



# Workforce Issuance

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☒ **Policy** ☐ **Information**

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**To:** Chief Elected Officials  
MassHire Workforce Board Chairs  
MassHire Workforce Board Directors  
MassHire Career Center Directors  
MassHire Fiscal Officers  
MDCS Operations Managers

**cc:** WIOA State Partners

**From:** Diane Hurley, Acting Director  
MassHire Department of Career Services

**Date:** July 24, 2023

**Subject:** **Jobs for Veterans State Grant (JVSG): Disabled Veterans Outreach Program (DVOP) Outreach Plans**

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**Purpose:** To inform MassHire Workforce Boards, MassHire Career Center Operators, MassHire Career Center staff and partners, of the requirements for DVOP outreach planning to implement DVOP outreach to Veterans with Significant Barriers to Employment (SBE).

**Background:** As outlined in the [Massachusetts WIOA State Plan](#) and Veterans Program Letter (VPL) 03-14, Jobs for Veterans State Grant (JVSG) Program, DVOP Specialists (DVOPs) will outreach to state partner agencies, federal partners, local cities and towns, Veterans Agents, non-profit organizations, Homeless Veteran Re-Integration Programs (HVRP), and other organizations to create linkages between Veterans in need of services and the JVSG program. Outreach and linkage to those Veterans most in need of individualized services is an ongoing top priority.

DVOPs are required to conduct outreach in their local areas to develop a relationship with other community and Veteran based organizations and key WIOA partners in the effort to conduct recruitment activities to enroll Veterans with significant barriers to employment (“SBE Veterans”) and priority category Veterans within a Career Center with maximum emphasis directed toward recruiting those who are economically or educationally disadvantaged, including homeless Veterans, and Veterans with barriers to employment.

Each DVOP and MassHire Career Center maintains yearly outreach goals to the Veteran population that require in-person outreach to SBE Veterans most in need of individualized services. As such, the DVOP Outreach Plan Template (Attachment A) and Outreach Tracker (Attachment B) have been provided as tools to promote a redesigned collaborative effort between DVOPs and MassHire Operations Managers/Supervisor to document planned and unplanned outreach activities in accordance with DVOP roles and responsibilities (as outlined in Veterans Program Letter (VPL) 03-14, Jobs for Veterans State Grant (JVSG) Program).

**Policy:** All DVOPs and MassHire Managers/Supervisors will develop an outreach plan for the purpose of outreaching to the Veteran population to conduct recruitment activities to Veterans with SBEs for engagement in the JVSG program. The outreach plan will be developed jointly with the DVOP and MassHire Supervisor and revisited on a yearly basis or more frequently to make updates as needed.

For convenience, the DVOP Outreach Plan Template has been designed to capture the following information:

- Outreach to target audiences
- Partner organizations involved with outreach
- Action items
- Frequency of outreach

Local areas have the flexibility to customize the DVOP Outreach Plan Template used to capture outreach activities.

The Outreach Tracker Template is an EXCEL spreadsheet designed to track outreach conducted during each quarter. The spreadsheet is adaptable and can be updated as needed to reflect outreach events that may not have been previously planned. DVOPs must ensure that MassHire Managers/Supervisors are included on correspondence and communications regarding outreach activities.

The outreach plan, including the quarterly tracking spreadsheet, are intended to be living documents. Access to the outreach plan must be provided to the JVSG Program Coordinator and JVSG Program Manager. Outreach plans will be made

easily accessible to Field Management and Oversight (FMO) staff and MassHire Workforce Boards for review prior to yearly audits.

**Action**

**Required:** MassHire Career Center Operators and Management staff must assure that all appropriate staff are informed about, and knowledgeable of the policy and related procedural requirements described in this issuance.

**Effective:** Immediately

**Inquiries:** Please email all questions to [PolicyQA@mass.gov](mailto:PolicyQA@mass.gov).

**Attachments:** A - DVOP Outreach Plan Template  
B - Outreach Plan Tracker  
C - Outreach Plan Example