



DIRECTOR'S MEMORANDUM: # 08-06

FOR: REGIONAL ADMINISTRATORS AND DIRECTORS FOR  
VETERANS' EMPLOYMENT AND TRAINING SERVICE

FROM:   
GORDON J. BURKE, JR.  
Director, Operations and Programs

SUBJECT: Key to Career Success Campaign

**I. Purpose:** To provide Veterans' Employment and Training Service (VETS) staff with information on the purpose and distribution scheme of the Key to Career Success campaign.

**II. Rescissions:** None.

**III. Background:** Over 3,500 One-Stop Career Centers nationwide provide staff services, information, job search tools, and career guidance to assist veterans in their efforts to obtain employment training and meaningful jobs and careers. The Key to Career Success campaign is a marketing effort designed to connect veterans, demobilizing Reserve Component members, and transitioning service members, especially those that are returning from combat duty, with the workforce services that are available to them at One-Stop Career Centers in their local communities. The marketing materials consist of a brochure with an attached wallet card and key fob that provide information on how to access the nearest One-Stop Career Center.

**IV. Key to Career Success Campaign:** The main goal of the Keys to Career Success Campaign is to help veterans take advantage of training and employment services and help businesses connect with the veteran workforce. The campaign will be evaluated after the first year to determine whether or not it will continue.

Shipment of the marketing materials is currently underway and should be complete by March. Because the campaign is targeted toward transitioning service members and demobilizing Reserve and National Guard members, the bulk of the 300,000 Key to Career Success cards will be made available to Transition Assistance Program (TAP) and Department of Defense pre-

separation counseling locations in the U.S. and overseas and the Department of Labor's (DOL) Toll Free Help Line for distribution. Once the first shipments are completed, the follow on distribution plan is to send brochures with each TAP Employment Workshop Manual order.

Since the objective of this campaign is to connect veterans and transitioning service members with the One Stop Career Center system, DVOP specialists, LVER staff and other One Stop Career Center staff will not be provided a shipment of the Keys. Instead, the One-Stop Career Centers will receive promotional kits, still in development, that will likely include:

- 10 Key to Career Success Cards and brochures;
- 2 posters;
- 2 desk signs; and
- 10-20 copies of a desk guide for serving veteran and military spouse customers (also available electronically).

Service members and veterans that are not in the transition process will be able to get a Key to Career Success card from the DOL toll-free help line identified in the brochure.

VETS field staff will receive a shipment of the Key to Career Success materials. Field staff should make these materials available at events attended by the targeted transitioning service members and veterans mentioned above. Appropriate events include, but are not limited to, demobilization briefings for Reserve/National Guard members and Job and Business Fairs. A redistribution plan for VETS field staff is currently being developed. Guidance on the redistribution plan will be provided when completed.

**VI. Inquiries:** Directors for Veterans' Employment and Training (DVETs) should provide assistance to TAP sites and State Workforce Agency personnel with questions regarding this campaign. Questions concerning this memorandum should be directed to Pamela Langley at (202) 693-4708 or email at [langley.pamela@dol.gov](mailto:langley.pamela@dol.gov).

**VII. Expiration Date:** Until superseded or rescinded.