CGET TRAINING: OUTREACH STRATEGIES

April 13, 2015
12pm
Advocates for Human Potential (AHP); National Coalition for Homeless Veterans (NCHV); and the U.S. Department of Labor, Veterans Employment and Training Services (DOL-VETS).
B. Scope of Program Design

The project design must include, either directly through the proposed applicant or through demonstrated collaborative agreements, the following dimensions: outreach, assessment and intake, job-driven employment and training services, and follow up services to enhance

Today we are talking about....Outreach
WHAT IS REQUIRED IN THE SGA: OUTREACH

Outreach (0 to 10 points)

- The outreach section is worth 10 points out of 100 total points

- A focus on avoiding duplication!
Why Outreach?

Connecting and engaging veterans who are homeless or at-risk to inform them about the employment services at HVRP and to determine their readiness for employment and potential eligibility for the program.
OUTREACH OBJECTIVES

- Immediate objectives:
  - Promote awareness of the HVRP program to the community
  - Help the HVRP learn about supportive services in the community

- Longer term objectives:
  - Open up a process of reciprocal referrals with community partners
  - Increase service options for enrolled veterans
  - Enhance placement and retention
OUTREACH CHARACTERISTICS

- Targeted and Purposeful
- Timely and Strategic
- Structured and Organized
OUTREACH AUDIENCES

- Employers (industry, employers and employer associations)
- Homeless veterans
- Partner agencies (local entities within their proposed geographic service delivery area)
A BETTER OUTREACH STRATEGY: ENHANCING VETERAN PARTICIPATION

- “Word of mouth”
- Materials dropped off or presentations made at CoC member agencies
- Referral from own agency
- Referral from VA Medical Center
  - Homeless Programs office
  - GPD liaison
  - HUD-VASH Liaison
  - Community Resource and Referral Center
MAJOR COMPONENTS

- Materials in the Community
- Smart Hiring
- Creative Connections
- Documented Community Presence
Outreach Elements – Stand Down

- Must be a separate application
- Grantee should be sponsoring, hosting, or involved in the Stand Down
- NCHV’s Stand Down Registry
Community Referral and Resource Centers

HVRP’s should be linked to CRRC if one is available in their area

Limited availability but locations are growing

CRRC’s act as a community hub for outside entities to engage veterans and make referrals
OUTREACH ELEMENTS – CRRCs

- Akron, OH
- Atlanta, GA
- Chicago, IL
- Cleveland, OH
- Denver, CO
- Des Moines, IA
- Detroit, MI
- Harlem / NYC
- Las Vegas, NV
- Minneapolis, MN
- New Orleans, LA
- Omaha, NE
- Philadelphia, PA
- Phoenix, AZ
- Portland, OR
- San Francisco, CA
- Washington, DC
A BASIC OUTREACH STRATEGY

- Referrals to the program
- Presentations at VFW, AL, homeless shelters, and soup kitchens, and women’s programs
- Referrals from VA (GPD)
- Presentations at American Job Centers
- Referrals back to the community
- VA or VSOs for VA benefits
- American Job Center
- To the VA (HUD-VASH; benefits; housing)
A WORD ABOUT OUTREACH AND RURAL HOMELESSNESS AMONG VETERANS

- Fewer veterans in rural areas
- Rural strategies different than urban ones
- Higher rates of poverty
- Transportation and distance obvious challenges
MAJOR COMPONENTS

- Presentations
- Outreach materials
- Targeting outreach services
- Strategic access points
PRESENTATIONS

- Provide coordinated training services to partner staff members
- Become part of a regularly scheduled meeting
- Offer to travel
- Offer a call-in
- Bring materials
TARGETING OUTREACH

Community partners providing veteran-specific services:

- SSVF Program
- VFW
- American Legion
- Disabled American Veterans
- Veteran Treatment Courts
Community partners providing homeless/at-risk services:

- Homeless shelters
- Domestic violence shelters
- Soup kitchens/Food pantries
- Housing providers
- Homeless Courts
Faith-Based Community

- Local churches
- YWCA
- Salvation Army
- Goodwill Industries
Targeting Outreach

Education systems

- Preschools
- Elementary schools
- Afterschool programs, especially those for low-income individuals
- College/university student veteran groups
- College/university campus counseling centers
TARGETING OUTREACH

Partners within the VA Medical Center

- Homeless Programs Staff members
- OIF/OEF Coordinator, HUD-VASH Liaison, GPD Liaison, Women Veteran Coordinator
- CRRCs
- Vet Centers
- CWT
- VR&E
- Domiciliary care
- Medical staff
Local Government

- Local Continuum of Care (CoC)
- Mayor’s Office of Veterans Affairs
- City Commissioners
- Community planning agencies
- State Department of Veterans Affairs
- Local Office of Human Services
- County Mental Health Services
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Strategy Access Points

Continuum of Care and local Interagency Council on Homelessness (ICH)

- Membership on CoC Planning Committee
- Membership on CoC sub-group committees
- Participant representation at CoC meetings
- Active engagement with ICH
American Job Centers (Workforce Center)

- Established referral process
- Formal MOU/service contract preferable
- Co-located DVOP/LVER
The veteran community is close knit, and the homeless veteran community is even more so. Programs and staff members that do right by their veteran clients and follow through with their obligations will carry a lot of weight.
Outreach Best Practices

Using Smart Technologies

- Using electronic devices (like smart phones and tablets) with applications that could access forms, resources, and client records while working remotely conducting outreach.

- This would also better coordinate services and reduce duplication of services.
Community organization partnerships are key for successful outreach.

Educating partners about your program will help ensure good client handoffs and referrals.
HVRP should make use of Social Media which can be a great tool to reach out to new and existing clients, typically younger and current conflict veterans tend to use social media for information and communication and using this technology can be a great way to engage this demographic.
OUTREACH – SOCIAL MEDIA

- Facebook
- Twitter
- LinkedIn
- Hootsuite (aggregator)
- Blogs
HVRP also makes use of print media such as flyers and brochures, and other physical media can show potential clients what the program does, what its hours of operation are, contact information, and more.
QUESTIONS AND COMMENTS

- Concerns?
- Common misconceptions?
- What about “Street” outreach?
- Looking ahead.
Contact me any time with any issues big or small!

Ian Lisman
Senior Program Associate
ilisman@ahpnet.com
Advocates for Human Potential
12850 Middlebrook Road, Suite 480.
Germantown, MD 20874-5255.
Mobile: 508-314-8972