

# Mass Workforce Issuance

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**Workforce Issuance No. 11-71**

☐ Policy ☒ Information

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

**cc:** WIA State Partners

**From:** George Moriarty, Director  
Department of Career Services

**Date:** November 22, 2011

**Subject:** **Veterans Gold Card Initiative**

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**Purpose:** To notify Local Workforce Investment Boards, One-Stop Career Center Operators and other local workforce investment partners of the new “Gold Card” initiative of the U.S. Department of Labor (DOL) for Post-9/11 Era Veterans.

**Background:** On November 4, 2011, the Employment and Training Administration (ETA) published Training and Employment Notice No. 15-11, “Gold Card Initiative”, a comprehensive plan to lower veterans’ unemployment and ensure that service members leave the military career-ready. The Gold Card provides unemployed post-9/11 era veterans with the intensive and follow-up services they need to succeed in today’s job market.

Because of the persistent high unemployment rates being experienced by veterans, Gold Card services are being offered to assist them in getting the help they need to get them back into the labor market as quickly as possible. Information about this new initiative can be found at the DOL website, <http://www.dol.gov/vets/goldcard.html> where veterans will be able to print a Gold Card and get information on how to access available services. Post-9/11 era veterans going through the Transition Assistance Program’s (TAP) employment workshop will also be informed of the availability of the Gold Card services and how to access those services.

Once eligibility is determined, the veteran should then be scheduled for an initial appointment with a Disabled Veterans Outreach Program (DVOP) specialist, a

Local Veterans Employment Representative (LVER) or One Stop Career Center Staff to be assigned a case manager (CM). The CM will complete appropriate enrollment documents for veteran to receive intensive services, provide assessment and career guidance necessary to prepare an Individual Development Plan with the veteran. The Gold Card services may include a combination of intensive services, including skills assessment, career coaching, and job search assistance over a six-month period to jump-start the veterans' job search process and reconnect them to the civilian labor force in high-demand sectors. Such services are designed to help jobseekers navigate a more complex and challenging job market and can do so by helping veterans identify transferable skills, career goals and job search strategies. Veterans may access a suite of services in-person or on-line.

The final step during the initial meeting should be to confirm an appointment date and time for a follow up meeting within 30 days. The CM should provide follow-up services at least once every thirty days until the veteran is employed *or* for up to six months.

Veterans seeking Gold Card services can also learn about an enhanced suite of on-line tools for all veterans that will be launched as part of this initiative. On My Next Move for Veterans ([www.MyNextMove.org/vets](http://www.MyNextMove.org/vets)), veterans will find a simple and quick search engine where they enter their prior military experience and link to the information they need to explore information on civilian careers and related training.

**Inquiries:** Questions should be directed to your ETA or VETS Regional Offices or State VETS staff.