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| **PART VI. Employment Services**  **Section A. VR&E Employment and Placement Services** | |
| **CHAPTER 5. OUTREACH TO EMPLOYERS** | |
| **Objectives** | After completion of this training, VR&E staff is expected to:  • Define the roles and responsibilities for promoting training and employment opportunities for Chapter 31 participants.   * Describe VR&E’s outreach activities with employers. |
| **Contents** | **Promotion of Training and Employment Opportunities**  **Role of the Employment Coordinator (EC)**  **Outreach Activities**  a. Marketing  b. VetSuccess Website  1. Features  2. Requirements for VR&E Staff  c. Marketing Material  d. Marketing Strategies  1. Targeted Marketing  2. Cold Calling  3. Employer Accounts  e. Social Media  1. VBA Facebook  2. VBA Twitter  3. VAntage Point  4. VA Flickr  5. VA YouTube Channel  f. Partnerships  1. On-the-Job Training  2. Non-Paid Work Experience Program  3. Special Employer Incentive  4. Partnerships and Memoranda of Understanding (MOU)  g. Partnership with U.S. Department of Labor, Veterans  Employment and Training Service (DOL/VETS)  **Federal Veterans Employment Initiative** |
| **Exercises** | 1. What are the benefits of conducting outreach activities to employers? 2. Describe the activities for promoting training and employment opportunities for Veterans. 3. What are the responsibilities of the Employment Coordinator in conducting outreach activities? 4. What are the different outreach activities to employers? Describe each activity. 5. Define Federal Veterans Employment Initiative. |
| **Rescissions** | Refer to the KMP in Policies & Guidance under the column ‘Rescinded’. |