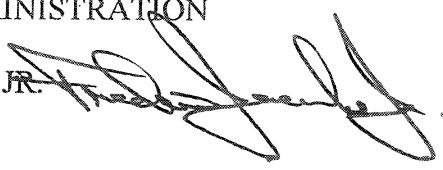




December 3, 2004

VETERANS PROGRAM LETTER (VPL) 01-05

MEMORANDUM FOR: ALL REGIONAL ADMINISTRATORS AND DIRECTORS  
FOR VETERANS' EMPLOYMENT AND TRAINING  
ALL STATE WORKFORCE AGENCY (SWA)  
ADMINISTRATORS  
ALL STATE WORKFORCE LIAISONS  
ALL WORKFORCE INVESTMENT BOARD  
EXECUTIVE DIRECTORS  
ALL STATE WORKFORCE INVESTMENT BOARD  
CHAIRS  
ALL REGIONAL ADMINISTRATORS, EMPLOYMENT  
AND TRAINING ADMINISTRATION

FROM: FREDERICO JUARBE JR. 

SUBJECT: The Hire Vets First Campaign and the Designation of  
Employers as "HireVetsFirst" Employers

- I. **Purpose:** To provide guidance to Veterans Employment and Training Service (VETS) staff, State Veterans and Workforce Agency staff, State Workforce Liaisons, State Workforce Investment Board Chairs, local Workforce Investment Board Executive Directors, and local One-Stop Career Center staff regarding the President's National Hire Veterans Committee Hire Vets First campaign to promote the hiring of veterans and the designation of employers as "HireVetsFirst" employers.
- II. **References:** Title 38, Chapter 41 of the United States Code (38 U.S.C. 41) as amended by the Jobs for Veterans Act of 2002 (JVA), Pub. L. No. 107-288; joint letter from the Assistant Secretary, Employment and Training Administration and the Assistant Secretary, Veterans' Employment and Training, dated August 26, 2004, announcing the President's National Hire Veterans Committee's campaign to promote the hiring of veterans; DOL website [www.HireVetsFirst.gov](http://www.HireVetsFirst.gov).

- III **Background:** The President's National Hire Veterans Committee, in cooperation with the US Department of Labor's VETS and Employment and Training Administration (ETA), launched a campaign to promote the hiring of veterans by employers.

The campaign, through its Web site, [www.HireVetsFirst.gov](http://www.HireVetsFirst.gov), and the U.S. Department of Labor's Toll-Free Help Line 1-877-US2-JOBS (TTY: 1-877-889-5627), refers employers to local One-Stop Career Centers for assistance in connecting to veterans. Businesses that contact One-Stop Career Centers will have the opportunity to tap into the veteran labor pool by utilizing the comprehensive services offered at One-Stop Career Centers.

The [www.HireVetsFirst.gov](http://www.HireVetsFirst.gov) Web site offers employers the opportunity to be designated as a "HireVetsFirst" employer through interaction with their local One-Stop Career Center.

- IV. **Guidance and Technical Assistance:** Employers contacting their local One-Stop Career Centers for assistance in hiring veterans, may also request designation as a "HireVetsFirst" employer. The process, and username and password, for helping an employer obtain the designation of a "HireVetsFirst" employer is described in the attachment.

V. **Action Required:**

*Regional Administrators for Veterans Employment and Training:* Disseminate this guidance and the attached information to your state Directors for Veterans Employment and Training.

*State Directors for Veterans Employment and Training (DVET):* Disseminate this guidance and the attached information to your State Veterans Coordinators and State Workforce Administrators.

*State Workforce Administrators, State Workforce Liaisons, State Workforce Investment Board (WIB) Chairs, Local WIB Executive Directors:* Disseminate the attached information, which contains the username and password, to your One-Stop Career Centers. Support connections between your staff and the Local Veterans Employment Representatives (LVERS) and Disabled Veteran's Outreach Program Specialists (DVOPS) to provide services to employers seeking veterans

- VI. **Inquiries:** Questions regarding this Veterans Program Letter and the HireVetsFirst designation and password may be directed to your DVET. One-Stop Career Center staff not familiar with their DVET can contact the LVER or DVOP affiliated with their center.
- VII. **Expiration Date:** Until rescinded or superseded.

## PRESIDENT'S NATIONAL HIRE VETERANS COMMITTEE

### Process Flow and Expectations of One-Stop Career Centers Serving Employers Seeking Veteran Candidates

1. An employer interested in hiring veterans learns about the services offered by the One-Stop Career Centers by either viewing the Hire Vets First web page ([www.HireVetsFirst.gov](http://www.HireVetsFirst.gov)) or contacting the DOL Toll-Free Help Line (1-877-US2-JOBS), and is referred to a local One-Stop Career Center.
2. The employer contacts their local One-Stop Career Center seeking to hire veterans as employees.
3. One-Stop Career Center staff will register the employer in their state/local case management system or assure that they are registered and provide services and assistance as appropriate to meet the employer's needs.

As part of those services, the employer may request assistance in obtaining the designation of a "HireVetsFirst" employer, per the Hire Vets First web page. If they do so:

- a. Provide the following "HireVetsFirst" username and password to the employer:

Username:	VETS
Password:	FIRST

- b. Offer assistance to the employer in entering the "HireVetsFirst" username and password into the Hire Vets First web site and following the instructions for obtaining the designation of a "HireVetsFirst" employer, if necessary.
- c. **The employer must first check the box stating that they will support the campaign in order to proceed to the download page. If the box is not checked, a pop-up box will appear asking the employer to check the box before being able to continue. See the attachment for a complete explanation**

The following shows the pages an employer would go through on [www.hirevetsfirst.gov](http://www.hirevetsfirst.gov), which would lead them to request the username and password from you to enable them to download the logo. This information is provided for your information to help you assist any employers with the process that may be having problems.

## Be a “HireVetsFirst” Employer

It makes sense to hire U.S. veterans. Veterans have the training, work ethic and proven skills that will immediately add value to your business. Equally important, you’ll be contributing to America’s global competitiveness and the strength of our economic base.

Listed below are steps you can take right now to meet your employment initiatives, enhance your business and show your support for those men and women who have served in our military. To be a “HireVetsFirst” employer:

1. Contact your local One-Stop Career Center or call 1-877-US2-JOBS. Comprehensive One-Stop Career Centers are in nearly 2,000 locations nationwide. You will be placed in immediate contact with a proper local representative who will help you meet your hiring needs, including the recruitment of veterans with disabilities.
2. Download the symbol (logo) by using a username and password obtained from your local One-Stop Career Center.
3. Display the symbol to promote awareness of veteran hiring, and to show your belief in the importance of being a “HireVetsFirst” company.

Thank you for employing veterans and exploring the possibilities of American excellence at work.

Continue  
(Go to Username-Password Page)

Exit  
(Return to Home Page)

**Be a "HireVetsFirst" Employer**

*Username-Password Page*

Enter the username and password obtained from your local One-Stop Career Center below:

Username: \_\_\_\_\_

Password: \_\_\_\_\_

- I have contacted a One-Stop Career Center , I support the "HireVetsFirst" initiative, and will display the (logo) symbol to show my commitment in promoting the hiring of veterans.

Check box to continue.  
(Go to Download Page)

Exit  
(Return to Home Page)

*If the employer does not check the box, a pop-up message will appear which states: "Please indicate that you accept the stated conditions in order to continue to the download page." The employer will not be able to continue unless the box is checked.*

**Be a "HireVetsFirst" Employer**

*Vet-Check Logo Download Page*

Click on symbol to download logo.  
(Download logo)

Exit  
(Return to Home Page)