

Attachment C

Outreach Plan Guide

Purpose:

To outline a structured outreach strategy that ensures eligible Veterans receive timely and appropriate employment services through coordinated internal collaboration and external partnerships. This guide is not intended to be prescriptive rather it is a framework to guide development of the outreach plan. The Outreach Tracker (Attachment B) should be used in conjunction with the outreach plan to provide a more complete understanding of the scope and impact of outreach activities.

Objectives:

- Raise awareness of Career Center services for Veterans
 - Enhance collaboration with Career Center staff
 - Build relationships with community partners and service providers
 - Identify and engage hard-to-serve veterans
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Internal Outreach and Coordination Plan

A. Staff Collaboration and Communication

- Schedule recurring meetings with:
 - WIOA case managers
 - RESEA staff
 - Business Services Representatives
 - Employment Counselors
- Educate staff on:
 - JVSG eligibility criteria
 - Veteran referral procedures
 - DVOP roles and responsibilities

B. Staff Training & Information Sharing

- Conduct quarterly training or refresher sessions for all Career Center staff
 - Create quick-reference materials (e.g., one-pagers) on:
 - How to identify eligible veterans
 - How to refer to DVOP
 - DVOP services
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External Outreach & Networking Plan

A. Community Engagement & Partnerships

- Identify and map out local veteran-serving organizations and social service providers, such as:
 - Veterans Affairs (VA) Medical Centers / Veteran Centers
 - Supportive Services for Veteran Families (SSVF) programs
 - Local shelters and transitional housing
 - Veteran Service Officers

B. Outreach Activities

- Conduct monthly site visits or virtual presentations with:
 - Veteran-serving nonprofits
 - Veterans coalitions
 - Civic organizations (e.g., VFW, American Legion)
- Share printed and digital outreach materials highlighting:
 - DVOP services
 - Eligibility criteria
 - Contact information
 - MassHire Career Center services and success stories

C. Networking and Awareness

- Attend local networking events, coalition meetings, and job fairs
- Participate in Veteran-focused resource fairs and Stand Downs
- Coordinate with partner agencies for cross-referrals and warm hand-offs

Performance Monitoring & Evaluation

A. Quarterly Data Tracking

- Track:
 - Number of outreach events conducted
 - Referrals received from partner agencies
 - Number of eligible Veterans enrolled
- Review outcomes and adjust strategies as needed