

MASSACHUSETTS

Workforce Investment Act

WIA Communication No. 04-77

☐ Policy ☒ Information

To: Chief Elected Officials
Workforce Investment Board Chairs
Workforce Investment Board Directors
Title I Administrators
Career Center Directors
Title I Fiscal Officers
DCS Regional Directors
DCS Area Directors

cc: WIA State Partners

From: Susan V. Lawler, Commissioner
Division of Career Services

Date: September 27, 2004

Subject: Home Depot's "Operation Career Front" User Guide

Purpose: To transmit the Home Depot Operation Career Front User Guide to local Career Centers for use in conjunction with planning Operation Career Front activity.

Background: WIA Communication No. 04-73, issued September 20, 2004, announced the Kick-off of Operation Career Front by Home Depot and the U.S. Departments of Defense, Veterans Affairs and Labor in an effort to link members of America's military community who are seeking employment to job opportunities in more than 1700 Home Depot outlets across the nation. The campaign is intended to support military job seekers, including military spouses, veterans, national guard and reserve personnel and will be conducted in cooperation with The U.S. Department of Labor through the nation's network of One-Stop Career Centers and LVER and DVOP staff, the Department of Defense Transition Assistance Program (TAP) and Family Support Centers (FSC) and the U.S. Department of Veterans Affairs through its Vocational Rehab and Employment (VA VR&E) division. Additionally, the Marine for Life (M4L) program and other veterans' advocacy and alumni organizations will participate in promoting the campaign.

Operation Career Front officially opened on September 21st with a kick-off press conference in Washington, D.C.

In conjunction with the campaign, local Home Depot Human Resource Managers will work with One-Stop Career Centers to help link job seekers from the military community to local job opportunities in their retail outlets, store support and supply centers . As referenced in WIA Communication No. 04-73, Home Depot would make available a “User Guide” that details the campaign and the strategies and tactics to be followed in implementing Operation Career Front at the local level. The “Operation Career Front User Guide” is attached to this issuance.

Within 2-7 business days following the September 21st kick-off, local Home Depot Human Resource Managers (HRMs) are to begin local planning by bringing together local resources, including One-Stop Career Centers. Local kick-off meetings are to be scheduled within 3 weeks from the campaign’s national kick-off.

IMPORTANT NOTE: Local Career Center staff *should not* initiate contact with local Home Depot outlets. Home Depot HRMs will initiate all contacts.

As part of the Operation Career Front campaign, all military community job seekers will complete applications for employment through the Home Depot web site, www.storecareers.homedepot.com/military. *The on-line application process only works with Internet Explorer 5.5, or above. The application pages will not display in Netscape.*

The User Guide provides application instructions and a handy Operation Career Front Q & A to guide the process.

Action

Required:

Career Center Directors and Managers should review the Operation Career Front User Guide and assure that all staff, particularly LVER and DVOP staff are aware of the campaign, its goals and the strategies and tactics that are planned. Career Centers that are located within the service area of local Home Depot outlets should have already received (directly from Home Depot) a supply of materials related to the Operation Career Front campaign. The materials should include:

- Welcome Letter
- Operation Career Front Brochures
- Operation Career Front Posters
- Operation Career Front Flyers

Copies of these materials were included as Attachments to WIA Communication 04-73.

If your Career Center has not received a supply of the Operation Career Front materials please contact Peg Ryan, Manager, Special Programs at MRyan@detma.org or 617-626-5703.

If, after October 1st your Career Center has not been contacted by the Home Depot in its area, please email the Business Relations Group (businessrelations@dol.gov) to initiate an inquiry regarding participation in Operation Career Front.

Effective: Immediately

References: WIA Communication 04-73.

Inquiries: Please email all questions to PolicyQA@detma.org. Also, indicate Issuance number and description.

Filing: Please file this in your notebook of previously issued WIA Communication Series Issuances as #04-77.