



OUTREACH

LEARNING OBJECTIVES

- ◉ Better understanding and definition of Outreach
- ◉ Advantages of Outreach
- ◉ Principles of outreach
- ◉ Goals of outreach
- ◉ Life-cycle
- ◉ Where and whom to target

WHAT IS OUTREACH

- ◉ Outreach in its simplest form is:
 - “To start where the client is, outside the office and into the community”
- ◉ Outreach is an intervention or activity
- ◉ Outreach is defined as a two-way communication
- ◉ Outreach is reaching out to people

WHY DO OUTREACH

- ◉ Outreach efforts result in developing a liaison between the agency and the community
- ◉ Improves community awareness
- ◉ Increases collaboration and communication
- ◉ Share resources and exchange ideas
- ◉ Increase program attendance
- ◉ Most importantly, when conducted consistently, outreach can stimulate behavioral change

PRINCIPLES OF OUTREACH

- ◉ Clearly identify the people you are trying to reach
- ◉ One size does not fit all
- ◉ Think from the clients/communities perspective
- ◉ Enlist key community leaders
- ◉ Outreach = Material + Personal contact
- ◉ Be a conversationalist
- ◉ Consider where you have done outreach (Who is missing)

GOALS

- ◉ Enhance Community Awareness
- ◉ Increase the visibility of the program
- ◉ Increase community support
- ◉ Engage new partners and stakeholders
- ◉ Improve knowledge



LIFE CYCLE

○ Planning

- Needs Assessment (Veterans and organizations)
- Goals and Objectives (SBE)
- Stakeholder identification (who is doing what)
- Key Message (DVOP, Veterans w/SBE, Regular Services)

○ Development

- Structure for Implementation (up to 50 percent)
- Outreach strategy tools (Flyers, pamphlets, Organizations)

LIFE CYCLE (CON'T)

⦿ Execution

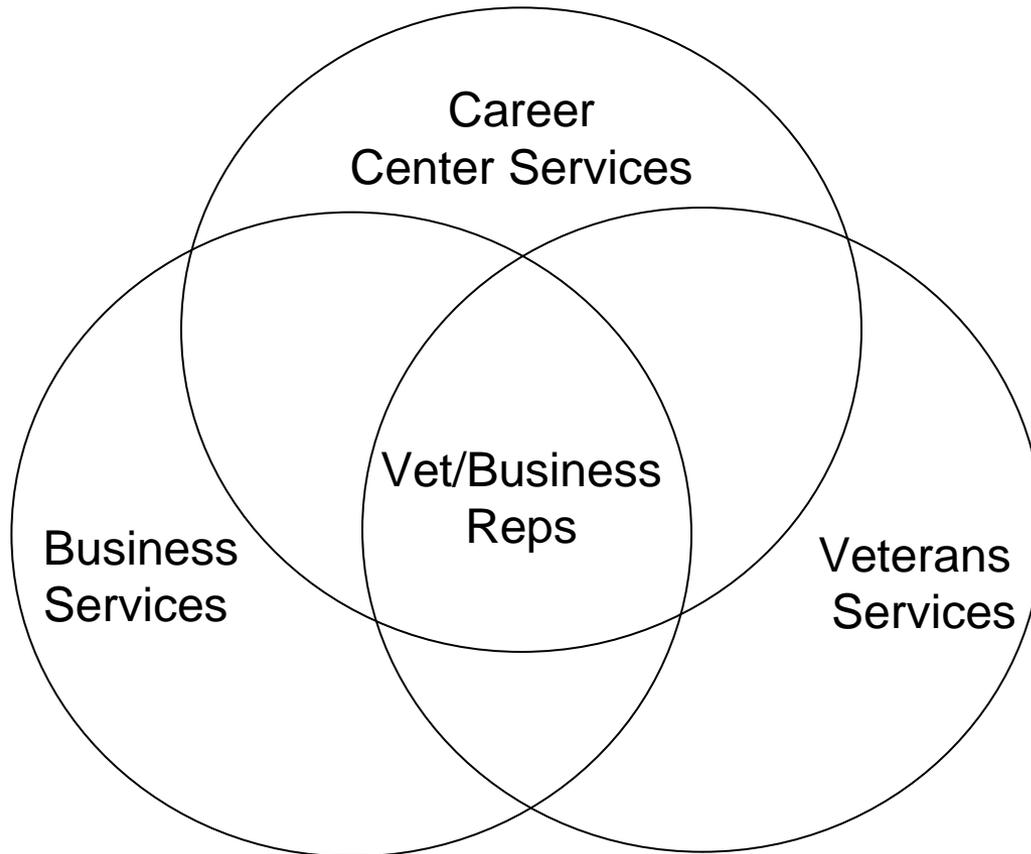
- Implementation (make it happen)
- Adjustments (Flexibility)

⦿ Evaluation

- Process and outcome evaluation
- Result analysis

WHERE ARE YOU AT?

- Veteran Representatives operate at the intersection between Career Center Services (OJT, Federal Bonding), Veterans Services (LVER) and Business Services.



WHO TO TARGET

- DVOP specialist should target services to:
 - Special Disabled Veterans
 - Disabled Veterans
 - Economically or Educationally Disadvantaged Veterans
 - Veterans with other Barriers to Employment (especially homeless veterans)

WHERE TO TARGET

- DVOP Specialist conduct outreach at a variety of sites including, but not limited to: (IAW VPL 07-05)
 - Vocational Rehabilitation and Employment Programs
 - Homeless Veterans Reintegration Projects grantees
 - Department of Veterans Affairs (medical centers and Vet Centers)
 - Homeless shelters
 - Civic and Service Organizations (churches)
 - Community Stand Downs
 - Military Installations
 - WIOA Partners
 - State Vocational Rehabilitation

HOW TO TARGET

- The key word here is “conversation”
 - Greeting
 - Introduction
 - Programs available
 - Contact information
 - Appreciation for the encounter
- Follow-up
 - Make contact
 - Discuss any new programs
 - Re-Discuss a couple of the programs that have already been discussed
 - Appreciation for the encounter

THINK AGAIN

- ◉ **Some Issues with Outreach**
 - ODA (Out Driving Around)
 - Same place same time (Library every Thursday)
 - Come see me (Never gives a result)
 - Going somewhere during social hour
- ◉ **Where not to go**
 - Hanging out at a fast food restaurant waiting for vets
 - Places that you have set up a desk and have never found or have found very few vets.
- ◉ **Place to think about going to**
 - College (Many vets get out after first term and go to college)
 - Wal-Mart?

BY APPOINTMENT ONLY

- You cannot place on your schedule that you are out driving around looking for vets.
- Make a plan
- Make appointments with service organizations where vets might frequent and then place on the scheduler
- Place the service organization in toolbox prior to going out to the organization

SUMMARY

- ◉ Make a plan
- ◉ Stick to the plan
- ◉ If the plan begins to fail be ready to adjust fire
- ◉ Find the right places to search for veterans
- ◉ Record everything in toolbox
- ◉ Have fun
- ◉ Connect with the intention of helping others
- ◉ Relax, focus on what you can bring to the party or offer in the form of contacts, knowledge or resources

QUESTIONS

