



Fall District Training Handouts 2016

HR & Performance Training Handout

Media Communications Training Handout



The Ohio Dept. of Veterans Services

WELCOME TO FALL DISTRICT TRAINING

Presented by Ohio Department of Veterans Services

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Human Resources Best Practices

Raquel Dowdy-Cornute
HR Training Manager
Department of Veterans Services



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Goals/Objectives



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What is Your Role Within the VSO?

Commissioners	Director/ Executive Director	CVSOs	Office Manager	Outreach Coordinators	Veterans Benefits Specialists/ Coordinators
Transportation Coordinators	Dispatchers	Drivers	Clerks/ Secretaries/ Admin Assts	Investigators	Intake Clerks

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...and i should care,
why?

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Hiring

- Determine Job Duties
- Set the Classification
- Set Minimum Qualifications
- Advertise
- Screen the Applications
- Interview



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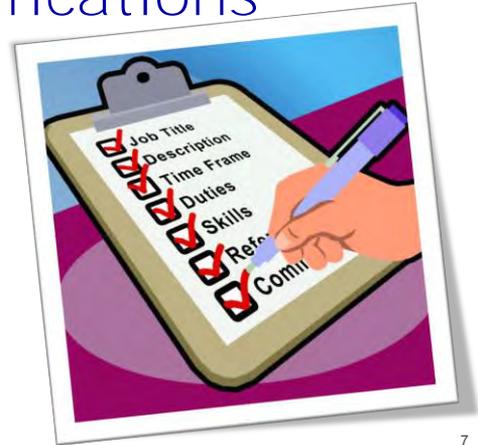


Determine Job Duties and Minimum Qualifications

Set Classification

- At Will or Unclassified
- Classified
 - Non Bargaining Unit (exempt)
 - Bargaining Unit

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JOBS! JOBS! JOBS!
NOW HIRING
JOBS! JOBS! JOBS!

Advertise

Once the Classification is set, the Job Duties are defined and Minimum Qualifications are established the advertisement can now be prepared and posted.

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Interview Questions

Develop Interview Questions Based On:

- Knowledge
 - Education
 - Experience
- Skills
- Abilities
- Determine what answers are acceptable

Off-limits:

Race
Age
Religion
Color
Place of birth
Disability
Marital status
Children



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Choosing the Candidate



- Can They Do the Job?
- Will They Do the Job?
- Fits with the Company?

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Onboarding the Candidate

- Policies and Procedures
- Job Duties
- Performance Expectations



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Performance Observation

Observing performance and providing employees with feedback is a very important part of the evaluation process.



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Why Provide Feedback

- Employees need regular feedback to adjust their performance to meet goals and expectations.
- Providing feedback results in them putting more time and effort into tasks and usually improving their performance.
- Lack of feedback may be interpreted as unspoken approval of their performance, even if they are performing poorly.



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When You **Provide Feedback...**

- Make it timely
- Make it specific
- Make it regular
- **Focus on job performance in the employee's control to change**
- Remember to provide feedback about an **employee's strengths**



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Negative Feedback

*Consequences of **Delaying**....*

- Letting the behavior go for so long you address the issue in anger
- Too much negative feedback at one time causes employee to be defensive
- Lowers productivity

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Best Way to Provide Feedback

- Deliver in private
- Make it specific – details on behaviors and specific plan to improve
- Deliver as soon as observed. Unless there are numerous things, then spread it out over several conversations



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Examples of Feedback

Vague – *"your report isn't good enough to present to our managers. You need to fix this by Monday."*

The employee will know the work doesn't meet expectations but will not know what needs to be fixed.

Specific – *"I saw statistical error in section 2 and the graphs in section 3 were confusing. We cannot present this to our managers. You need to correct the report by Monday."*

The employee now knows what to fix and what to pay attention to in the future.

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Disciplinary Actions



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Objectives

- Understand the principles and types of discipline
- Understand the standards for imposing discipline
- Review contractual guidelines
- Outline the suggested work rules/standards

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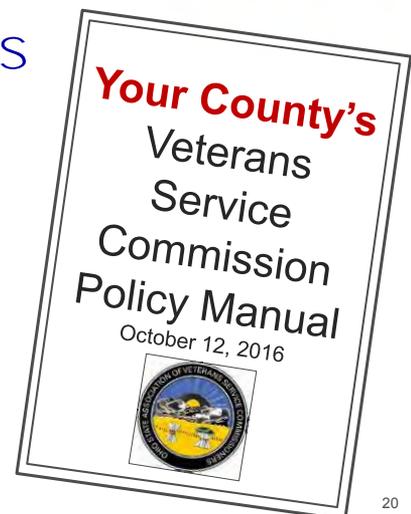
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The Manager's Role in the Discipline Process

- Ensure employees receive notice of work rules
- Ensure consistent application of work rules
- Progressive discipline for successive infractions
- Commensurate with offense(s)

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Performance Expectations

Clearly communicate performance expectations

- Timeliness (deadlines, dates)
- Quality (subjective and objective measures)
- Customer satisfaction
- Agency competencies



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What is Just Cause

Just cause is generally equated with reasonableness, so that just cause for an **Employer's disciplinary action will be found to exist** where it is established that there is a reasonable basis, in the light of all the surrounding circumstances, for the action taken



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Tests of Just Cause

- Forewarning or notice
- Reasonable rule
- Confirmation – did it happen?
- Objective investigation
- Substantial proof
- Equal enforcement
- Appropriate degree of discipline

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General Factors Affecting Discipline

Once Just Cause is established, an agency must consider several factors:

- What **is the employee's prior disciplinary record?**
- How long has the employee been employed?
- **What is the agency's past practice?**
- Mitigating circumstances

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Counseling

May be a precursor to most disciplinary action and is not a discipline itself

- Managers should work closely with HR at the first sign of any problem(s) with an employee
- Make it positive
- Show you care by asking questions
- Put employee on notice of inappropriate behavior
- Document counseling session in a written memo
- Reference for notice purposes in subsequent disciplines
- Do not have to site specific work rule(s)
- Employee does not have a right to have a Union representative present



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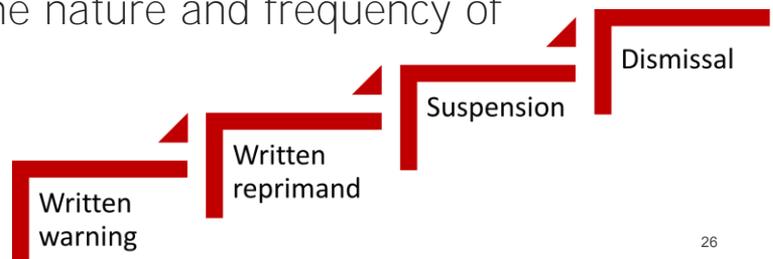
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Progressive Discipline

Progressive discipline is an employee disciplinary system that provides a graduated range of responses to employee performance or conduct problems. Disciplinary measures range from mild to severe, depending on the nature and frequency of the problem



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Imposition of Discipline

- Disciplinary action shall be initiated as soon as reasonably possible
- Reasonable and commensurate, not solely for purpose of punishment
- Shall not be imposed in presence of others

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Grievance Process

- Varies by union contract
- Several steps
- This is where documentation becomes important

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Definition of Grievance

Difference or dispute in the interpretation of language in collective bargaining agreement

Three types:

- Issue
- Discipline
- Working out of class (WOOC)

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Purpose of the Grievance Procedure

- Exclusive method of resolving contractual violations
- Goal of the parties is to resolve grievances at the earliest possible time and the lowest level

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Common Reasons for Grievances

- Hot Issues
- Lack of information/communication
- Misinterpretation of policy or procedure
- **Misinterpretation or unclear of supervisor's intention**

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Informal Discussion of Grievance

An employee having a complaint is encouraged to first attempt to resolve it informally with his/her supervisor at the time of the incident giving rise to the complaint or as soon as possible

- **Union representative may be present**
- **No written response**

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Questions?



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Connecting with Veterans and Military Families



2



How Do You Connect with Veterans and Military Families in Your County?

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Connecting with Veterans

- Direct Mail
- Public Service Announcements (PSA)
- Public Relations
- Special Events
- Social Media



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Gratitude Campaign – Letter & Envelope

gratitude. | Ohio Department of Veterans Services
 77 South High Street, 7th Floor
 Columbus, OH 43215

Ohio. What will you find here?
Home. A place where your military service is appreciated more than you know.
 Learn about the resources you have earned at OhioVet.gov.
 Please share if your service member is no longer at this address.

find it here:

Ohio Department of Veterans Services
 Chip Tansill, Director

Ohio National Guard
 Major General Mark Bartman, Adjutant General

Dear Mr. Jones:

Thank you for your service. We truly appreciate the sacrifices you made protecting our nation's freedom and we are grateful you chose Ohio as your home.

Ohio offers many services and support for veterans and their families. In addition to having one of the nation's lowest costs of living, we do not tax military retirement benefits – just one of the many veteran-friendly policies and programs you will find here.

For example, if you are interested in starting a business, you would be joining more than 80,000 veterans in Ohio who currently own a business, with the added advantage that most small businesses here pay no income tax. Should you choose to continue your education, each of our 37 public colleges and universities has a veterans services coordinator to help you transition to college life.

If you are looking for employment, Ohio currently has more than 160,000 open jobs and as many one-day locations to find more about them. OhioMeansVeteransJobs.com gives Ohio veterans, active-duty service members and their families a central, on-line entry point to find information about those jobs, how to build civilian resumes, where to obtain professional licenses and other benefits, including how to obtain free college credit for military service. In addition the site offers:

- A Military Skills Translator and Military Occupation Search to match your skills to Ohio's in-demand jobs;
- A list of more than 1,800 military-friendly employers in our state; and
- Information on priority service for veterans and military spouses applying for professional licenses and attested credentials in fields such as Nursing, Physician's Assistant, Emergency Medical Technician, Commercial Driver's License and others.

Thank you for your service. We truly appreciate the sacrifices you made protecting our nation's freedom and we are grateful you chose Ohio as your home.

Ohio Department of Veterans Services | Major General
 The Adjutant General

ohiovet.gov | ohiomilitary.com | ohio.nv.gov
 1-877-OHIOVET | 1-800-293-8255 | 1-614-336-7860

The Ohio Dept. of Veterans Services

Media Advisory

For Immediate Release
 June 22, 2016

Col. Tansill Will Throw First Pitch for RubberDucks
Expressing his gratitude for Ohio's veterans and military families during Salute to the Military Night

AKRON – It's time to head out to the ballpark and show appreciation for our veterans and their families.

WHO: Ohio Department of Veterans Services Director Chip Tansill will join a near-capacity crowd of approximately 7,000 RubberDucks fans to represent the state's gratitude for Ohio's veterans and military families.

WHAT: Salute to the Military Night

WHERE: Canal Park, 300 S. Main St. Akron, OH 44308

For more information, or to pursue an interview with Dr. Tansill, contact
Jeff Rapp – 614-466-7637 (office), 614-582-3489 (mobile), jeffrey.rapp@dovs.ohio.gov

- County Veterans Service Offices in all 88 counties to help veterans applying for VA healthcare or filing a VA claim for compensation and pension
 - CVSOs also provide free transportation to medical appointments and financial assistance for veterans in need
- Find all this and more at OhioVet.gov or call 1-877-OhioVet.

For more information, or to pursue an interview with Dr. Tansill, contact
Jeff Rapp – 614-466-7637 (office), 614-582-3489 (mobile), jeffrey.rapp@dovs.ohio.gov



Press Release

Ohio Department of Veterans Services



For Immediate Release: August 14, 2016
Media contact:
Edwren Conson (614-728-0235) Edwren.Conson@dvs.ohio.gov

162 WWII Veterans living in the Ohio Veterans Home in Sandusky were Honored Today on the 70th Anniversary of Victory Over Japan Day

Sandusky—Today, the 70th anniversary of Victory Over Japan Day, Colonel Timothy C. Gornell, director of the Ohio Department of Veterans Services (ODVS) presented 162 Ohio World War II veterans living in the Ohio Veterans Home-Sandusky with military challenge coins in honor of their service during WWII.

Seventy years ago on August 14, 1945 the Japanese publicly announced the acceptance of the terms of unconditional surrender, which signaled the end of WWII.

"On the 70th anniversary of V-J Day, I am especially humbled to be in the presence of so many of our greatest heroes and their families," said Col. Gornell. "Each and every day it is an honor and a privilege to serve these brave men and women who sacrificed so much for our nation and the world."

During the celebration, Col. Gornell (U.S. Army Retired) and uniformed representatives from the Ohio National Air Guard, the United States Navy and the United States Coast Guard presented the challenge coins to the veterans and thanked them for their service.

Challenge coins have a long standing history in the military. Members of the U.S. Armed Forces carry challenge coins that symbolize unit identity and brotherhood. Each piece usually bears unique unit symbols or mottos that identify the group they represent.

The celebration continued with refreshments and entertainment from the Andrews Sisters band. The Ohio Veterans Home in Georgetown will hold their WWII celebration in September, the month the official surrender document was signed.

The Ohio Soldiers and Sailors Home opened in 1898 to serve veterans from the Civil War. Today the Ohio Veterans Homes continue the tradition of "Serving those who Serve" by provide independent living and long term care services to Ohio's war-time veterans from all branches of the military. The Homes are located in Sandusky and Georgetown Ohio. To learn more visit http://dvs.ohio.gov/VETERANS_HOMES or call 1-866-OhioVet.

Ohio World War II Statistics:
More than 693,000 Ohioans answered the call to serve in World War II
More than 16,000 Ohioans made the ultimate sacrifice
More than 41,000 veterans of the WWII era live in Ohio today

Timothy C. Gornell, Colonel
Director, Ohio Department of Veterans Services



(15s. PSA)





(30s. PSA)



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(60s. PSA)



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Special Events



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Ohio

The screenshot shows the Ohio Department of Veterans Services website. At the top, there is a navigation menu with links for HOME, JOBS, EDUCATION, BENEFITS, VETERANS HOMES, VETERANS BONUS, and HALL OF FAME. A search bar is located in the top right corner. The main content area features a large banner with the text "Share your email for updates on veterans resources." and a "gratitude. Ohio find it here:" logo. Below the banner are four service tiles: "Ohio MEANS Veteran Jobs.com" (Jobs), "Benefits & Resources 88 in your own backyard" (Benefits), "Education" (Education), and "Health & Wellness" (Health & Wellness).

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OhioVets.gov Statistics



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Connecting with Veterans

BS EDUCATION BENEFITS VETERANS HOMES VETERANS BONUS

Share your email address to receive News, Benefits Updates, Events & More from the Ohio Department of Veterans Services

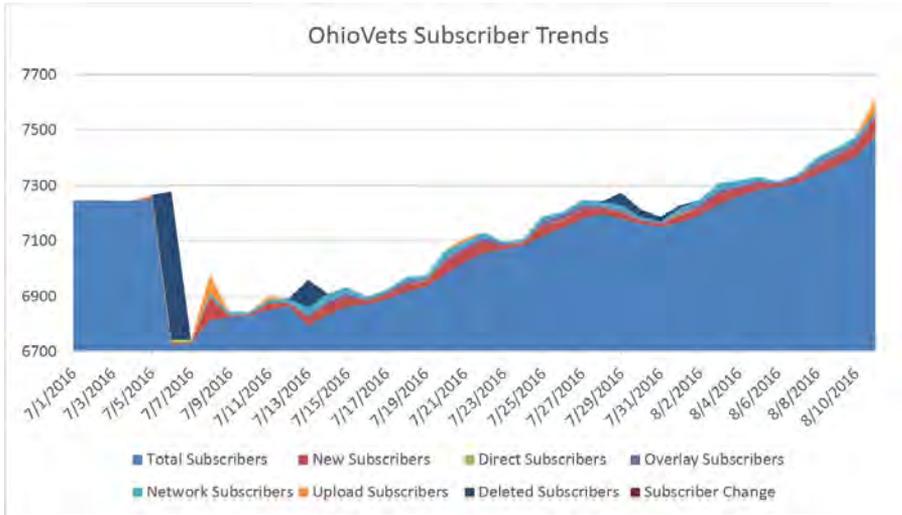
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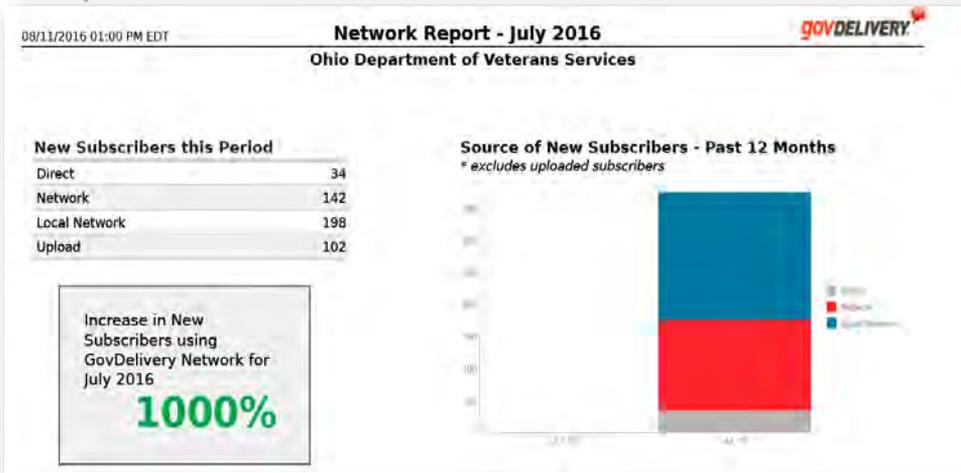
OhioVets.gov Statistics



Ohio Department of Veterans Services



govDELIVERY Statistics Report



Ohio Department of Veterans Services



govDELIVERY Statistics Report

08/11/2016 01:00 PM EDT

Network Report - July 2016 Ohio Department of Veterans Services



Contributors TO Your Account This Period

Agency	Subscribers To Your Account	Type
1 U.S. Department of Veterans Affairs	62	Network
2 Veterans Health Administration	59	Local Network
3 Ohio Department of Education	49	Network
4 Ohio Attorney General	10	Network
5 Making Home Affordable	8	Local Network
6 Ohio Department of Education	8	Local Network
7 TRICARE Communications	7	Local Network
8 Columbus City Council	7	Network
9 Ohio Department of Higher Education	7	Network
10 United States Department of Labor	6	Local Network
11 U.S. Equal Employment Opportunity Commission	6	Local Network
12 USDA Food Safety and Inspection Service	6	Local Network
13 Centers for Disease Control and Prevention (CDC)	6	Local Network
14 Centers for Medicare & Medicaid Services (CMS)	5	Local Network

Contributions FROM Your Account This Period

Agency	Subscribers From Your Account	Type
1 U.S. Department of Veterans Affairs	68	Network
2 Opportunities for Ohioans with Disabilities	45	Network
3 Ohio Attorney General	42	Network
4 Ohio Department of Education	36	Network
5 Featured Government Updates	28	Sponsored Network
6 Public Utilities Commission of Ohio	20	Network
7 Ohio Department of Insurance	12	Local Network
8 Ohio Department of Higher Education	12	Network
9 Solid Waste Authority of Central Ohio	8	Network
10 Columbus City Council	7	Network
11 The Franklin County (OH) Board of Commissioners	7	Network
12 Auditor Clarence Mingo	5	Network
13 GovLoop	2	Network

* indicates account is no longer in your network

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govDELIVERY



- August 2016
- 1,474 new subscribers
- 169 unsubscribes (+ 1,305)



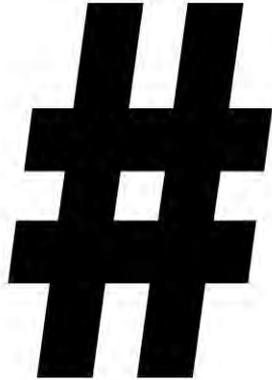
9,056 subscribers as of 9/21 (+1,813)



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What is this?



Quick!
What do you call this?

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What is a hashtag?

- A hashtag is a word or a phrase prefixed with the “#” symbol. Hashtags group messages and discussions allowing users to search for a hashtag and get the set of messages that contain it.
- Social media services like Instagram, Twitter, Tumblr, Pinterest, and more recently Google+, use hashtags to help users engage in a larger discussion.
- Facebook users can now use hashtags to see a feed of what other people and Pages are saying about that event or topic.



WWW.ARMY.MIL
THE OFFICIAL HOME PAGE OF THE UNITED STATES ARMY



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Why Use SOCIAL MEDIA?

- *Immediacy*
- Less Expensive
- Less Labor Intensive
- Broader Audience
- Target Marketing
- Attractive to Younger Veterans
- Great Way to Teach Influencers



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Also ...

- **Interaction with your audience!**
- **Visuals**
- **Brand awareness**
- **Spy on competitors**
- **Draw to website**
- **SHARING**



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- Facebook
- Twitter
- Instagram
- SnapChat
- LinkedIn
- YouTube



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CVSOs

- As of 6/1/16
48 of 88 CVSOs had a FB page (54.5%)

74 (84.1%) have a stand-alone website

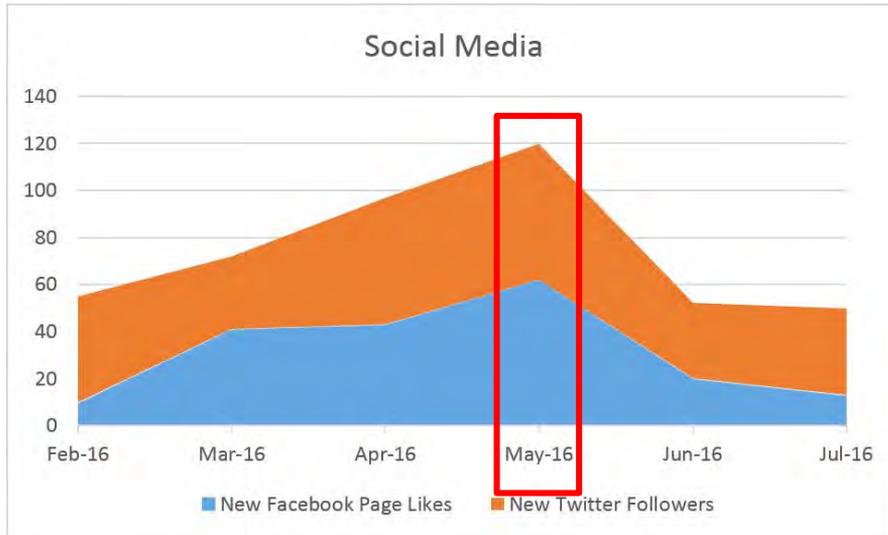


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Facebook & Twitter Stats



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Why Use Social Media to Reach Young Vets?

- Bureau of Labor Statistics: unemployment for vets ages 18-24 is 16.2% (25 percent higher than the national average)
- Teens spend 9 HOURS A DAY using social media and responsive devices
- Over 50% of world's population is <30
- Visuals, immediacy



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Facebook Stats

- 11 percent of world's population on FB
- Half of subscribers log on *EVERY DAY*
- 40% of vets on FB older than 45
- Average user has 130 friends, spends 700 minutes on FB every month
- *90% of users trust peer recommendations*



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Facebook Campaign Trends (Sponsored)

Ohio Department of Veterans Services

Sponsored · 🌐

👍 Like Page

Ohio's 88 County Veterans Service Offices stand ready to help you file VA claims, provide free transportation to medical appointments or financial assistance to those in need. #OhioVets #Gratitude

gratitude.
Ohio
find it here:

Gratitude. Ohio find it here

OHIOVETS.GOV | BY OHIO DEPARTMENT OF VETERANS SERVI... Learn More

People Taking Act... 📊	Post Reactions 📊	Post Comments 📊
4,600 <small>People</small>	259 <small>Total</small>	12 <small>Total</small>

Post Shares 📊	Link Clicks 📊	Page Likes 📊
97 <small>Total</small>	5,437 <small>Total</small>	10 <small>Total</small>

Performance

5,437
Results: Link Clicks

98,735
People Reached

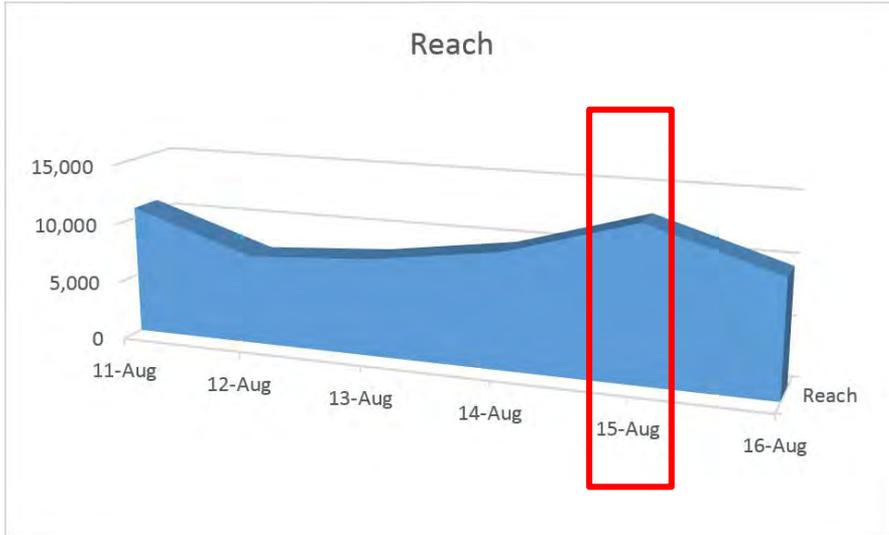
\$999.69
Amount Spent

28

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Facebook Campaign Trends

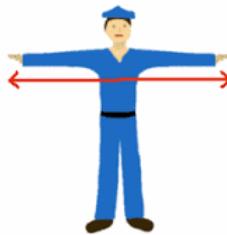


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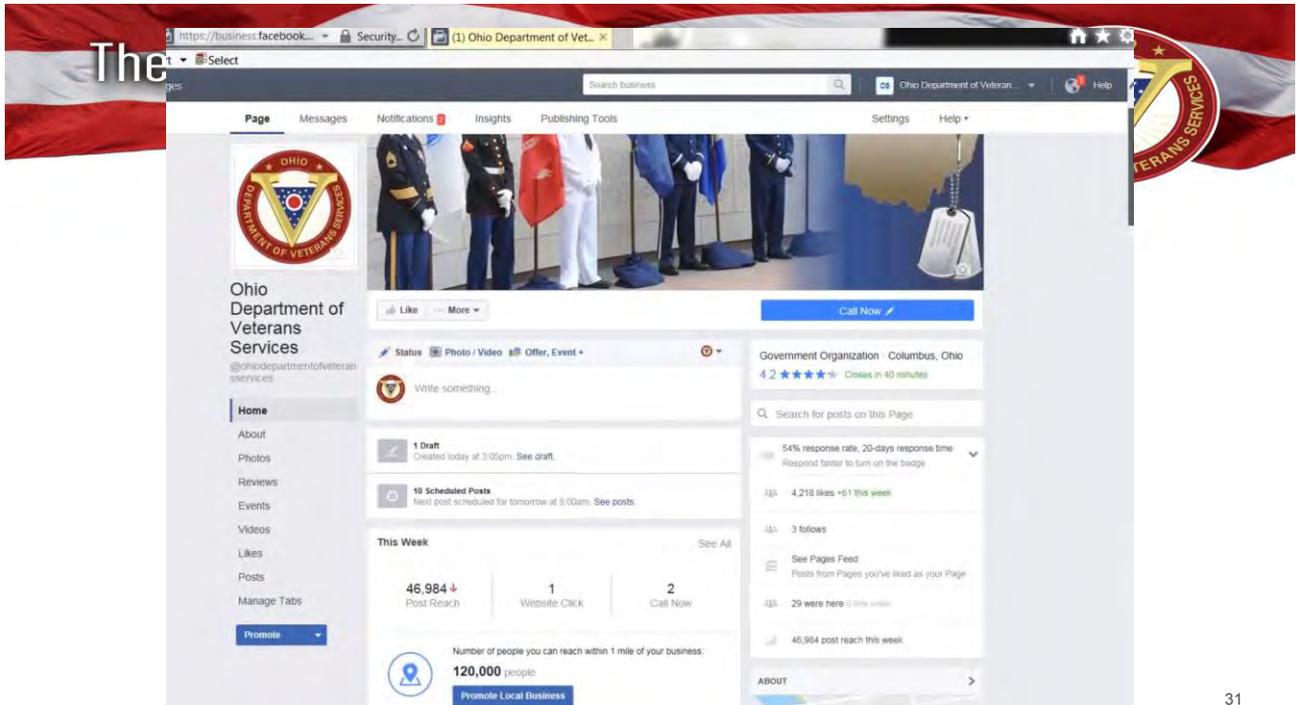


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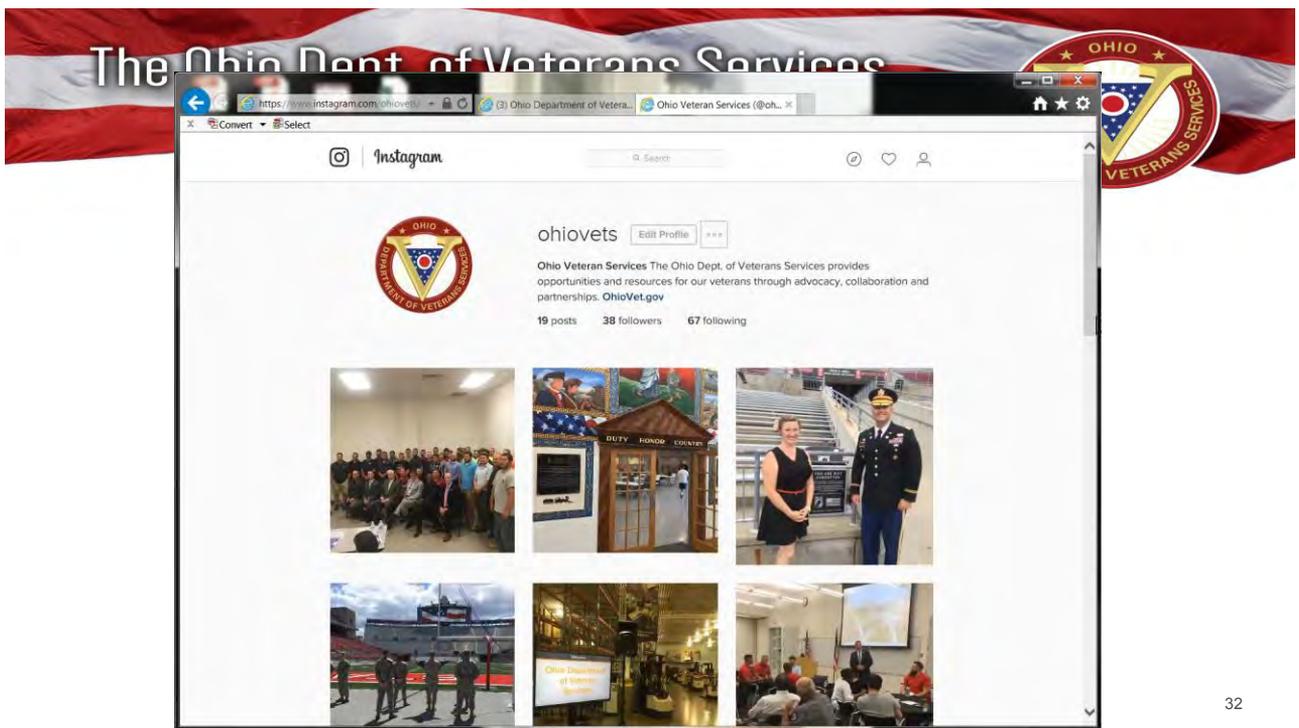


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HOW A SNAPCHAT GEOFILTER
CAN IMPROVE YOUR
BRAND AWARENESS

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SnapChat Veterans Metrics

Geofilter Details

Delivery	Complete
Start Time	July 31, 2016 9:00 AM EDT
End Time	July 31, 2016 9:00 PM EDT
Date Submitted	July 29, 2016 10:58 AM EDT
Order ID	1208160310ee-85a5-b48e-dae95474f184
Area Covered	4,224,046 Sq Ft
Cost	\$211.20 USD

Metrics

Uses	726
Views	25,806

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SnapChat GEOFILTER



- July 31, 9 am-9 pm
- 726 uses (20 cents per use)
- Spent \$211.20
- 25,806 views (1 cent per view)

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- Facebook:
@OhioDepartmentofVeteransServices
- Twitter: @OhioVets
- Instagram: @ohiovets

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