



Workforce Issuance

100 DCS 15-106

☒ Policy ☐ Information

To: MassHire Workforce Board Chairs
MassHire Workforce Board Directors
MassHire Career Center Directors
MassHire Fiscal Officers
MDCS Operations Managers

cc: WIOA State Partners

From: Beth Goguen, Director
MassHire Department of Career Services

Date: July 30, 2025

Subject: **Disabled Veteran Outreach Program Specialist (DVOPS) Outreach Plans**

Purpose: To inform MassHire Workforce Boards, MassHire Career Center Operators, MassHire Career Center staff and partners of the requirements of DVOP outreach planning to ensure targeted and effective networking efforts.

This policy outlines the requirements for DVOPs to develop structured outreach plans in collaboration with their MassHire Operations Managers/Supervisors. The goal is to ensure that outreach planning is coordinated and targeted to promote increased awareness and utilization of MassHire Career Center services available to eligible Veterans.

The policy has been updated to reflect:

- Alignment with DVOP roles and responsibilities for outreach and networking as outlined in and [Veterans Program Letter \(VPL\) 05-24, Jobs for Veterans State Grant Roles and Responsibilities and Coordination with the Workforce Innovation and Opportunity Act Services](#).
- A new due date of July 1 for outreach plan submissions.

- The modification to the Outreach Plan Template (Attachment A) by adding a (/) between the word “Frequency” and the word “Date” to indicate that either may be apply. Removal of language related to “Significant” Barriers to Employment.
- A new category of “Action Items/Next Steps” added to the Outreach Tracker Template (Attachment B).
- Replacement of the Outreach Plan Examples document with the Outreach Plan Guide (Attachment C).

Background: As outlined in the [Massachusetts WIOA State Plan](#) and VPL 05-24, DVOPs will outreach to service providers in their local communities including but not limited to state partner agencies, federal partners, local cities and towns, Veterans Agents, non-profit organizations, Homeless Veteran Reintegration 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 community and Veteran based organizations and key WIOA partners in an effort to conduct recruitment activities to enroll Veterans with barriers to employment (“BE 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 employment barriers.

Each DVOP and MassHire Career Center maintains yearly outreach goals to the Veteran population that require in-person outreach to 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 collaborative effort between DVOPs and MassHire Operations Managers/Supervisors to document planned and unplanned outreach activities in accordance with DVOP roles and responsibilities as outlined in Veterans Program Letter (VPL) 05-24. Additionally, an Outreach Plan Guide (Attachment C) has been provided to outline a structured outreach strategy to assist DVOPs and MassHire Operations Managers/Supervisors in development of outreach plans. The Outreach Plan Guide is intended to serve as a resource and is flexible to fit local needs.

Policy: All DVOPs are required to develop an annual outreach plan by July 1. The outreach plan will outline the approach to identifying and engaging in outreach and networking efforts to maximize the number of referrals to MassHire for services. Outreach plans must be created in collaboration with the DVOP’s MassHire Operations Managers/Supervisor to ensure alignment with local career

center goals. Outreach plans will be revisited on an annual 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/Next Steps
- Frequency of outreach

Local areas have the flexibility to customize the DVOP Outreach Plan Guide 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 in 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: For 2025 only, DVOP outreach plans must be developed by September 1, 2025 and will be retroactive to July 1, 2025. Beginning in 2026, outreach plans will be required to be in place by July 1 annually.

Effective: Immediately

Inquiries: Please email all questions to PolicyQA@mass.gov

Attachments: A: DVOP Outreach Plan Template
B: Outreach Plan Tracker
C: Outreach Plan Guide

Reference: [Veterans Program Letter \(VPL\) 05-24: Jobs for Veterans State Grants Staff Roles and Responsibilities and Coordination with Workforce Innovation and Opportunity Act Services to Veterans](#)

[Massachusetts WIOA Combined State Plan](#)