WEBINAR: Marketing Your HVRP

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AHP-NVTAC

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Thursday
October 22, 2015
Logistics

- Asking questions during the webinar
  - All participant phone lines are muted
  - You’ll be unable to ask questions by phone
  - Please type your question in the on screen chat box
  - There will be two opportunities during the webinar to ask questions

- Post webinar survey
  - Survey from Antonio Addessi, Assistant Director TA and Training (NCHV)
Asking Questions During the Training

- Submit questions in the chat box on the webinar
- E-mail questions to Antonio Addessi at aaddessi@nchv.org
- Submit questions through the post-training survey
Marketing HVRP

October 22, 2015

NVTAC
NATIONAL VETERANS TECHNICAL ASSISTANCE CENTER
What do we mean MARKETING?

- Outreach to
  - Veterans
  - Employers
  - Service providers

- Communicating Information about your services, your outcomes, your value to the community
  - Recruiting Supporters
  - Informing stakeholders
HVRP Common Marketing Strategies

- Word of Mouth
- Public Service Announcements
- Video Clips
- Brochures
- Web page
- Social Media
- Pens, bags, etc.
- Social interest stories in newspapers
Why Market HVRP?

- Reaching out to veterans who may benefit from HVRP services – younger veterans
- Connect with other service providers who can help homeless veterans enrolled in HVRP.
- Provide information to make the case for additional supplemental funding for HVRP
Marketing to Veterans

- What do you offer?
- Have other veterans benefited?
- Am I eligible?
- Will it cost me?
- What will I have to do?
- Where do I sign up?
What do you offer?
Why give veterans preference?
Will these applicants meet my requirements?
How has this benefited other employers?
How will this help my business?
Will it cost me?
What is your organization and what does HVRP do?

Does your agency and mine have similar concerns?

How can you help me and my agency?

What do you want from us?

Are you helping our community?
WHAT ARE HVRPs DOING?

Homeless Veterans Reintegration Program

Funded by the U.S. Department of Labor, the Homeless Veterans Reintegration Program (HVRP) is a Federal program that awards money to both nonprofit organizations and government agencies who work to place homeless veterans in jobs. Volunteers of America currently operates HVRPs in the following areas:

- California: Los Angeles, Sacramento, Placer and Yolo counties
- Florida: Brevard County, Broward County, Cocoa Beach, Jacksonville
- Illinois: Chicago
- Michigan: Ann Arbor, Detroit, Flint, Jackson, Lansing, and Niles
- Montana: Helena
- Ohio: Cleveland, Columbus and Dayton
- Tennessee: Knoxville
- West Virginia: various rural areas

Homeless Veterans Reintegration Program (HVRP)

The City of Jacksonville, Military Affairs and Veterans Department (MAVD) launched the Homeless Veteran Reintegration Program (HVRP), funded by a $218,260 grant from the U.S. Department of Labor, to provide services to enable homeless veterans reintegrate into civilian life and help them gain meaningful employment.

HVRP provides an array of services utilizing a case management approach that directly assists homeless veterans and offers critical access to a variety of local support services. The program is employment focused, and

Homeless Veterans' Reintegration Program

Open to all U.S. Military veterans in central Illinois who have any discharge (other than dishonorable), who are homeless and looking for employment.

Started in July, 2009, with the assistance of a grant from the U.S. Department of Labor, the Homeless Veterans' Reintegration Program (HVRP) is designed to expedite the reintegration of homeless veterans into the labor force by providing job training and
Training & Education

The Workplace offers many training and educational to help you get a job, further your career or re-enter the workforce. Please look below to see what program would work best for you:

- Youth
- Veterans
- STEP UP
- People With Disabilities
- People Facing Home Foreclosure
- Platform to Employment
- Healthcare and Green Jobs
- Adults

Where to Get Training - The American Job Center

The American Job Center is a partnership of organizations providing effective workforce assistance to job seekers and businesses. This collaboration of state, regional and local organizations provides a seamless delivery system of programs and services. The Workplace is a partner in this system. For more information go to www.ctworkssw.org.
Homeless Veterans Reintegration Program

The Homeless Veterans' Reintegration Program (HVRP) provides services and training to assist in reintegrating homeless veterans into meaningful employment within the labor force in Southwestern and South Central Connecticut. Each Veteran can receive occupational skills training as well as classroom training in core skill competencies and employability skills that are required for long term employment success. Funding is by the U.S. Department of Labor/Veterans’ Employment and Training Service.

Program Partners:
ABRI / Homes for the Brave
Columbus House, Inc.

For further information, contact: L. Nicole Solomon 203-610-8566

Supportive Services for Veteran Families Program

The Supportive Services for Veteran Families Program is a program to stabilize housing and prevent homelessness among Veterans in Southwestern and South Central Connecticut. Funded by the U.S. Department of Veteran Affairs.

Program Partners:
Alpha Community Services, Bridgeport
Supportive Housing Works, Bridgeport
New Haven Home Recovery
Shelter for the Homeless, Stamford

For further information, call toll-free at 1-866-683-1682 or call the National Call Center for Homeless Veterans at 1-877-4AID-VET or 1-877-424-3838.
HVRP
(Homeless Veterans Reintegration Program)

Program
Hours:
Monday-Friday
8:30 A.M.-4:30 P.M.

About

The purpose of the Homeless Veterans Reintegration Program (HVRP) is to provide services that help homeless veterans reintegrate into meaningful employment within the labor force.

A Goodwill vocational rehabilitation case manager will develop an individual Employment Plan for each veteran enrolled in the program. The individual Employment Plan will address job training, permanent housing and supportive service options. Veterans will be enrolled in training that matches their needs and interests.

Training Options:
• Recycling technician
• Business Office Computers
• Grounds Maintenance
• On-the-Job-Training
• Vocational Schools

Legal Aid Services of Oklahoma will help veterans resolve housing barriers and apply for public housing benefits.

Services

Outreach
Goodwill participates in job fairs, veteran organization events, community functions, area Stand Downs, and partners with other homeless and veteran service providers to reach veterans.

Job Readiness & Skill Training
Training includes basic computer skill training, resume development, interview skills and online job search lessons.

Literacy Training
Program participants who wish to hone their academic skills for employment will have access to literacy training software and guidance from a staff member.
Incarcerated Veterans Transition Program

U.S. Department of Labor
GOOD JOBS FOR VETS

“On the battlefield, our soldiers pledge to leave no fellow soldier behind. Our pledge is... and must always be... to leave no Veteran behind.”

Hilda L. Solis
U.S. Secretary of Labor

“The latest statistics show that 107,000 Veterans are homeless on any given night nationally.”

In Hillsborough County, according to the most recent census in 2011, approximately 900 of the estimated 18,000 homeless individuals were veterans. The numbers do not include those who were never counted.

United States Department of Labor
Veterans’ Employment and Training Service

Helping Veterans Transition into Employment

Funded by the United States Department of Labor

405-236-4 www.okgoodwills.org

Heartland Patriot Homeless Veterans Reintegration Program

Fast Forward

Homeless Veterans Reintegration Program

Helping Veterans Transition into Employment

Funded by the United States Department of Labor

405-236-4 www.okgoodwills.org

Tampa Crossroads, Inc.
Private Non-Profit Community-Based Organization
Delivering Services to Homeless, At-Risk Veterans

Find us on Facebook
Attention Area Veterans!
Come Learn About Computers With Us!

HVRP COMPUTER LAB at Harbor Homes
45 HIGH STREET, NASHUA NH  882-3616

Beginners to Experienced
We have classes forming AND 1 on 1 instruction is available for
HVRP clients that qualify.

Instructors
Matt Milburn and
Jay Marton

Lab Hours
Mon-Wed  8:00 am – 1:30 pm
Tues-Thurs  8:00 am – 4:00 pm
Closed Fridays
Staff of our Homeless Veterans Reintegration Program and Supportive Services for Veterans and Families Program have been busy! They spend much of their time at outreach events, like the annual Project Homeless Connect/Veterans Stand Down at the Salvation Army campus earlier this month.
Video Clips

Goodwill of the Heartland

https://www.youtube.com/watch?v=LPtM3cLGzBY

- Published on Nov 6, 2013
- Learn how Goodwill helps homeless vets find work, dignity and hope through our Homeless Veterans Reintegration Program (HVRP).

Our Homeless Veterans Reintegration Program (HVRP) was able to assist Jason in overcoming homelessness and other challenges he faced while re-adapting to civilian life. Watch his story here: http://ow.ly/f20eL.

Goodwill Success Story: Jason Siglar

Learn how Jason overcame serious personal challenges re-adjusting to civilian life after serving in the military. Thanks to Goodwill, he went from...
WE STRONGLY SUGGEST....

- Have a marketing plan
- Share your marketing plan and materials with your GOTR.
- If you wish to use the DOL or VETS logo, consult with your GOTR about whether or not you can and how you might do so.
KEY ELEMENTS TO YOUR PLAN

- Identify your target audience
- What sources will you use for getting your message out
- What is your message
- Do you have a memorable tagline
- Funding your plan
Some thoughts on building your web page

- Space
- Simple navigation
- About Us
- Contact information
- Take aim at your audience; segment audiences
- Position your product - outcomes and services
Brochures

- Aimed at either veterans or employers or combined brochure
- Core messages to the target audience
- Don’t overload the panels with information
- Use an insert for information that is likely to change within the year
- Be clear and concise
http://www.va.gov/homeless/get_involved.asp
Facebook

an online social networking service headquartered in Menlo Park, California. Launched on February 4, 2004, it initially limited the website's membership to Harvard students, but later expanded it to colleges in the Boston area. Then students at various other universities and later to high-school students. Since 2006, anyone who is at least 13 years old was allowed to become a registered user of the website.
LinkedIn is a business-oriented social networking service. Founded in December 2002 and launched on May 5, 2003, it is mainly used for professional networking. In 2006, LinkedIn increased to 20 million members.

https://linkedin.com
Twitter is an online social networking service that enables users to send and read short 140-character messages called "tweets". Registered users can read and post tweets, but unregistered users can only read them.

https://twitter.com
Google Plus is the company’s 4th foray into social networking launched in 2011. Features included the ability to post photos and status updates to the stream or interest based communities, group different types of relationships (rather than simply "friends") into Circles, a multi-person instant messaging, text and video chat called Hangouts, events, location tagging, and the ability to edit and upload photos to private cloud-based albums.

https://plus.google.com
RSS (Rich Site Summary) is a format for delivering regularly changing web content. Many news-related sites, weblogs and other online publishers syndicate their content as an RSS Feed to whoever wants it.

Reasons for using RSS
- RSS solves a problem for people who regularly use the web. It allows you to easily stay informed by retrieving the latest content from the sites you are interested in. You save time by not needing to visit each site individually. You ensure your privacy, by not needing to join each site's email newsletter. The number of sites offering RSS feeds is growing rapidly and includes big names like Yahoo News.

https://www.rss.com/
Instagram, a community of more than 300 million who capture and share the world's moments on the service. He is responsible for the company's overall vision and strategy as well as day-to-day operations.  

https://instagram.com
## FOR INFORMATION

<table>
<thead>
<tr>
<th>US DOL-VETS Region</th>
<th>Staff</th>
<th>Contact information</th>
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