



Dear Workforce Investment System Leaders:

We are asking for your support in getting our nation's veterans back to work. The U.S. Department of Labor, in collaboration with the Department of Defense, is launching a nationwide campaign entitled, "Key to Career Success" on Veterans Day 2005. This campaign will heighten veterans' awareness of the many services available in the One-Stop Career Centers and help ensure priority of service to veterans in One-Stop Career Centers.

Through the campaign, a Key to Career Success Card and other promotional material will refer veterans to local One-Stop Career Centers for assistance in facilitating their successful transition into civilian life and employment. Veterans who contact One-Stop Career Centers are a valuable pool of job seekers and have critical skills to offer employers.

To better meet the needs of veterans, we encourage a coordinated approach to service delivery that includes all One-Stop Career Centers, local Department of Defense Family Service Centers, and other veterans' organizations where applicable and appropriate. The Key to Career Success campaign provides us with an opportunity to showcase our desire and capability to offer quality employment, training, and supportive services to our nation's veterans.

As the Workforce Investment System community leaders, we ask for your assistance in building awareness about the Key to Career Success campaign at every level and particularly among One-Stop Career Center staff, with an emphasis on front line staff. We will be providing the Workforce Investment Boards and local One-Stop Career Centers with a toolkit that includes a desk guide for staff. You may also want to explore opportunities for state and local events to occur in conjunction with, and in support of, this campaign. We encourage you to think strategically about how to coordinate the efforts of all program staff to best assist veterans in connecting to employment through the public workforce system.

Attached is a fact sheet on the Key to Career Success campaign for use by One-Stop Career Center staff, including veterans' representatives. Additionally, we have attached a list of resources and an outline of the support we can all provide in our unique roles to make this important campaign a success.

We are excited about this campaign and look forward to working with you to assist those women and men who have served our country and provide a valuable asset to employers.

Sincerely,



Emily Stover DeRocco
Assistant Secretary for Employment and
Training



Charles S. Ciccolella
Assistant Secretary for Veterans'
Employment and Training Service

Attachments