era Veterans' Readjustment Assistance Act (VEVRAA), and Jobs for Veterans Act (JVA) compliance.

By making their jobs available on the NLX, employers increase their recruiting reach and extend diversity initiatives with a consistent and aggressive program to make employment opportunities available to individuals from all cultures and population segments.

### **NLX Accomplishments to Date**

Created in March 2007, the NLX has brought substantive value to jobseekers, employers and participating state workforce agencies.

**Jobseekers** have access to a quick and easy platform that gives them free access to more, currently available jobs, from verified employers.

**Employers** can reduce hiring and resource costs, meet and exceed affirmative action objectives, achieve JVA compliance, get free nationwide exposure, and have access to a much larger pool of job applicants.

**State Workforce Agencies** have embraced the NLX with a total of forty-eight (48) states, plus the District of Columbia signing participation agreements. Under the oversight of the Operations Committee -- a group comprised of state and employer representatives, the NLX partnership has embraced the principles of transparency and flexibility.

Over the last three years the NLX has:

1. **Delivered 8 million job openings into state job banks.** State officials can access a Job Counter and view how many jobs the NLX contains in their state at any given day at <http://stateadmin.jobcentral.org/statistics.aspx>
  - This number reflects unduplicated and available jobs (not expired job orders).
  - This number does not include job orders originating from state workforce agency job banks.
  - This number includes 3 million federal contractor jobs reportable under the Federal Contractor Job Listing (FCJL) program requirements.
  - These job orders are free of advertising of any kind.
2. **Provided an electronic bridge for state job banks to share job orders with one another.** State workforce agencies can take a feed of job orders from neighboring states and state workforce agencies' job banks.

3. **Offered state job banks downloads of job orders coded by O\*NET.** This affords state workforce agencies greater ease in pursuing future job-matching reemployment efforts.
4. **Offered state job banks free job order indexing as a service states can offer to their business customers.** As a true national labor exchange, the NLX indexes a total of 5,000 employers who are not DE members. State workforce agencies do not need to purchase costly spidering packages, but can identify “indexable” business, notify the NLX, and download that file.
5. **Completed development of an Analytics dashboard tool enabling state workforce agencies to view transactional data about jobseeker searches.** The tool captures: (1) the flow of jobseeker traffic into state job banks from the NLX, and the (2) flow of jobseekers from state job banks to jobs originating from employers’ websites. O\*NET coding of job orders allows for in-depth use of data and the production of different reports.

Of critical importance is the ability for state workforce agencies to demonstrate to specific employers that a state job bank is sending traffic to an employers’ website. Because DE can now show an employer the jobseeker traffic coming from a specific state job bank, the employer is able to better track applicant referral source information. This offers both employers and state workforce agencies tangible information about the value of the National Labor Exchange and its online self-services.

The dashboard is now available to state workforce agencies at no cost.

6. **Provided free hosting of State Job Banks.** The NLX provides a free labor exchange solution, skinned to the preferences of a state workforce agency. The job bank available offers flexibility in look and feel and can be easily administered by state workforce agency staff. In addition to cost savings, this option offers hosted states the full breadth of JobCentral services, such as free integrated extended searches\*. Currently, Connecticut, New Jersey, New York and Nevada are being fully hosted by the NLX.

\*Extended search – a jobseeker’s search criteria on the NLX are run invisibly to him/her against other search engines. Results from those searches are offered in a sidebar option to the jobseeker and not comingled with the NLX results.

7. **Built and Administered VetCentral Services:** Under federal law, contractors receiving over \$100K of federal funds, must list their positions with either the state workforce agency job bank or with the appropriate local employment service delivery office. Since not all states are in the position of taking an NLX electronic download and since even those that do download cannot keep an electronic copy of all job postings, the VetCentral service was designed to facilitate the situation.

VetCentral is that part of the NLX that emails all Federal Contractor Job Listings (FCJL) jobs to the appropriate state staff at the appropriate local employment centers (where Wagner-Peyser funding exists). This functionality allows employers to generate a report they may provide to the Office of Federal Contractor Compliance. Most importantly, it allows states to put more jobs in the hands of local staff and provide greater opportunities to veterans, while at the same time helping the workforce system meet its own priority of service requirements.

The NLX has maintained a robust list of the appropriate local One-Stop employment center addresses and contact information. In addition, the NLX partners provided countless educational discussions with interested stakeholders, many times conducting research on behalf of federal employers and state workforce agencies engaged in an OFCCP audit. Finally, the NLX has provided thousands of copies of VetCentral materials to field staff.

8. **Partnered with the U.S. Army Reserve and Army National Guard.** Since October 2008, JobCentral, the job search platform powering the NLX, has also served as the job search engine powering the *Armed Forces Employer Partnership* initiative created and directed by Lt. General Jack C. Stultz of the U.S Army Reserve. The initiative, which is in the process of expanding to include all branches of the Guard and Reserve, aims at outreaching to employers and bringing employment opportunities to Service Members before they separate from service. NLX has become the primary employment search engine for this initiative and is provided to at no cost to the Department of Defense or the U.S. Army Reserve.

You may view the site at: <http://www.employerpartnership.org>.

This partnership has allowed Service Members to connect with the workforce system before separation, which can bring a potential applicant pool of over one million Service Members to state job banks.

9. **USAJOBS.gov:** Since late September 2008, the JobCentral NLX is also receiving a download of jobs from **USAJOBS**. Sponsored by the federal Office of Personnel Management, USAJOBS is a job bank containing federal government positions. This download of federal job openings is available to states for inclusion in their own states job-banks. To date, the following states have requested the USAJOBS be fed into their own job bank: Alabama, Arkansas, Connecticut, Delaware, Delaware, Florida, Hawaii, Iowa, Kansas, Kentucky, Minnesota, Missouri, Nevada, New York, Oklahoma, South Carolina, Tennessee, Texas, Utah, Vermont, Washington, and Wisconsin. States interested in receiving this download may request it from NASWA.
10. **MySkillsMyFuture.org DOL ETA Partnership.** On September 7, 2010, in a press release (<http://www.dol.gov/opa/media/press/eta/eta20101216.htm>) the Department of Labor announced the launch of a web portal to help job seekers called “mySkills myFuture.” DirectEmployers Association is proud to be the provider of jobs data to this valuable tool from the U.S. Department of Labor’s [Employment and Training Administration](#). The new tool, [www.MySkillsMyFuture.org](http://www.MySkillsMyFuture.org), is designed to connect workers with high quality training and local employment opportunities. DirectEmployers Association’s jobs are now in both the U.S. Department of Labor’s [www.MySkillsMyFuture.org](http://www.MySkillsMyFuture.org) and [www.CareerOneStop.org](http://www.CareerOneStop.org) career sites.

## Attachment 2: Armed Forces Employer Partnership Press Release



**For Immediate Release: April 9, 2010**

Kathie Scarrah, Deputy Director  
Employer Partnership Office, 703.602.3057  
[Kathie.r.scarrah@ocar.army.pentagon.mil](mailto:Kathie.r.scarrah@ocar.army.pentagon.mil)

### **Servicemembers Benefit from Partnership that Opens Access to Millions of Jobs *Direct Employers Association and Employer Partnership Office of the Armed Forces Provide Employment Portal to Servicemembers and Veterans***

Washington, D.C. -- The U.S. Army Reserve's Employer Partnership Office (EPO) recently partnered with DirectEmployers Association, a nonprofit, employer owned and operated human resources trade organization, to increase visibility to the number of job postings on the EPO website.

Launched two years ago by Lt. Gen. Jack C. Stultz, Chief, Army Reserve, EPO was designed as an enhanced career-services program for America's Servicemembers to match their military skill sets with their private sector jobs. In July 2009, the Army Reserve welcomed the Army National Guard to the program which expanded the outreach to employers and Soldiers. The program is now also available to veterans, spouses and dependents.

"Employers tell me they're proud to share their employees with the military," Gen. Stultz said. "They know we're training them with skills that could cost employers thousands of dollars if they had to provide on-the-job training. Our Servicemembers arrive at work on time, drug-free and ready for the challenges corporate America gives them. Our partnership with DirectEmployers Association gives our Servicemembers access to hundreds of thousands of jobs through the EPO portal. Our EPO employer partners help us provide a continuum of career for our Servicemembers as we develop a ready force for our military and a work force for America."

"Even in a tight economy, more than 3 million jobs are open in the U.S. Servicemembers, veterans and their families seeking opportunities need to be able to locate these jobs and feel they have a legitimate place to apply," said Bill Warren, Executive Director of DirectEmployers Association. "The EPO website provides that opportunity. This allows Servicemembers to apply for a job directly with the actual company doing the hiring."

DirectEmployers Association, in alliance with the National Association of State Workforce Agencies, created the National Labor Exchange (NLX) to more effectively and efficiently recruit employees to fill vacancies in businesses across the country. The NLX provides a nightly download of jobs to the EPO website which dramatically increases the number of job openings available for search by Servicemembers who log on to the site. The EPO website (<http://www.employerpartnership.org>) allows Servicemembers to link directly to military-friendly employer partners' websites to apply to job openings.

**DirectEmployers Association** is a nonprofit consortium owned and managed by leading U.S. employers. ([www.DirectEmployers.org](http://www.DirectEmployers.org))



April 22, 2010

Tom Bullock  
703-696-1386

## **DirectEmployers Association Executive Director Demonstrates Support for the National Guard and Reserve**

WASHINGTON, DC – Mr. Mr. David L. McGinnis, Assistant Secretary of Defense for Reserve Affairs announced that Bill Warren, DirectEmployers Association Executive Director, signed a Statement of Support for the National Guard and Reserve at the Hall of States Building in Washington, DC.

### **DirectEmployers Association joins with thousands of America's employers in pledging:**

- To fully recognize, honor and enforce the Uniformed Services Employment and Re-Employment Rights Act (USERRA).
- To assure their managers and supervisors will have the tools they need to effectively manage those employees who serve in the Guard and Reserve.
- To continually recognize and support our country's service members and their families in peace, in crises and in war.

“This is the right thing to do and the right time to do it” said McGinnis. “I am asking all member companies of DirectEmployers Association to re-affirm that their current human resources policies are a leading example of compliance with the Uniformed Services Employment and Reemployment Rights Act (USERRA).”

“In addition to signing on behalf of DirectEmployers Association Mr. Warren has challenged all member companies to join with him in signing a Statement of Support to publicly honor their employees who voluntarily serve their communities and our nation in the National Guard and Reserve,” added McGinnis.

“I salute ESGR and its many volunteers for their noble effort to support the men and women in our National Guard and Reserve forces as they transition back to civilian status said Warren. “I urge employers nationwide to join us in honoring these heroic individuals by providing them the broadest range of employment opportunities possible”.

DirectEmployers Association is a non-profit HR consortium owned and managed by leading U.S. employers, including: IBM, AT&T, Google, Cisco, Dell, Enterprise Rent-A-Car, Whirlpool and many more. Employers benefit from a strategic recruiting community where ideas, resources and best practices are shared; processes, expertise and standards are shaped; and technology is developed to drive new innovation.

Employer Support of the Guard and Reserve (ESGR) is a Department of Defense agency established in 1972. The mission of ESGR is to gain and maintain employer support for Guard and Reserve service by recognizing outstanding support, increasing awareness of the law, and resolving conflicts through mediation. ESGR volunteers provide free education, consultation, and if necessary mediation for employers of Guard and Reserve employees.

As the 1.3 million members of the National Guard and Reserve continue to perform an increasing number of unique missions that require extraordinary actions on the part of everyday citizens, ESGR will continue to be the informational agency for the employers of citizen warriors. More information about ESGR Employer Outreach Programs and volunteer opportunities is available at [www.esgr.mil](http://www.esgr.mil) or by contacting Tom Bullock, Chief, Employer Outreach, of the National ESGR Committee, at 703-696-1386, or email [tom.bullock@osd.mil](mailto:tom.bullock@osd.mil).

###

**National Committee for Employer Support of the Guard and Reserve**  
1555 Wilson Boulevard, Suite 200, Arlington, Virginia 22209  
800-336-4590, 703-696-1386, <http://www.esgr.mil>



## Attachment 4: MSCCN Partnership (Screen Shots)

Military Spouse Corporate Career Network (MSCCN)

<http://www.msccn.org/>



The screenshot shows the MSCCN homepage. At the top, the logo reads "MSCCN Connecting the Best Applicants to the Best Organizations" with "Military Spouse Corporate Career Network" below it. To the right are five military branch seals. A navigation menu on the left lists categories like "HOME", "WHO WE ARE:", "FOR JOB SEEKERS:", "FOR EMPLOYERS:", "NEWS & EVENTS:", and "TRAINING & DEVELOPMENT:". The main content area features an announcement: "Announcing the Teaming of MSCCN & Kenexa Inc & DirectEmployers Association: Joint-wide Military Spouses - active duty, Guard and Reserve, Primary Caregivers to War Wounded, Military Widows, Retired Military Spouses (All Wars):". Below this is a login form with fields for Username, Password, and E-mail address, along with a "Forgot your password?" link and a "Login" button. A "First Time Users - Click Here to Post Your Resume" link is also present.

Clicking on the "Search for Openings with DirectEmployers" (above) takes you to this screen:

<http://board.jobcentral.com/msccn>



The screenshot shows the job search interface. It features the same MSCCN logo and navigation menu as the previous screenshot. The main content area is titled "Search Jobs" and "For Employers". It includes a search bar for "Search jobs by Keyword(s)" and a "Search By:" dropdown menu with options for "Keyword(s)" and "Company Name". Below the search bar are several filter fields: "Keywords:" (text input), "Location:" (text input with a "within 25 miles" dropdown), "Job Added/Updated:" (dropdown menu with "At any time" selected), and "Industry:" (dropdown menu with "All Industry Groups" selected). The "Employer Type:" section has radio buttons for "Employers and Staffing", "Firms", "Employers only", and "Staffing Firms only". A "Search Jobs" button is located at the bottom of the filter section.



## Attachment 5: Army Times Press Release - MSCCN Partnership

### **Mission: Family: New job-seeker site offers edge to military spouses**

[http://www.armytimes.com/community/family/offduty\\_missionfamily\\_101810w/](http://www.armytimes.com/community/family/offduty_missionfamily_101810w/)

By [Karen Jowers](#) - Staff writer

Military spouse job seekers are about to become more visible to a lot more employers.

Starting Oct. 15, about 550 employers — including Fortune 100 and Fortune 500 companies — will have access to the résumés of military spouses who have registered with and uploaded their documents to the Military Spouse Corporate Career Network, [www.msccn.org](http://www.msccn.org).

These spouses also have access to an international job bank with more than 745,000 jobs offered by those employers. The job bank is operated by the nonprofit DirectEmployers Association, which is managed and owned by its member companies.

“We’ve just created the largest job bank for military spouses in the country,” said Deb Kloeppe, founder and president of MSCCN. Her 6-year-old nonprofit group has formed a partnership with the DirectEmployers Association.

There is no cost to military spouses and other military-affiliated job seekers, who can also receive personalized employment assistance from MSCCN. The resource is available to military spouses, those transitioning from the military, veterans, war wounded and caregivers of war wounded.

The job bank includes positions ranging from truck drivers and railroad workers to corporate vice president and director jobs, said Bill Warren, executive director of the DirectEmployers Association. These employers “want to connect with military spouses and veterans,” he said.

While spouses can go straight to DirectEmployers’ job bank at [www.JobCentral.org](http://www.JobCentral.org), they won’t necessarily be identified as military spouses. By going through the [www.msccn.org](http://www.msccn.org) website, spouses can upload their résumés, which allows employers to search for them.

MSCCN staff can help you search efficiently through those 745,000 jobs, provide personal résumé-refreshing tips and offer other job-search assistance.

The association electronically collects jobs every day from employers’ websites, ensuring the jobs listed in their bank are fresh and haven’t yet been filled.

DirectEmployers is also working on a separate program to bring on-board employers near military installations. By early December, spouses will be able to narrow their searches to a particular geographic area, Warren said.

Spouses who want to get help through MSCCN can go to [www.msccn.org](http://www.msccn.org) and click on the “Jobseekers” section that is prominently displayed.

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[Karen Jowers](#) is the wife of a military retiree. E-mail her at [kjowers@militarytimes.com](mailto:kjowers@militarytimes.com).

## Attachment 6: Department of Veterans Affairs, VetSuccess.gov (Screen Shot)

DirectEmployers Association / JobCentral provides the job search engine on the VetSuccess.gov website (<http://www.vetsuccess.gov/jobs>), at no cost to the Department of Veterans Affairs, as displayed below under Option 2:

The screenshot displays the top portion of the VetSuccess.gov website. At the top left, it reads "UNITED STATES DEPARTMENT OF VETERANS AFFAIRS" with the VA seal. A search bar is located at the top right. Below this is a navigation menu with links: Home, Veteran Services, Business, About VA, Media Room, Locations, Contact Us, and VetSuccess Home. A large banner image features a smiling man in a military uniform and the text "VETSUCCESS.GOV". Below the banner is another navigation menu: Home, Jobs, Job Tools & Tips, Additional Resources, VA, VR&E, and VetSuccess, News, and For Employers. The main content area is titled "3 Easy Ways to Search Jobs" and contains three numbered boxes:

- 1 Login to VetSuccess**  
Login to search jobs, view employers, and more.  
Login as:  a member  an employer  
Username:   
Password:
- 2 JobCentral: Search 4,000,000 jobs**  
Enter a keyword below to search for jobs posted on JobCentral.  
Keyword:
- 3 External Job Links**
  - [Federal Aviation Administration Employment Opportunities](#)  
Click here for more information (PDF)
  - [Jobs for Vets](http://www.jobsforvetsalpha.org)  
www.jobsforvetsalpha.org
  - [JobCentral](#)

### House Veterans' Affairs Subcommittee on Economic Opportunity Hearing

<http://ip-pbx.tmcnet.com/news/2009/04/20/4142643.htm>

Apr 20, 2009 (Congressional Documents and Publications/ContentWorks via COMTEX) -- Madam Chairwoman and Members of the Subcommittee, thank you for inviting me to appear before you today to discuss VA's Vocational Rehabilitation and Employment (VR&E) program. My testimony will provide an overview of the VR&E Program and the services we provide, a review of performance statistics, status of the relationship between VA and the Department of Labor (DOL), progress on the congressionally mandated 20-year longitudinal study, and improvements to VR&E programs.

Overview of VR&E - VR&E provides career and independent living services to Veterans and Servicemembers through two programs, Coming Home to Work (CHTW) and VetSuccess. Approximately 1,100 employees in 57 regional offices and over 100 out-based offices provide services to Servicemembers and Veterans with disabilities resulting from their military service, as well as to certain family members. Servicemembers and Veterans are assisted in obtaining and maintaining suitable careers and living as independently as possible in their homes and communities. We provide interested Servicemembers and Veterans career and adjustment counseling during their transition from active duty and throughout their enrollment in VA sponsored education programs. Career counseling is available to children and spouses or widows of Veterans who have permanent and total service-connected disabilities or who died during military service or as a result of their service-connected disability. Additionally, children of certain Veterans who served in Vietnam or Korea are eligible for services under Chapter 18 to mitigate spina bifida disabilities and complete training leading to a suitable job.

Coming Home to Work VR&E is engaged in aggressive outreach through the Coming Home to Work (CHTW) program. This program provides expedited entry into the VR&E program and eases Servicemembers' transition into their educational and career paths. Outreach is conducted at Department of Defense (DoD) facilities, VA medical centers, and special homecoming events. CHTW was recently expanded to outreach to Guard and Reserve members during Post Deployment Health Reassessment events and Yellow Ribbon functions. To make sure Servicemembers on medical hold have easy access to VR&E services, 13 full-time vocational rehabilitation counselors are stationed at 12 DoD military treatment facilities. VA has also appointed a CHTW coordinator in every regional office.

VetSuccess VR&E's VetSuccess program assists Veterans to prepare for and enter careers, and live as independently as possible at home in their communities. Counseling and employment staff assists Veterans to plan for their future careers, receive necessary training or education, and successfully compete for careers. For those Veterans whose disabilities are too severe to make employment feasible, VR&E provides a wide range of independent living services, including volunteer work placement, assistance using public transportation, life skills coaching, counseling, and other services.

VR&E services are tailored to meet each individual Veteran's needs and are provided within five general "tracks" or types of services. These tracks include re-employment with a previous employer; rapid access to employment through job-readiness preparation and incidental training; self-employment, for those who wish to own their own businesses; employment through long-term services that include formal training and education programs leading to suitable employment; and services to maximize independence in daily living, for veterans who are currently unable to work or participate in other

programs of vocational rehabilitation. Independent living services may also be provided concurrently with another track if needed to meet individual Veteran needs.

**Program Statistics** The typical VR&E participant is a male Army Veteran, 30 to 39 years old; the typical OEF/OIF participant is 20 to 29 years old. The most common period of service is the Gulf War Era, and the most typical disability results from an orthopedic injury. Currently 106,000 Veterans and Servicemembers are receiving VR&E services. Over 71,522 new applications were received for the VR&E program last year-over a 13 percent increase from 2007.

Veterans participating in the VR&E program are monitored based on case statuses. Case statuses correspond to the five tracks of services, with Rehabilitation to Employability (RTE) being the training or Long-Term Services track; Job Ready (JR) including the job placement tracks of Reemployment, Rapid Access to Employment, and Self-Employment; and the Independent Living (IL) status corresponding to the IL track. Currently, the average time in training is 613 days, the average time for job placement services is 203 days, and the average time for independent living services is 310 days.

Because services are tailored to Veterans' needs, there is crossover between the tracks; for example, a Veteran receiving services in a job placement track may require short-term training to obtain certifications in the IT industry prior to starting to look for work. Further, as Veterans' needs change, the types of services provided may also change.

VR&E Service implemented a track selection identifier in its corporate database in 2007 and is working to develop corresponding reports to collect information about which tracks of services are most commonly used. Because rehabilitation planning is a dynamic process that changes based on Veteran needs, VR&E is currently evaluating system changes needed to also capture changes in programs of services in order to gain a full understanding of services received by individual Veterans.

Despite the current economic environment, the rate of veterans getting jobs and achieving independent living goals has remained steady. This rehabilitation rate is measured as the percentage of Veterans completing their VR&E program who achieve their VR&E goals and are declared rehabilitated as compared with all veterans leaving the program, including those discontinuing the program prior to completing their VR&E plan of services. In FY 2008 and this fiscal year to date, the rehabilitation rate was 75 percent. This represents almost 8,800 veterans reaching their career goals last year, with another 2,200 reaching independent living goals.

Average entry-level earnings were approximately \$33,500 yearly, with 76 percent entering careers in the professional, managerial or technical fields. The average total program cost for a rehabilitated Veteran is \$32,088. Costs include tuition, books, fees, equipment, subsistence allowance, and contracted services.

About 14,000 of the over 28,000 OEF/OIF Veterans enrolled in the VR&E program are eligible for the new Post-9/11 GI Bill program. The new GI Bill program pays tuition, within program limits, and also provides a book stipend and housing allowance. As the new Post-9/11 GI Bill is implemented, VA will need to monitor participation to ensure that these programs are coordinated to best serve Veterans' success.

As previously noted, VR&E is engaged in active outreach to inform Veterans about the various benefits available to them in order to assist Veterans to select VR&E or GI Bill programs best suited to their needs. Additionally, VR&E Service is studying recommendations made by various study groups that have proposed transition and incentive benefits for Veterans participating in programs of rehabilitation to help more Veterans complete VR&E programs and enter suitable careers.

VA and DOL Partnership VR&E has an active partnership with the Department of Labor's Veterans' Employment and Training Service (VETS) program, focused on advancing, improving, and expanding employment of Veterans with disabilities. Through this partnership, VR&E and VETS established a joint workgroup that designed, tested, and implemented a best practice team model. This model has improved working partnerships between VETS, VR&E, and State Workforce Agencies (SWA) around the country. A post implementation joint workgroup is in place to look for additional process improvements; changes needed due to evolving employment needs of Veterans with disabilities; and assistance needed by specific VETS, SWA, or VR&E sites to effectively collaborate to help Veterans become employed.

**20-Year Longitudinal Study** The longitudinal study mandated by Public Law 110-389, Section 334, is expected to be awarded no later than September 30, 2009. A statement of objectives has been developed and an Integrated Project Team (IPT) is being established. The IPT's role is to expedite award of the contract to implement the longitudinal study. The contract includes logistical work necessary to set up the study, as well as data collection and analysis necessary to deliver the first report due to Congress in July 2011.

**Improvements to the VR&E Program Coming Home to Work** As previously discussed, the CHTW program was expanded in February 2008 to become VR&E's primary outreach and early intervention program. This expansion includes establishment of an outreach team in VBA Headquarters to ensure a continued focus with DoD in providing transition services to Servicemembers on medical hold, as well as ensuring continued outreach to all Veterans in need of assistance with career or independent living issues resulting from their disability conditions. To date, these collaboration efforts have resulted in an increase in Servicemembers and veterans applying for VR&E services, with over 13 percent more applications for VR&E services received last year.

**Marketing of the VR&E Program** In order to increase Servicemember and Veteran awareness of the services provided by the VR&E program, VR&E is launching a marketing campaign. This campaign will focus on branding the employment and independent living services provided through the VR&E program as "VetSuccess." VR&E Service redesigned its Veteran-focused Web site - VetSuccess.gov. The VetSuccess.gov Web site provides Veterans with access to a variety of program and on-line tools to assist them in achieving their career goals.

**In partnership with Direct Employers and the National Association of State Workforce Agencies, the Job Central database of over 500,000 jobs has been incorporated into the VetSuccess.gov Web site.** In addition, VetSuccess.gov contains a specialized job bank for Veterans receiving Chapter 31 services. This feature allows employers to list job openings and search through the VetSuccess resume bank for candidates to match their staffing needs. This Web-based tool also provides resume support, career resources, program information, access to on-line applications for various VA benefit programs, and other resources. Future enhancements will focus on tools related to success in training programs, independent living services, and other resources to help Veterans make a successful transition to work and home.

In addition, transparency of VR&E program results for stakeholders and the public has been expanded through development of additional outcome metrics that separate outcomes for employment and independent living successes.

**Training** Equipping VR&E staff to meet the needs of today's Veterans is vital to the success of the VR&E program. VR&E's training team is actively developing and deploying computer-based training job aids and programs. These tools are designed to provide desktop access to just-in-time work aids and training

guides for every function of the counselor and employment specialist roles. In addition, national training for new counselors is provided, with over 150 counselors trained in 2008 and training planned in 2009 for over 100 additional counselors. A new-manager training program was also launched in 2008, and a management enhancement program is being planned in 2009 to identify and begin to develop new leaders. VR&E is working with VA's Education, Development, and Training Office, to assess skills of professional staff. This information will be used to target training on topics most relevant to helping Veterans return to suitable careers and be as independent as possible.

VR&E also works with the Council for the Certification of Rehabilitation Counselors (CCRC) to provide certified VR&E professional staff with continuing education credits. Support of the CCRC continuing education credit process encourages vocational rehabilitation professionals to maintain professional certifications and stay current in the rehabilitation field.

Conclusion VR&E has made significant program improvements in the past four years. The VR&E program is Veteran-focused, with services directly linked to the achievement of suitable careers and/or maximum independence at home and in the community. We continue to work aggressively to improve and market the program to our Veterans in order to assist more Veterans to achieve their rehabilitation and employment goals - particularly during the current economic downturn.