



Fwd: Vets TOT Funds- Aug 27 agenda, item #35 Ref. attachment A-#4 Veterans Care Program

1 message

Jim Mitrish - El Dorado County <jim.mitrish@edcgov.us>
To: EDC COB <edc.cob@edcgov.us>

Mon, Aug 26, 2013 at 12:09 PM

Attachments for #35 tomorrow. 13-0280.

Jim Mitrish
Clerk of the Board of Supervisors
County of El Dorado
Ph. 530.621.5390 Main
Ph. 530.621.5592 Direct
Email jim.mitrish@edcgov.us

----- Forwarded message -----

From: **Theresa Daly** <theresa.daly@edcgov.us>
Date: Mon, Aug 26, 2013 at 12:04 PM
Subject: Fwd: Vets TOT Funds- Aug 27 agenda, item #35 Ref. attachment A-#4 Veterans Care Program
To: Jim Mitrish <jim.mitrish@edcgov.us>

More attachments. Thanks.

----- Forwarded message -----

From: <rbuchanan2680@comcast.net>
Date: Mon, Aug 26, 2013 at 12:01 PM
Subject: Re: Vets TOT Funds- Aug 27 agenda, item #35 Ref. attachment A-#4 Veterans Care Program
To: theresa daly <theresa.daly@edcgov.us>
Cc: Karen Feathers <karen.feathers@edcgov.us>, bostthree@edcgov.us, kurt raffetto <kurt.raffetto@reagan.com>, swettbb@gmail.com, bosttwo@edcgov.us, joe ham <joe.ham@edcgov.us>, bill@eldoradocf.org, Vern R Pierson <vern.pierson@edcgov.us>, laura.schwartz@edcgov.us, "bosfivej.winhallsr" <bosfour@edcgov.us>

To: Theresa Daly EDC-CAO

From: Richard W. Buchanan

Thank you for your quick responds Theresa,

Please find attached the Vets TOT fund program, Veterans Care Program background details which describes the mechanics of the proposed program and answers most if not all the question the commission has received about the Hospice Veterans Care Program. Please add this information to Aug. 27 agenda, item 35, ref. attachment A-#4 agenda package, this information will be of interest to our community.

Additionally, the amount referenced on attachment A #4 is incorrect. The correct amount approved by the EDC-VAC Commission was \$20,000.

Almost all of the proposed programs submitted for Vets TOT funds will continued to be refined , the Veterans Care Program is no exception.

I propose that in the future your office communicate directly with the EDC Veterans Affairs Commission Chairman or the VSO for final approval of any agenda item submitted by the Commission.

Best regards and thank you again for supporting our veterans,
Richard Buchanan

Public Comment

13-0280 2C 1 of 28

EDC-VAC Commission

—
Terri Daly
Chief Administrative Officer
County of El Dorado
PH: 530-621-5530

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Thank you.

2 attachments

 **Veterans Care Program 1.doc**
68K

 **Snowline Hospice.doc**
25K

Veterans Care Program

Transit Occupancy Tax (TOT) funds for veterans services and programs.

El Dorado County Veterans Affairs Commission

EDC-VAC Veterans Care Program (VCP): Annual funding of the EDC-VCP will help to provide custodial care for disabled veterans and/or low income, elderly/frail veterans. Only lower-income veterans are eligible for this VCP needs-based program. Income guidelines apply. Durable medical equipment, e.g., special beds, walkers, shower chairs, wheelchairs, etc. will be made available through Snowline Hospice at no charge to the VCP when inventories allow. The program costs \$20,000.00 annually.

95% of Veterans die outside the VA system and are cared for in our communities. At Snowline Hospice, 1 in 3 patients are Veterans. In our community, we have Veterans living and dying alone. Snowline Hospice cares for a growing number of Veterans each year. Some are impoverished. Some are very isolated with no family or friends to assist them in their frail state. Others have family caregivers who are often elderly and frail themselves. It costs Snowline Hospice \$18 per hour to hire personal-care services. The hospice benefit does not cover long-term custodial care. Few of these Veterans have enrolled for VA benefits. Thus, the Medicare Hospice Benefit does not entirely meet the caregiving needs of many of our Veteran patients and their families. Hospice services are covered by Medicare but custodial care services are not. Hospice home health aides visit Hospice patients at scheduled intervals, depending on the patient's and family's need, typically for one hour a few times per week.

The Medicare term for what is covered is "routine intermittent" care. Some patients become so disabled that they need around the clock or near around the clock help. This is called custodial care.

Definition of Custodial Care:

Non-medical care that addresses personal needs, and is available to a chronically ill individual.

...This is the help that is needed by many elderly family caregivers and that is not provided for other than on regularly scheduled intermittent visits by the Home Health Aides.

What is custodial care?

Some examples of custodial care would include help with dressing, bathing, help out of bed, help to the bathroom, incontinence, and assistance for patients with wheelchairs and/or dementia. Alzheimer's patients who have a tendency to wander usually have only custodial care needs

Medicare

Medicare does not pay for most long term care. Specifically, it does not pay for custodial care or personal care, such as help with activities of daily living, which account for most of the cost of long term care. However, Medicare will pay for some nursing home, hospice, and home health care, if you meet certain conditions. Medicare does not pay for non-skilled home care or home health care aides to help you with the activities of daily living, unless you are also receiving skilled nursing or therapy services.

Hospice Care

Medicare covers the cost of hospice care for patients with terminal illness who are not expected to live more than six months. Covered services include medication for pain relief, control of symptoms, medical and support services from a Medicare approved hospice agency, and certain additional services that are ordinarily not covered by Medicare. Hospice care can be provided to the patient in their own home, in the nursing home where they live, or in a hospice care facility. Medicare will also cover some short-term respite care to give the family caregiver time to rest.

Veteran's Benefits

The Veteran's Administration (VA) offers a wide variety of long term care benefits to eligible veterans, including adult day care, home care, home health care, home-based skilled nursing and primary health care, hospice and palliative care, respite care, and nursing home care.

Veterans may be eligible for care in one of the VA's own nursing homes, in a nursing home for veterans operated by a state government, or in a privately-owned nursing home under contract to the VA.

Eligibility and co-payment requirements vary depending on what type of care the veteran needs.

There is usually a waiting list for services, and a veteran's priority on the list is generally determined by whether he or she has a service-related disability, and also based on the severity of his or her disability.



Dear Sirs:

95% of Veterans die outside the VA system and are cared for in our communities. There are about 22 million veterans in America. 1 in 4 dying in America is a Veteran. At Snowline Hospice, 1 in 3 of our patients are Veterans. We have, in our community, Veterans living alone and dying alone. Snowline Hospice cares for a growing number of Veterans each year. Some are impoverished. Some are very isolated with no family or friends to assist them in their frail state. Others have family caregivers but that person is often elderly and frail themselves. It costs Snowline Hospice \$18 per hour to hire a personal care service. The hospice benefit does not cover long-term *custodial care*. Few Veterans have enrolled for VA benefits. Thus, the Medicare Hospice Benefit does not entirely meet the caregiving needs of many of our Veteran patients and their families. A designated \$20,000 grant could be used to pay for personal care services that could help a dying veteran remain in his/her own home with family and loved ones. Qualification will be based on a simple financial needs assessment and set a limit to the maximum benefit hours a given veteran patient would be eligible for. We will receive the funds, designate them for this purpose only and handle the distributions. The County would not need to be involved in handling the accounts payable nature of this grant.

This is just the tip of the ice berg of Veteran needs.

Snowline Hospice's long term goal: To change the community's culture on how to care for and view Veterans. Enrolling in the VA needs to start 2 years before a Veteran needs it. The community needs to have systems in place to encourage Veterans to enroll. One example is the elderly care medical community needs to start routinely asking military history questions to best serve the specific physical, psychological and VA enrollment needs of the 1 in 3 patients they are aiding.

Snowline Hospice is a partner of the *We Honor Veterans* program which is collaboration between the VA and National Hospice and Palliative Care Organization. The goals are to promote Veteran-centric educational activities, increase organizational capacity to serve Veterans, support development of strategic partnerships and to increase access and improve quality. As a Level 4 Partner Snowline Hospice is the only hospice in Northern CA to have earned this top rank so far.

Please help us to provide our El Dorado County Veterans' caregiving needs.

Sincerely,
Jennifer Eells
Community Outreach
Coordinator

Hi Richard,

We can work the accountability anyway your CAO wants. Here are some suggestions.

1. We can absolutely generate an annual report. This fund would have its own general ledger account so generating a report will be easy. As we detail this out more, we'd need a deadline date for the report and who to submit it to.
2. Excess funds: good question. We'll certainly structure the giving criteria with the intent of using all the funds. If there is excess, I have a few ideas. Some good, some weak:
 - a. Open a El Dorado Community Fund "account" to have funds available for other ill but not-dying veterans to be able to access some money for the same needs as hospice veterans have. We'd send the excess over annually.
 - b. Send the excess to the Friends of the Monument.
 - c. Send it back to the County.
 - d. Send it to the VSO.
 - e. In the last month of the fiscal year, loosen the guide lines to be able to use the funds to reimburse Snowline for our Veteran Outreach efforts program. We want to start a Veteran story capturing program. Also, we want to train residential care facilities to care for Veteran's with a veteran-centric approach. Also, we host about 6 veteran recognition events per year at facilities. Though, frankly they don't cost much more than \$800/yr to do. We'd also like to outreach to veterans to encourage them to enroll with the VA before they have a medical need. Once they reach the hospice stage, it is too late to have the VA application approved
3. I'd say we'd be helping 100 veteran families. Roughly, we serve around 150 veterans per year, not all of whom have financial needs but many do. The 150 does not include the veterans who are the spouses of the hospice patient. These veterans have the same need as the veteran-hospice-patient. They are the caregiver which needs a break, they are often too old to be a fulltime custodial caregiver and/or the veterans will be financially destitute after the hospice-patient-spouse dies, if they have used much of the family funds. Our social workers frequently have veteran families whom need the VA's Aid and Assistance funds. These funds go towards custodial caregiving and housing expenses when a veteran or veteran spouse is ailing. Few of the hospice veteran families have enrolled with the VA so they are not able to receive this assistance. The funds from the County would be used in this way.

Let me know what other details you'd like and what questions arise in today's meeting. Once all the details are firm, I think I should make a brochure or flyer so we can let our hospice veterans know these funds are here for them. Thank you for everything you are doing!

Jennifer Eells

Community Outreach Coordinator

Recent proposed Bill to Expand Caregiver Services

On April 25, 2013, Chairman of the Senate Veterans' Affairs Committee Bernie Sanders introduced S. 851, the Caregivers Expansion and Improvement Act of 2013.

This bill would expand eligibility for comprehensive benefits and services to family caregivers of all veterans who were severely injured in the line of duty while serving in the armed forces. Currently, only family caregivers of veterans severely injured on or after September 11, 2001, are eligible for these

benefits and services such as: caregiver training; support groups, counseling and other support services; a monthly stipend; health coverage through CHAMPVA; respite care; mental health services and counseling related to the caregiver role and burden.

A survey by the National Alliance for Caregiving (NAC) of caregivers who are caring for veterans from combat eras dating from World War II to the more recent wars in Iraq and Afghanistan showed that the overwhelming majority of veteran caregivers are women. Twice as many veterans' caregivers said they have been caregiving for 10 or more years compared to national statistics, three times as many caregivers reported spending 40 hours a week or more providing care compared to the national total, and six out of ten caregivers of veterans surveyed are at least 50 years of age including one in eight who is 65 or older.

Snowline Hospice County Grant for Veterans' Custodial Care Utilization Policy

Description of gift:

A restricted grant of \$20,000 was made to Snowline Hospice to be utilized in the following manner:

- \$20,000 to provide financial assistance to Veterans on our service to employ part-time assistance to provide custodial care for themselves or their loved one. The goal is to aid Veterans with limited financial means.

Utilization Plan:

Based on committee discussions the following decisions were made to best effectively utilize the grant. The decision was centered on ensuring proper use, creating longevity of funds availability and ethical use. The criterion of utilization is described under each segment of the grant.

The funds will be held by The El Dorado Community Foundation to be distributed to Snowline Hospice after Snowline Hospice contacts them with the amount of the need. Snowline Hospice will pay the custodial care service provider they have contracted with for the patient's services.

Restriction #1:

The funds will be utilized to cover the cost of custodial care for veteran patients or the veteran's loved one. Veteran status will need to be verified using DD Form 214 (Discharge Papers and Separation Documents). If DD214 is not readily available, Snowline social worker will coordinate with the local VSO to prove veteran status.

The funds are available to an ill veteran and/or a veteran who's loved one is ill. The goal is that the veteran and his/her family's funds won't be critically depleted by the custodial caregiving needs.

Restriction #2:

The gift will be utilized in the following conditions:

- To cover part-time custodial care assistance for up to 120 hours during the patients' enrollment under hospice care.

In order to qualify for utilization of these funds the caregiver with the assistance of a Snowline social worker must complete a request for assistance form and statement of financial condition. Snowline will make arrangements directly with The El Dorado Community Foundation for reimbursement for each service need.

Restriction #3:

Due to HIPAA regulations (patient privacy), communications between the Snowline, The El Dorado Community Foundation, the Veteran Service Office, and the VA will never reveal the

patient's identity unless an authorization form is signed by the patient or his/her proxy. Conditions of grant participation do not require identity information be provided to anyone other than Snowline Hospice.

Background information and Definitions

Hospice services are covered by Medicare but custodial care services are not. They are not the same thing. Hospice home health aides visit patients at scheduled intervals for an hour depending on the patient's and family's need, typically a few times per week.

The Medicare term for what is covered is "routine intermittent" care. Some patients become so disabled that they need around the clock or near around the clock help. This type of care is custodial.

What is custodial care?

Some examples of custodial care would include help with dressing, bathing, help out of bed, help to the bathroom, incontinence, and assistance for patients with wheelchairs and/or dementia. Alzheimer's patients who have a tendency to wander usually have only custodial care needs.

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Medicare

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Fwd: Vets TOT fund- Aug. 27th agenda item 35, Ref.attachmnet A-#2 Veterans Monument Funding

1 message

Jim Mitrison - El Dorado County <jim.mitrison@edcgov.us>
To: EDC COB <edc.cob@edcgov.us>

Mon, Aug 26, 2013 at 1:15 PM

Another for #35 tomorrow.

Jim Mitrison
Clerk of the Board of Supervisors
County of El Dorado
Ph. 530.621.5390 Main
Ph. 530.621.5592 Direct
Email jim.mitrison@edcgov.us

—— Forwarded message ——

From: **Theresa Daly** <theresa.daly@edcgov.us>
Date: Mon, Aug 26, 2013 at 1:11 PM
Subject: Fwd: Vets TOT fund- Aug. 27th agenda item 35, Ref.attachmnet A-#2 Veterans Monument Funding
To: Jim Mitrison <jim.mitrison@edcgov.us>

Here's the attachment. Karen

—— Forwarded message ——

From: <rbuchanan2680@comcast.net>
Date: Mon, Aug 26, 2013 at 10:43 AM
Subject: Vets TOT fund- Aug. 27th agenda item 35, Ref.attachmnet A-#2 Veterans Monument Funding
To: theresa daly <theresa.daly@edcgov.us>
Cc: Karen Feathers <karen.feathers@edcgov.us>, rbuchanan2680@comcast.net, bostthree@edcgov.us, kurt raffetto <kurt.raffetto@reagan.com>, swettbb@gmail.com, bosttwo@edcgov.us, joe ham <joe.ham@edcgov.us>, bill@eldoradocf.org, Vern R Pierson <vern.pierson@edcgov.us>, Laura Schwartz <laura.schwartz@edcgov.us>, jrb.in.enterprises@gmail.com, gacamp <bosfour@edcgov.us>

To: Theresa Daly EDC-CAO
From: Richard W. Buchanan EDC-VAC
Please find attached the Vets TOT fund program, "Veterans Monument Funding" description approved by the EDC-VAC Commission for submittal to the BOS for approval which was omitted from the Aug 27 agenda, item 35, reference attachment A-#2 Please add this program to the agenda package.
Thank you,
Richard Buchanan
EDC-VAC Commission

—
Terri Daly
Chief Administrative Officer
County of El Dorado
PH: 530-621-5530

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 **Veterans Monument tot.doc**
20K

Veterans Monument

Transit Occupancy Tax (TOT) funds for veterans services and programs.
El Dorado County Veterans Affairs Commission

More than seven years after its dedication, Veterans and Memorial Day ceremonies held at the El Dorado County Veterans Monument are still the most meaningful well-attended tributes to veterans in our region.

Nearly 4,000 attended said ceremonies last year, with thousands more visiting the monument each year. Those who visit seek the names of loved ones engraved in the 3,000+ bricks or on plaques and benches and often create their own imprints or leave items to pay tribute.

The Friends of the Veterans Monument (Friends) sponsor these annual events and are vigilant in their efforts to ensure only dignified and appropriate use of the Veterans Monument. In addition, the Friends supplement El Dorado County Buildings and Grounds maintenance efforts, offer Monument scholarship, sponsor outreach programs, and review all brick-plaque and bench applications for correctness and authenticity.

The Friends continue to plan for the Monument's current and future needs and expansions, including permanent seating and a *Veterans of the 21st Century* Tribute.

Through donations received the Friends have been able to maintain the highest standards for the Veterans Monument and its ceremonies for our community up until the recent economic downturn.

Friends are requesting \$12,000 annually of the Transit Occupancy Tax (TOT) funds to continue our Counties annual Veterans and Memorial Day ceremonies.



EDC COB <edc.cob@edcgov.us>

Fwd: Vets TOT Funds- Aug 27 agenda, item #35 Ref. attachment A-#7 Veterans Career Training

1 message

Jim Mitrisin - El Dorado County <jim.mitrisin@edcgov.us>
To: EDC COB <edc.cob@edcgov.us>

Mon, Aug 26, 2013 at 1:19 PM

More for #35 tomorrow. Thanks.

Jim Mitrisin
Clerk of the Board of Supervisors
County of El Dorado
Ph. 530.621.5390 Main
Ph. 530.621.5592 Direct
Email jim.mitrisin@edcgov.us

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From: **Theresa Daly** <theresa.daly@edcgov.us>
Date: Mon, Aug 26, 2013 at 1:17 PM
Subject: Fwd: Vets TOT Funds- Aug 27 agenda, item #35 Ref. attachment A-#7 Veterans Career Training
To: Jim Mitrisin <jim.mitrisin@edcgov.us>

Here it is.....Karen

----- Forwarded message -----

From: <rbuchanan2680@comcast.net>
Date: Mon, Aug 26, 2013 at 10:33 AM
Subject: Vets TOT Funds- Aug 27 agenda, item #35 Ref. attachment A-#7 Veterans Career Training
To: theresa daly <theresa.daly@edcgov.us>
Cc: Karen Feathers <karen.feathers@edcgov.us>, rbuchanan2680@comcast.net, bostthree@edcgov.us, kurt raffetto <kurt.raffetto@reagan.com>, swettbb@gmail.com, bosttwo@edcgov.us, joe ham <joe.ham@edcgov.us>, bill@eldoradocf.org, Vem R Pierson <vem.pierson@edcgov.us>, Laura Schwartz <laura.schwartz@edcgov.us>, "Theresa \\\\"John Bailey\\\\" , \\\\"William" <jrb.in.enterprises@gmail.com>, bosfive <bosfour@edcgov.us>

To: Theresa Daly EDC-CAO
From: Richard W. Buchanan EDC-VAC
Please find attached the TOT Vets fund program description, Veterans Career Training, and background information as approved in concept by the EDC-VAC Commission which was omitted from the Aug 27 agenda, item 35, ref. attachment A-#7. Please add this program to the agenda package. Almost all of the proposed programs submitted for Vets TOT funds will continued to be refined , the Veterans Career Training program is no exception.
Thank you,
Richard Buchanan
EDC-VAC Commission

-
Terri Daly
Chief Administrative Officer
County of El Dorado
PH: 530-621-5530

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Veterans Career Training-Employment Outreach:

Transit Occupancy Tax (TOT) funds for veterans services and programs.
El Dorado County Veterans Affairs Commission

The following customized program, "Project Hire," is designed to assist veterans in their transition into post-military careers. The total cost as proposed by Professional-Edge Veterans Project Hire is estimated at **\$50,000** annually.

Veterans who registered for assistance locally through Veterans One Stop (VOS)-Golden Sierra Job Training:

173 veterans registered on VOS within the past 18 months with an additional 70 currently taking advantage of their GI benefits through Folsom Lake College/El Dorado and South Lake Tahoe campuses. Not included are approximately 80 additional veterans attending Folsom Lake College/Folsom campus who are El Dorado County residents.

PROFESSIONAL EDGE VETERANS TRAINING PROJECT HIRED PROPOSAL OF SERVICES

PROPOSAL OF SERVICES

California Employers Association (CEA) has designed 16-week training, Professional Edge for Vets specifically designed for Veterans entering the challenging job market. Our customized program assists veterans in their transition with post-military careers. For many veterans the transition from military to civilian life is difficult and many have returned to find there are few jobs available. The Professional Edge Veterans training courses are designed to identify veteran's skill sets and match with private sector employment opportunities. The subject training provide an intense curriculum and reinforces the importance of networking groups.

The Professional Edge Veterans series provides transition assistance by leveraging Experiences and providing peer support. Professional Edge provides career transition Assistance to veterans participating in a comprehensive job readiness training program that leverages experiences in a peer supportive environment. Topics include contemporary job search strategies, transitioning skills, leadership and communication. CEA's current Professional Edge has resulted in **80% of the participants hired** in the last fiscal year.

Professional Edge provides an array of career development services to prepare the returning veterans for successful careers. CEA also brings employers to the Veterans for special career events, tours, On the Job Training (OJT) and internship programs.

Training topics include:

- Transitioning to Civilian Workforce
- Discover Your Strengths
- Transitional Skills to New Careers
- Entrepreneurial Assessment
- Using Your Network

Social Media to Work
Informational and Behavioral Interviews
Strategies for Success
. How to set up an Informational Interview



PROFESSIONAL EDGE VETERANS TRAINING PROJECT HIRED

PROPOSAL OF SERVICES

California Employers Association (CEA) has designed a 16-week training, Professional Edge for Vets specifically designed for Veterans entering the challenging job market. Our customized program assists veterans in their transition with post-military careers. For many veterans the transition from military to civilian life is difficult and many have returned to find there are few jobs available. The Professional Edge Veterans training courses are designed to identify veteran's skill sets and match with private sector employment opportunities. The subject training provides an intense curriculum and reinforces the importance of networking groups.

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Professional Edge provides an array of career development services to prepare the returning veterans for successful careers. CEA also brings employers to the Veterans for special career events, tours, On the Job Training (OJT) and internship programs. Training topics include:

Transitioning to Civilian Workforce
Discover Your Strengths
Transitional Skills to New Careers
Entrepreneurial Assessment
Using Your Network
Social Media to Work
Informational and Behavioral Interviews
Strategies for Success

BUDGET SUMMARY - COST REIMBURSEMENT	
TYPE OF COST	
Professional Edge Program Cost – Two 16 week sessions (Maximum 20 participants per session)	\$43,960
Expenses Program Implementation Marketing Mileage reimbursement Supplies	\$6,040
In-Kind Match Telephone, Insurance Liability, Equipment costs (Ipads, laptops,etc)	\$1600+
Total Cost	\$50,000

The key people appointed to this project are:

Daniela Devitt, Director of Outreach Programs, CEA

As Director of the Outreach Division, Daniela Devitt is responsible for overseeing CEA's community outreach programs that include Professional Edge Training Series, recruiting, outplacement and talent development. Daniela is a marketing specialist, keynote speaker, professional facilitator and trainer.

Daniela and her team provide talent management programs for CEA members through recruiting services, psychometric assessments, team building and leadership training. The Outreach Division works with businesses throughout the state as they manage their workforce transitions.

Daniela Devitt holds a Bachelor of Science Degree in Organizational Leadership from the Kansas State University/Fort Hays. She sits on the Golden Sierra Workforce Investment Board and is active in the community member of the Business Advantage Network. Daniela speaks at Workforce Conferences, Chambers, Job Fairs and Community groups on contemporary job search strategies and transitioning careers

Gavan Ambrosini, Program Coordinator

Gavan brings a breadth and depth of knowledge and experience in the Workforce Development arena to our team. She has received a Global Career Development Facilitation Certificate, giving her specific training to help those facing unemployment. She is a program coordinator and facilitator for Professional Edge training programs.

Her previous post as a Job Developer and Business Services Representative for a Bay Area One-Stop Career Center has proven valuable when managing the many intricacies of Professional Edge programs for CEA. Previous to her role as a Job Developer, she has been a corporate as well as an agency recruiter—and has also managed several restaurants for a successful chain in the Bay Area. Gavan received her Bachelor of Arts in Psychology from San Francisco State University.

Janis Aydelott, Program Coordinator

Janis Aydelott has many years of experience in the training and development industry. She has facilitated a variety of communication skills training programs for fortune 500 companies.

Janis is program coordinator and facilitator with Professional Edge and CEA. She will be responsible for collecting survey data, recruiting employers and fulfilling the goals of Golden Sierra Workforce Investment Board.

Janis is a member The Sacramento Area Human Resource Association. She is Past President of Early Risers Toastmaster International Club. She is a current member of Empire Toastmasters in Nevada City, Ca. She holds a BS in Interpersonal and Public Communication, with minors in Psychology and Sociology from Central Michigan University Mt Pleasant MI.

Kim Parker, Executive Vice President

An experienced HR Generalist, a dynamic speaker and a successful leader, Kim is proud to be leading the way for CEA. Kim has been thoroughly immersed in human resources and operational management for over 20 years. She exhibits her comprehensive bank of knowledge and crystal clear strategic guidance with CEA members and staff every day.

Kim earned her BA degree in Business Administration, with a minor in Human Resources, at the University of Puget Sound. Kim is the current Board Chair for the Sacramento Workforce Investment Board, the past Board Chair for the Sacramento WIB Employer Outreach Committee, and is also the President of the National Employers Association of America.

Attachments

1. Professional Edge Veterans Training Proposed Curriculum
2. Proposed Implementation Timeline
3. Professional Edge Veterans Application (sample)
4. CEA's Outreach Programs



www.employers.org
(800) 399-5331

Professional Edge Veteran Training Curriculum

A Series of 16 two hour training designed for Veterans, to include:

1. Orientation - Veterans in Transition
2. Strategies for Job Search Success
3. Strength Finders Part I
4. Strength Finders Part II
5. Building Your Personal Brand
6. How to set up an Informational Interview
7. Using Your Network – Introduction to Social Media
8. Resume Workshop
9. Leveraging the Power of LinkedIn
10. Resume Critiques & Peer Review
11. Interview Strategies for 2013
12. Watch Your Body Language
13. Managing Stress
14. Behavioral Interviews Workshop
15. Getting to the Yes – What to do after the Interview!
16. Entrepreneurial Assessment & Program Review

Course Descriptions:

1. **Orientation for Veterans in Transition** - This session will assist Vets in their transition to post-military careers. This workshop will give a comprehensive overview of the 16 week session. It will provide structure for the group, define and discuss the importance of networking groups and outline the rules of the program, such as mandatory attendance, maximum class size, etc.
2. **Strategies for Job Search Success** – Participants will learn how to translate military experience into civilian terms. Veterans will be introduced to the job search paradigm shift of 2013. The workshop includes creating a customized job search marketing plan using cutting edge strategies. The marketing plan will be a living document to be completed throughout the workshop series. All participants will be required register with their local One Stop Center. A representative from the One Stop Center will give an overview of services and a tour.
3. **Strength Finders Part I** – This session is designed to allow participants to shed their prior career identity and to identify their personal strengths, which go much deeper than a past job title. A presentation on The Emotional Economy will start off the class and each participant will receive a copy of the book Strength Finders 2.0 and a homework assignment to read the book and take the assessment test.

4. **Strength Finders Part II of II** – In this session each participant will have the opportunity to share their strengths with the entire class. Discussion will include whether participants agree or disagree with their assessment and they will be able to more aptly describe what positive attributes they will bring to their next employer.
5. **Building Your Personal Brand** – Building off the of Strength Finder classes, participants will use their strengths and attributes to build their brand and value proposition. The workshop will be an in-depth overview of what is needed in developing and creating their online and offline Personal Brand. Participants will learn how to differentiate themselves from the sea of applicants including techniques used by professional marketers.
6. **How to Set Up an Informational Interview** – Job seekers today cannot wait until the phone rings to get an interview. The workshop centers on taking control of all aspects of the job search process including getting an interview without applying for a position. Participants will use their target companies and social media outlets to set up informational interviews to learn about an industry, company or positions that will help them build a wider network of contacts.
7. **Using Your Network – Introduction to Social Media** – Using brand “You,” participants will be given an overview of social media and how to use social networking in their job search strategies. The workshop will give an overview of the various job search social media tools including: LinkedIn, Facebook, YouTube, Blogging and Twitter. Participants will create an online profile that is consistent with their branding. The session will instruct participants in how to manage their online presence and use the “power of many” to create a wide social network focused on their career transition.
8. **Resume Workshop** – This workshop will help participants inventory skills, background, education, and accomplishments and communicate that information in written form. The topics include: where to begin, resume formats, information needed, skills search, cover letter and the “Do’s and Don’ts and best practices when writing a resume that gets the interview.
9. **Leveraging the Power of LinkedIn** –LinkedIn is fast becoming the number one tool for job seekers and employees seeking to enhance their Online Personal Brand. The LinkedIn Workshop is designed to help the professional jobseeker achieve more results from LinkedIn. Participants will learn how to connect with their peers, recruiters and target companies. They will stand out among their competitors and gain attention from hiring managers. Activities include searching for job opportunities, joining groups and managing their web presence.
10. **Resume Critiques & Peer Review** – Participants will conduct peer reviews of revised resumes. The workshop will provide the professionals with constructive suggestions on how to improve and customize resumes for specific job requirements.

11. **Interview Strategies for 2013** – Participants are given tips and tools to prepare them to get interviews in one of the toughest job markets in decades. The session provides an opportunity to practice answering interview questions and get advice on how to prepare for interviews and job search events. Topics of discussion include “What Employers want to “Know About You” and “How to Differentiate Yourself as the Candidate of Choice.”
12. **Watch Your Body Language** – This workshop centers on the importance of understanding how our bodies speak volumes to an observer. Non-verbal communication is universal and easily misunderstood. An applicant is judged by skills and superficialities including their eye contact, hand shake or where their arms are placed during the interview. Hands on activities identify nonverbal blunders and tips on how to make a great impression.
13. **Managing Stress** – Unemployment is considered one of the top 10 most stressful events that could happen in a person's life. Many Veterans find the post-military life challenging compounded by the stress of looking for employment. This workshop provides practical strategies to meet the daily demands and successfully handle the pressures of a career transition.
14. **Behavioral Interview Workshop** – This workshop includes mock interviews with peer reviews to prepare participants for the behavioral questions that are popular with most companies today. The session engages all participants in role playing the interviewer and the interviewee. This workshop will give job seekers the professional edge they need to land the job they want through interactive role playing and mock interviews.
15. **Getting to the Yes – What to do after the Interview!** – Participants are tutored in how to be proactive in their follow up after the job interview. Topics include: references, thank you notes, informational gifts, interview debriefing and job offer negotiations. Job search marketing plans will be complete and participants will be asked to stay in touch via LinkedIn group.
16. **Entrepreneurial Assessment & Program Review** – This session will provide participants with an opportunity to assess their entrepreneurial skills, debrief their job search plan and provide an opportunity to revise as needed. Participants will continue to network online and at future Professional Edge events.



www.employers.org

(800) 399-5331

Professional Edge Veterans Training Timeline

Workshop Start Date – TBA

PROFESSIONAL EDGE VETERANS WORKSHOP & FORUM

- ◆ Develop implementation schedule
 - Develop strategic partners for Professional Edge Veterans Workshops
 - Golden Sierra Workforce Investment Board
 - EDD
 - CALVET
 - Press Releases announcing program & media involvement
 - Calendar Veterans Professional Edge Training
 - Meet with EDD to discuss collaborative efforts
 - Identify Professional Edge candidates eligibility requirements

- ◆ Develop Content & Sponsorship
 - Identify topics to be customized for veterans
 - Schedule expert speakers
 - Recruit companies as strategic partners to sponsor forums
 - Employer participation in internship programs
 - SMA America
 - VSP
 - DST

- ◆ Recruit Veterans members based on eligibility criteria

- ◆ Professional Edge Professional's Network weekly meeting location

- ◆ Provide ongoing support for Professional Edge members
 - Utilizing local training providers
 - Coaching
 - Recruitment opportunities
 - Social Media Strategy

- ◆ Meet with GSWIB Vet staff monthly to set priorities & monitor process. Make changes as necessary.

SOCIAL MEDIA STRATEGY

- ◆ Create Professional Edge Veterans “Project Hired” profile to be used in social media content
- ◆ Facebook
 - Create “Project Hired” Facebook page
- ◆ LinkedIn

- Set up LinkedIn on-line forum dedicated to veteran networking and training
- Create LinkedIn profiles for Professional Edge members
- Add LinkedIn group membership to Professional Edge Veteran's profiles
- Invite HR professional & recruiters to join LinkedIn group
- ◆ Maintain & monitor social network sites
- ◆ Research & post fresh content for Blogs
- ◆ Use Professional Edge Twitter account use for micro-blogging on open or closed network
- ◆ Set up email templates & social network site links to market social media sites
- ◆ Create "Project Hired" video & podcast
 - Outreach programs
 - Internet Radio
 - Resumes

OUTREACH & AWARENESS PROGRAM

- ◆ Contact local businesses
 - Professional Edge Veteran Candidates
 - Employers Forums
 - VBOC Center Services
 - EDD
 - Veterans Events
- ◆ Assist staff in the development of outreach program marketing material
 - Integrate social media marketing tools
 - Develop Project Hired Outreach Network
-
- ◆ Look for opportunities to improve Outreach program for participants & local businesses
- ◆ Participate in Chamber meetings, rotary meetings and other speaking engagements where employers gather to educate them about Connections opportunities and Professional Edge
- ◆ Provide information in local business journals, newspapers and press releases to educate the community and especially employers about Project Hired for Veterans & Professional Edge Workshop programs
- ◆ Educate local agencies & WIB's about "Project Hired" Professional Edge Veterans program

California Employers Association (CEA) is known as a leader in providing HR Solutions to businesses. CEA is committed to helping their member companies maximize the performance of their employees and organization through talent, tools and training. CEA is a not-for-profit human resource employers association that serves over 9000 employers throughout California. CEA serves as your trusted human resource specialist. We give you best practices based upon years of in-the-trenches experience. We monitor the trends and keep our members up-to-date on the latest employee relation and labor law information through a series of publications, webinars, and educational workshops.

CEA's Outreach division specializes in developing and managing programs for Workforce Investment Boards (WIB) and government agencies. CEA has developed various workshops and networking forums were created in accordance with the goals of the Work Force Investment Act (WIA) and Reinvestment Act. CEA acts as a liaison between public and private entities through workshops, webinars and onsite training. CEA supports WIB's efforts in the development of an effective WIA and On-the-Job Training. The Outreach programs target:



- Employers
- Recruiters
- Training centers
- Service organizations connected to the business community

MISSION STATEMENT

Provide dislocated and unemployed workers with assistance during their career transition by offering resources, skills, and opportunities to successfully obtain employment.

Professional**EDGE**TM

Workshop Series

Professionals are rapidly becoming the largest sector of the unemployed. Many management positions have been eliminated and entire industries have collapsed due to the economic downturn.

The Professional Edge Workshop series addresses the paradigm shift in how to conduct a job search in today's challenging market. This dynamic and timely workshop demonstrates how networking forums for transitioning professionals provides the resources, skills and opportunities to succeed in finding new careers. The topics covered include:

- Best Practices for Professionals transitioning careers
- Job search accountability – Peer Advisory Board
- Using the “power of many” in social media
- Reverse Job Fairs
- Mentoring programs for non professional job seekers
- Fostering entrepreneurs



PRONET CONNECTIONS

ProNet Connections is a series of networking forums facilitated for unemployed and displaced Placer County professionals. It is a member based program designed to create a support group where professionals meet to interact with their peers, guest speakers and local business executives. ProNet Connect provides members with assistance during their career transition by offering weekly meetings focused on cutting edge job search strategies and opportunities to successfully obtain employment.

ProNet members use social media to interact and network with members, staff and prospective employers. ProNet members are required to volunteer 3 hours per month to a business or organization of their choice. ProNet is funded by the Golden Sierra Workforce Investment Board and offered free of charge to qualified applicants.

The combined success rate of hire for Professional Edge and ProNet Connections is over 78% with an average salary over \$50K.

ProfessionalEDGE™

VETERANS WORKSHOP SERIES

PROFESSIONAL EDGE VETERANS SERIES

CEA has created a workshop and forum series designed for Veterans that are entering the challenging job market. Our customized program assists veterans in their transition to post-military careers.

For many veterans the transition from being in the military to being a civilian can be a challenge. The Professional Edge Veterans Series courses are designed to identify veteran's skills that are a match for the private sector. The workshops provide structure and reinforce the importance of networking groups.

The VETNet Forum provides transition assistance by leveraging experiences and providing peer support. Topics include contemporary job search strategies. Most veterans are well adapted to the military culture they have lived and worked during their time in service. Many decisions and services were made for those that have served. The civilian world is culture shock that many veterans need to re-learn to be successful in their transition. CEA's VETNet provides the support to making this cultural shift. Professional Edge Veterans workshops provide an array of career development services to prepare the returning veterans for successful careers. CEA also brings employers to VETNet for special career events and tours.



Workshops include:

- Transitioning to Civilian Workforce
- Discover Your Strengths
- Are you an Entrepreneur
- Using Your Network
- Social Media to Work
- Informational and Behavioral Interviews
- Strategies for Success

EMPLOYMENT BOOT CAMP

Employment Boot Camp and/or Fast Start provides select industries with recruitment, screening, drug testing and job skills training for new employees. The industry specific employment training program serves as the liaison between:

- 1) Companies who have jobs they are unable to fill
- 2) Unemployed workers wanting to work and become independent of government assistance
- 3) The public and private agencies having difficulty filling this skills gap.

CEA has conducted Boot Camp training programs for various private and government agencies. Our programs have included construction, manufacturing, telecommunications and retail industries. CEA partners with our members and Workforce Investment Boards to customize programs based on the needs of our clients. Our programs include the following:



- True Colors for the Work Place (personality assessment)
- Skills Assessment (following directions, accuracy, basic math, and comprehension)
- Safety Training (industry specific)
- Customer Service
- Conflict Management
- Diversity Training
- Sexual Harassment Prevention Awareness
- Interview Skills
- Applications and Resumes
- Becoming an Indispensable Employee

On-the-Job Training programs can assist organizations in locating employers that hire OJT candidates and provide the job skills training needed for your transitional and dislocated worker. CEA's Outreach Division has a variety of programs that are designed to assist Businesses and organizations with their Rapid Response and outplacement services.