



**HERO
2 HIRED**

POWERED BY DoD



**Yellow Ribbon
Reintegration Program**

For Those Who Serve and Those Who Support

Execution Plan

An OSD Reserve Affairs Project

Supporting The President's Call "To Put Our Heroes to Work"

Mission

- The Assistant Secretary of Defense for Reserve Affairs and the Reserve Component Chiefs are responsible for the readiness of their units and service members
 - Civilian employment is a critical part of the RC members ability to remain in service. It is a readiness factor!
 - Employment plays a huge role in the RC members well-being
 - The manner in which leaders take care of service members today will directly impact the future of the Reserve Component and the Total Force.



Background

- **Over 300,000 Reserve Component Service Members do not receive any services from DoL VETS or VA due to their lack of “Veteran” Status**
- USAR started a program called Employer Partnership of the Armed Forces (EPAF) in 2007/08 under the vision of LTG Stultz as means to “share” service members between the military..Army Reserve and Corporate America.
- Employer Partnership of the Armed Forces (EPAF) will merge into H2H and the www.employerpartnership.org web site is being rebranded www.H2H.jobs
- **Hero 2 Hired (H2H) consolidates Department of Defense efforts to gain efficiencies and improve effectiveness**
- H2H is **NOT** another “Jobs Board” – it is a comprehensive solution for addressing the extreme unemployment faced in the RC
- H2H serves the unique population of the Reserve Component and their unique employment concerns, but ALL service members seeking assistance will be helped



Reserve Component Unemployment

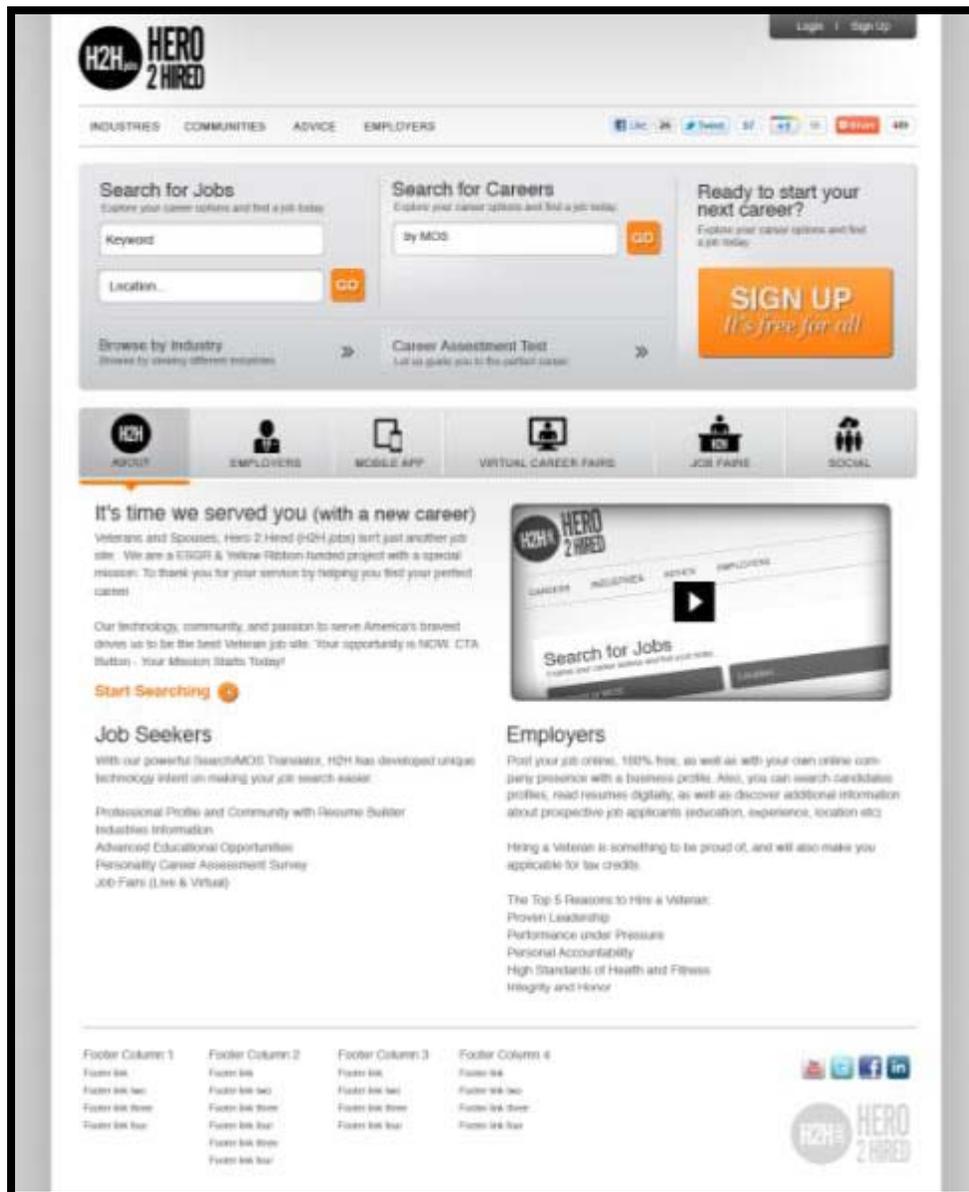
DMDC report: Dec 11, 121,000 Guard and Reserve members surveyed

	May-03	Sep-03	May-04	Nov-04	Jun-05	Dec-05	Jun-06	Dec-06	Jun-07	Dec-07	Jun-08	Nov-08	Jun-09	Dec-09	Jan-11
* Total	5	4	6	4	5	6	6	5	5	6	6	7	11	12	13
● ARNG	6	5	7	5	6	8	8	6	7	7	8	8	14	14	16
● USAR	6	6	7	6	6	6	7	7	5	7	8	8	14	14	15
▲ USNR	3	3	2	3	3	3	3	3	3	4	4	5	7	8	9
■ USMCR	8	6	7	4	9	7	9	7	7	6	8	11	13	17	17
◆ ANG	3	2	4	3	3	4	3	3	2	2	3	4	5	5	5
◆ USAFR	3	2	3	4	4	4	5	4	4	4	3	4	6	6	7

	May-03	Sep-03	May-04	Nov-04	Jun-05	Dec-05	Jun-06	Dec-06	Jun-07	Dec-07	Jun-08	Nov-08	Jun-09	Dec-09	Jan-11
* Total	5	4	6	4	5	6	6	5	5	6	6	7	11	12	13
● E1-E4	10	8	11	7	10	11	11	9	10	11	12	15	21	22	23
▲ E5-E9	2	3	3	3	3	4	4	3	3	3	4	5	6	6	8
■ O1-03	2	2	2	3	4	5	5	4	3	4	3	4	6	6	7
◆ O4-06	2	1	2	2	1	2	2	2	1	1	2	2	2	3	3

- **13% of RC service members are unemployed:** 6% higher than the overall Veterans population
- 65% of members reported being currently employed. In 2003, that employed rate was 79%. 14% decrease.
- RC Unemployment claims (DoD UCX) increased +6 percentage points since Jun 08. **Total UCX costing DoD approximately \$1 Billion annually and expected to increase.**
- Following their most recent activation in the last 24 months, 34% of deactivated Reserve component members experienced unemployment
- **Reserve Component lower enlisted personnel (E1-E4) unemployed: 23%**





Simple is better!

H2H.jobs is designed to be a useful, fast loading, results oriented web application

Our **mission** is to connect RC service members with career opportunities and jobs through engagement with employers



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H2H Program Elements



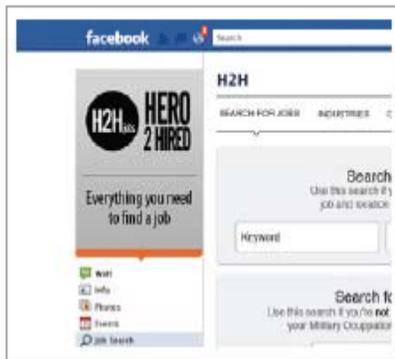
Mobile App

Mobile version of the website with virtually all of the features and functionality available on smart phones. Users can do an employer search by GPS and opt in for text alerts.



Hiring Events

We've partnered with Chamber of Commerce to sponsor 40 Hiring Our Heroes job fair events around the country. For each we will execute a mini media campaign to make RC members aware of the event and drive attendance.



Facebook Integration

Access features of the H2H site through the Facebook experience.



Virtual Career Fairs

Users can attend online job fairs that simulate an actual job fair environment, meeting HR managers and responding to job postings.



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What are the benefits of H2H for service members



Job Search

Search by keyword, location, salary, education level, or industry. Receive an immediate list of open job announcements, and apply to those jobs using your professional profile that can include a resume, work samples, photos and videos, and other information.



Live & Virtual Hiring Events

Check our calendar to see if a "Hiring Our Heroes" job fair is coming to your area. Or attend a virtual career fair online to meet company reps and search open jobs. And even when events aren't happening, you can respond to job openings or find information 24/7.



Military Skills Translator

No matter which branch you served in, you can enter your military occupational code and we'll translate your training and experience into a list of relevant career paths. Explore your options and then view view and apply for immediate job openings in each of those career types.



Career Exploration

Not sure what you want to do, or interested in a new career? Learn about various industries and occupations, or start with a career assessment survey to identify jobs that you'd be perfect for. Discover the best direction for the next step of your life.



Advice & Training

Need advice? We can help with things like job hunting techniques, resume preparation, and interview tips. We also have information on school and college offerings, certificate and training programs, apprenticeships, financial aid, military benefits, and more.



Social Networking

Join online groups related to your experience and interests and get more help with your job search. H2H is also available through social networking sites like Facebook, where you can ask questions, share experiences, email job listings, and network with employers.



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Retaining The Citizen Warriors

Military Jobs Too

The screenshot shows the H2H HERO 2 HIRED website interface. The search criteria are 'design' and 'Florida'. A pop-up window titled 'MOVING TO A NEW STATE FOR A JOB?' is overlaid on the search results. The pop-up contains the text: 'Find out what unit you can transfer to with our Unit Finder!' and a 'Find Unit' button. The background shows a list of job listings, including 'All Source Intel Analyst' and 'Java Applications Developer'.

This is a close-up of the pop-up window. It features a table with the following data:

UNIT NAME	LOCATION City, State, Zip
82nd Airborne Division	Otawado, Florida

Pop up window linked to RC Unit vacancies and opportunities

H2H is tied into the RC unit data files so that RC members can move to civilian jobs without leaving RC military service

Allows RC and AC members to get a civilian job and be prompted about continued service in the RC



What are the benefits of H2H.jobs for employers?



Unlimited Free Job Postings

Create job openings that include comprehensive information about the job and even a video to give candidates an inside look at the day-in-the-life of the job.



Automatic Notifications

Get automatic notifications for candidate applications, H2H messages, and connection requests.



Powerful Search Functionality

Find the best candidates by setting match criteria such as experience, education, and skills, and invite them to apply for your jobs.



Digital Invitations

With H2H you can send digital invitations to gauge the interest of potential candidates and invite them to apply for the open jobs you think they are qualified to fill.



Marketing Opportunities

Build your online presence with H2H's robust marketing tools. In addition to your company information, you can add company videos so candidates will know what your company is about.



Virtual Hiring Events

Host a booth in our online job fair environment, complete with job listings and company information accessible to job seekers 24/7. And during our scheduled events, you can have company reps available to speak directly with attendees, networking to find the right candidates for your jobs.



Questions

