

# INFORMATION NOTICE

## WORKFORCE SERVICES

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TO: WORKFORCE DEVELOPMENT COMMUNITY

SUBJECT: DOL GOLD CARD INITIATIVE FOR POST-9/11 ERA VETERANS

On November 7, 2011, President Obama announced a comprehensive plan designed to lower veterans' unemployment and ensure that service members leave the military career-ready. The announcement referenced several initiatives including the creation of a suite of "Gold Card" services for veterans that complements EDD's Veterans' Intensive Program (VIP) and the role of its Veterans' Services Navigators (VSNs). The Gold Card identifies unemployed post-9/11 era veterans and targets them for receipt of intensive and follow-up services needed to succeed in today's job market.

As of September 2011, over 900,000 veterans were unemployed and the jobless rate for post-9/11 era veterans was 11.5 percent. Between 2011 and 2016, over one million service members are projected to leave the military. We have an obligation to make sure these veterans are able to navigate the current labor market and succeed in the civilian workforce. By increasing collaboration between the Veterans' Employment and Training (VETS) funded programs and the One-Stop Career Center system, the expectation is that this will result in enhanced services designed to overcome veterans' barriers to employment and return our post-9/11 era veterans to the workforce.

All staff at One-Stop Career Centers, including receptionists, greeters, Veterans' Services Navigators (VSNs), Wagner-Peyser Act (W-PA) staff, Workforce Investment Act (WIA) funded staff, and other partner staff, must ensure that veterans receive priority of service for all Department of Labor (DOL) funded programs. This mandate is explained in Training and Employment Guidance Letter 10-09, "Implementing priority of service for Veterans and Eligible Spouses in all Qualified Job Training Programs Funded in whole or in part by the U.S. Department of Labor (DOL)," Training and Employment Notice 15-10, "Protocol for Implementing Priority of Service for Veterans and Eligible Souses in all Qualified Job Training Programs Funded in whole or in part by the U.S. Department of labor (DOL)," and Training and Employment Notice 15-11, "Gold Card Initiative." The provision of Gold Card services will help ensure that veterans' priority of service is fully implemented.

Post-9/11 era veterans can be identified via the Gold Card and through verification procedures adopted at the local level. Eligible veterans can present the Gold Card at his/her local One-Stop Career Center to receive enhanced services including

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six months of follow-up. The Gold Card services include a combination of intensive and staff assisted 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 occupations. Such services are designed to help jobseekers navigate a complex and challenging job market and can do so by helping veterans identify transferable skills, career goals and job search strategies. Veterans will be able to access a suite of services in-person and on-line. The enhanced in-person services available to post-9/11 era veterans at local One-Stop Career Centers may include:

- Job readiness assessment, including interviews and testing
- Development of an Employability Development Plan (EDP)
- Career guidance through group or individual counseling that helps veterans in making training and career decisions
- Provision of labor market, occupational, and skills transferability information that inform educational, training, and occupational decisions
- Referral to job banks, job portals, and job openings
- Referral to employers and registered apprenticeship sponsors
- Referral to training by WIA-funded or third party service providers, and
- Monthly follow-up by an assigned case manager for six months

The procedures for guiding veterans to these services are as follows:

- Intake staff shall inform veterans inquiring about Gold Card services, or who may be Gold Card eligible, of the available enhanced services described above.
- Intake staff will determine veteran status as they currently do, but will have to determine post-9/11 status. Local staff may be able to make this determination using their existing process or may have to add a verification step. If a new step is required, local EDD staff and their partners will determine how to best accommodate this change.
- If determined eligible, the veteran will be scheduled for an initial appointment with an EDD Disabled Veterans' Outreach Program (DVOP) specialist, EDD Local Veterans' Employment Representative (LVER) staff, or One-Stop Career Center staff that will provide the enhanced services. LVER staff will also continue to provide employer outreach services.

Veterans will meet with their assigned case manager (CM) (who may be a DVOP, LVER or other staff in the One-Stop Career Center) to complete appropriate enrollment documents in order to receive Gold Card services. The CM will provide the appropriate assessment and career guidance necessary to prepare an EDP with the client. Based on the individual client needs, the CM will provide the veteran with appropriate services, such as resume development, referral to training, and job referrals. The final step during the initial meeting will be to confirm an appointment date and time for a follow-up meeting within 30 days. At the conclusion of the meeting, the CM will create the case

management record for annotating pertinent information on the veteran's occupational goals that will then be used for employer outreach to develop job opportunities. The CM is encouraged to utilize the services and expertise of other staff to deliver the necessary services. The CM will provide follow-up services at least once every thirty days for Gold Card clients until they're employed *or* for at least six months if the veteran remains unemployed.

All EDD and One-Stop Career Center staff should familiarize themselves with the expectations for the provision of Gold Card services. While the Gold Card initiative targets post-9/11 era veterans, all staff working with veterans should also become familiar with two new electronic tools for veterans which can be found at the following links; [My Next Move for Veterans](#) and the [Veterans Re-Employment Portal](#).

If you have any questions pertaining to this notice, contact Kent Kjelstrom, Manager, Veterans' Program Unit at (916) 654-0858 or email [Kent.Kjelstrom@edd.ca.gov](mailto:Kent.Kjelstrom@edd.ca.gov).

/S/ MICHAEL EVASHENK, Chief  
Workforce Services Division