

Personalized Career Planning and Guidance

Frequently Asked Questions

BRAND/NAME QUESTIONS

Why is the Chapter 36 program changing its name and rebranding?

To enhance program awareness and utilization of Chapter 36, VBA conducted research with key stakeholders and determined that its existing name and lack of branding were barriers to program use. Chapter 36, now known as the Personalized Career Planning and Guidance (PCPG) program, is a critical VA benefit which can support our nation's Service members, Veterans and eligible dependents facing education and career decisions, and promote a more successful military to civilian transition.

As part of a larger effort to reimagine and redesign the program, the name change and new branding are intended to create the foundation for all future program communications to build greater clarity, consistency, coherence and coordination about the program benefits. This is intended to enhance stakeholder recognition of Chapter 36 and to support more effective outreach and communication. The ultimate goal of the branding effort is to motivate greater numbers of eligible beneficiaries to leverage or take advantage of what PCPG has to offer. This is also an important part of VBA's wider effort to support more successful military to civilian transition, and use the full suite of VA education and career resources.

How is the rebrand really going to help?

The new brand is intended to bring increased understanding and visibility about the Chapter 36 program and what it offers for eligible participants by emphasizing the right career and education counseling themes. This will help motivate eligible beneficiaries take advantage of what PCPG has to offer.

Is there a date on which we must start using the new name and brand?

We recommend that you begin phasing in use of the name and brand immediately. However, before you use it, we recommend that you carefully review the PCPG Style Guide, the FAQs and the template materials available on the Office of Transition and Economic Development (OTED) intranet site. Begin using the name and brand on any new content that you are creating, and then integrate the content into other materials and activities as resources and time permit over the course of the next year. OTED will assume responsibility for PCPG policies, procedures, metrics, and contract oversight, while Veteran Readiness and Employment (VR&E) Vocational Rehabilitation Counselors will continue to provide benefits as well, through VetSuccess on Campus (VSOC) and at VA Regional Offices. The OTED team is engaged and preparing to meet the official transition date (tentatively November 2020) with the new name in place well before this date.

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What is the timeline to transition the name and brand into all products?

We intend to transition the branding of existing handouts and materials that can be easily adjusted for online printing and use no later than 15 October 2020 and will make that updated content available for electronic dissemination and download on the OTED intranet site. The PCPG icon will then be transitioned within other content as old content is either phased out or updated as plans and resources permit.

What should I do with existing Chapter 36 materials?

Continue to use Chapter 36 materials until your supplies are exhausted. If you have resources to update or need to refresh existing products, please integrate the new name and brand. If you have a new product and there are no current branded templates that can assist you, contact OTED and they can support the creation of a new template that may assist the field.

Will there be new materials available on promoting the program? What and if so, when?

Yes. Program materials are in the process of being created and will be made available (either digitally or in hard copy) to anyone who promotes the program or engages with potential participants.

Will OTED be sending out new materials to us, such as new pull-up displays or posters?

Yes. As materials are developed, they will be shared with anyone who promotes the program or engages with potential participants.

Where can we access new materials?

All brand related materials will be available on the OTED intranet site. You can find documents [here](#).

Will OTED be providing templates with the new logo that can be used to create promotional materials for local programs and events?

Yes. A branding toolkit and style guide are in-development and will outline the ways in which program branding should be used by internal and external organizations.

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Will OTED be changing how they promote the PCPG program?

OTED intends to expand awareness and understanding about the PCPG program as part of the larger effort to promote the brand and reimagined PCPG program that will be available by the week of 14 September 2020. This will involve both internal and external promotion activities including VA staff, VR&E Vocational Rehabilitation Counselors, PCPG Contract Counselors, School Administrators, School Certifying Officials, and Military Installations and their key outreach personnel, as well as direct engagement with eligible users, among others.

Who do we ask if we have questions about using the PCPG brand properly? What if I have questions about the program? Who do I ask?

We are scheduling a series of “office hours” throughout the next six months. You may submit questions in writing in advance to OTED at VBACO_TED_PCPG@va.gov, or simply call in to ask questions about the new brand and program enhancements. We are also interested to hear how we can better support you to promote the new brand.

Can we change the color of the PCPG logo to fit with other materials for our program or outreach event?

No. The icon colors should not be changed in any way. It is critical to maintain brand integrity. We have made allowances for variations in the logo based on the need for grayscale, monochromatic, full color, etc., but please do not put the logo in new colors, even if within the accepted VBA color palette. The branding toolkit and style guide will outline the ways in which program branding should be used.

Should we be sharing this with partners?

Yes, please do, especially when you are engaged in coordinated activities with your partners. We do recommend that you begin to use the brand/logo in your materials first and be sure you are clear with brand style guidelines. OTED intends to share the rename and rebrand with key partners once internal communications are complete.

What are we as VR&E Counselors/Contract Counselors being asked to do?

In regard to the name and rebrand, OTED is asking that VR&E Vocational Rehabilitation Counselors and Contract Counselors begin to use and socialize the new name and brand along with the existing name of Chapter 36 internally and with potential eligible beneficiaries and other partners. For example, if someone asks about available programs, you can say “VA offers the Personalized Career Planning and Guidance (PCPG) program also known as Chapter 36 to eligible beneficiaries...”

We also ask that individuals who interact with potential participants continue to promote the program as a critical first step in determining education and career plans and reinforce that this also supports a more successful military to civilian transition for our Nation’s Service members, Veterans and eligible dependents.

At the present time, OTED also asks that VR&E and Contract Counselors emphasize that program participants will continue to receive the same level of service when receiving PCPG benefits, regardless of who provides support.

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FUTURE PROGRAM CHANGES

What, if anything, will change about the PCPG program?

Nothing related to the program is changing at this time. However, there are plans to enhance certain benefits and encourage Veterans to use the program multiple times while eligible. Those changes are expected to go into effect by November 2020.

For example, OTED is looking to enhance PCPG, authorized in Title 38, Chapter 36, to include enhanced resume support, and additional time to work on an employment plan, among other benefits. VBA will also be revamping the program to allow for ease of future access over time, as needed. Specific enhancements to the program will be shared in the coming months prior to the November start. OTED also intends to offer education support to VR&E Vocational Rehabilitation Counselors, PCPG Contract Counselors, Education and Career Counselors and Solid Start and National Call Centers regarding upcoming enhancements by October 2020.

You may also expect OTED to increase marketing and promotion activities related to PCPG allowing for multiple touch points and points of entry across a Veteran's life, including increased engagement at non-VSOC colleges and universities with high numbers of student Veterans. We also intend to target military installations with high populations of transitioning Service members.

How will PCPG benefits continue to be administered?

VBA is transitioning administration of the PCPG contract, and policy and program oversight from VR&E to OTED in order to help focus program oversight and resources. The goal is to encourage increased utilization of the benefit, streamline and standardize program implementation, and improve communications and outreach.

PCPG program contract oversight will officially transition from VR&E to OTED in November 2020. The OTED team is engaged and preparing to meet the official transition date and will share more information about the upcoming transition in the coming months.

VR&E and its Vocational Rehabilitation Counselors will continue to be active partners in the delivery of education and career counseling support for transitioning Service members, Veterans, and eligible dependents. VR&E will continue to offer PCPG benefits through existing VA Regional Office locations and VSOC sites. However, VR&E counselors will not be involved in contract administration.

What, if anything, do VR&E Vocational Rehabilitation Counselors need to say differently when sharing about PCPG?

OTED asks that VR&E Vocational Rehabilitation Counselors share the new name and emphasize that program participants will continue to receive the same level of service, regardless of the new name and who provides support. As the PCPG program expands and new benefits are implemented, VR&E Vocational Rehabilitation Counselors can expect future communications on these changes as well as training to support any additional changes that may occur.

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When will we learn more about how new program aspects of PCPG will be implemented?

OTED is working on the PCPG program and contract elements. As program changes are finalized and ready for implementation, updated information about the program will be shared via email, conference calls and upcoming webinars.

Will VR&E Vocational Rehabilitation Counselors providing PCPG benefits be trained on new/expanded benefits as part of PCPG?

Yes. As OTED develops and expands the PCPG benefits, training support will be provided to inform VR&E Vocational Rehabilitation Counselors on the program expansion, enhanced benefits, and associated role and responsibility changes. VR&E Vocational Rehabilitation Counselors will be providing counseling only through direct services, they will no longer have to manage contractors or referrals. OTED will work with its partners to determine the impact on quality assurance processes and performance standards and will provide updates as those are determined.

Are eligibility requirements changing?

No. Eligibility requirements remain unchanged.

Will the application process change?

Yes. In the future, the electronic application platform will transition from E-Benefits to VA.gov.

Where should I go for more information about the program?

For more information about the PCPG program, please visit the [VBA website](#).