

ACVETEO - ADVISORY COMMITTEE ON VETERANS' EMPLOYMENT,
TRAINING AND EMPLOYER OUTREACH

U.S. DEPARTMENT OF LABOR

August 23, 2023

SUMMARY MINUTES

THE ADVISORY COMMITTEE ON
VETERANS' EMPLOYMENT, TRAINING, AND
EMPLOYER OUTREACH (ACVETEO)

Virtual Meeting

U.S. Department of Labor
Frances T. Perkins Building
200 Constitution Avenue NW
Washington, DC 20210

PARTICIPANTS:

Gregory Green, ACVETEO, Designated Federal Officer
Laurel Devine, Director of Communications, DOL VETS
Julian Purdy, Deputy Assistant Secretary of Policy, DOL VETS
Margarita Devlin, Deputy Assistant Secretary of Operations and
Management, U.S. DOL
Lori Adams, Policy Director & NLx Senior Advisor, National
Association of Workforce Agencies
Joe Wynn, National Association for Black Veterans (NABVETS)
Mike Hazard, VA Veterans in Piping Program
Pamela Johnson, Goodwill Industries
Katie Berland, Call Strategies
Becca Gale, Technical Assent
Caitlin Goodale-Porter, Veteran

The virtual meeting of the Advisory Committee on Veterans Employment, Training, and Employer Outreach (ACVETEO) took place on August 23rd, 2023. **Margarita Devlin**, Deputy Assistant Secretary of Operations and Management, U.S. DOL, opened the meeting by explaining today's meeting would be mostly about individual breakout sessions, but that they would also be discussing the Customer Experience Project. **Gregory Green**, ACVETEO, Designated Federal Officer, then went over some administrative items before breaking everyone up into their breakout rooms for smaller group discussions.

After the breakout sessions, **Julian Purdy**, Deputy Assistant Secretary of Policy, DOL VETS, gave his gratitude to the ACVETEO for the work they do. He then spoke about a more recent research activity regarding black veterans and how to better the economic outcomes for that subpopulation.

The research involved three panels which talked about the data trends, common experiences, and a literature review regarding the black veteran population. He then gave the floor to **Ms. Devlin**, so she could introduce the speaker for the Customer Experience Initiative.

Katie Berland, Call Strategies, introduced her team at Technical Assent and Call Strategies and then provided an update on the first phase which involved 10 months of research capturing the voices and experiences of veterans across the nation. She then issued several disclaimers about the research before explaining the point of researching the customer experience. She explained that the end goal is to use this research to optimize the customer experience for everyone, improve the overall view of the organization by clients, and enable more clients to achieve their goals through the organization.

In order to collect this data, they broke it down into categories including employee interaction. Equity and transparency of the process, ease and simplicity, efficiency and speed, and the effectiveness or perceived value of the services. She then went into the details about why this research started, which started with a decline of the utilization of the Jobs for Veterans State Grants (JVSG) and the Disabled Veterans Outreach Program (DVOP). **Ms. Berland** then spoke more about their research process and how they approached their task, including multiple stakeholders, eight separate focus groups, and over 210 interviews with veterans and other individuals. Through their research they focused on uncovering service gaps, exploring research utilization, and understanding the

employment landscape for veterans.

She then went through the numbers and lengths included in the research, the various stakeholders she engaged, and how they broke down demographics. At that point, **Ms. Berland**, started speaking about some of the insights they gathered. They compiled their data by creating a journey map of the veteran job-seeking experience, developing five veteran personas, and writing a full research report detailing the work, insights, and findings. Through everything, they developed nine key insights. The first two were related to the equity and transparency of the process, including that eligible populations can be better connected to AJC resources and that JVSG eligibility requirements cause inconsistent service delivery and deter eligible veterans.

Under effectiveness and perceived value of service, they had three insights, the first being that inconsistent practices across AJC staff may impede service delivery. The second was that veterans do not view AJCs as a go-to resource, and third is that negative experiences with other aspects of government influenced AJC utilization.

Under efficiency and speed, **Ms. Berland**, explained that they found that community partnerships are effective but underutilized. Under employee interaction, they found that individual DVOPs impact veteran's experiences with DVOP services. Under ease and simplicity they found that location impacts access, and that military experience complicates the job search. She went into more detail on each insight before going more in depth on the personas

they developed which represent real veterans with whom they spoke. The personas were broken down into categories of those who have and those who have not used the American Job Center or JVSG services.

She also delved into more detail on the Veteran Journey Map which they created and provides a summary of real veteran customers' experiences. **Ms. Berland** explained the major touch points of the map which were broken down by phase. These phases are the pre-American Job Center, the curing American Job Center, and the after American Job Center (AJC). She then spoke about some opportunities they feel their research has provided. She went into details on all of the opportunities they found before concluding her presentation and opening up for questions. **Ms. Berland** and **Ms. Devlin** took the time to answer several questions and lead additional discussions about the research.

Following this discussion, a veteran, **Ms. Goodale-Porter**, was given a few minutes to discuss the difficulties she has had with the VA system and was excited to hear about ACVETEO to see if they have options that the VA does not provide. **Ms. Devlin** requested an email so she could follow up with her and introduce her to some of the other agencies and programs available to veterans, and added that they are finding better ways to discuss these programs during the Transition Assistance Program (TAP) to make them better understood and more easily accessible to veterans as they transition out. Following this, **Mr. Green** sent the subcommittee groups back into their smaller discussion spaces. When he brought them back, he requested that the subcommittee chairs to set up Saturday subcommittee

meetings in the next 30 days. He then opened the meeting up for public comments, and after receiving none, he received a few additional comments from the subcommittee chairs before adjourning the meeting at 11:51 a.m.