

## 2020 DOD WORLDWIDE HUMAN RESOURCES TRAINING EVENT

### FREQUENTLY ASKED QUESTIONS: “DOD CIVILIAN EMPLOYER BRANDING”

On 15-16 September 2020, the Office of the Deputy Assistant Secretary of Defense for Civilian Personnel Policy and Defense Civilian Personnel Advisory Service (DCPAS) hosted a 2-day virtual Worldwide Human Resources Training Event (WWHRTE). Attendees were provided an invaluable opportunity to hear from key leaders on efforts directly impacting DoD’s HR community. Attendees were encouraged to forward questions and comments related to the material presented.

Below are submitted questions and prepared responses for the DoD Civilian Employer Branding presentation.

Q. Where do Nonappropriated Fund and Local Nationals fit into the Employer Value Proposition (EVP)?

A. All DoD employees are represented in the Employer Value Proposition (EVP). The focus group that developed the EVP did so with intention to include all employee types across the enterprise. That being said, if there are elements that were missed that characterize any of these groups, please contact us at [dodhra.mc-alex.dcpas.mbx.soar@mail.mil](mailto:dodhra.mc-alex.dcpas.mbx.soar@mail.mil) to provide your feedback.

Q. Is there a way to try to centralize efforts with this new DoD Civilian Careers website? In other words narrow down to individual organizations (i.e., DoD>Department of the Army>U.S. Army Test and Evaluation Command (ATEC)), so that we would have our own ATEC page and sub-pages that we can manage.

A. The website is designed to navigate job-seekers to the unique missions, careers and vacancies of each Agency and Component within DoD. There are multiple ways in which this will be facilitated:

i. The ‘DoD Agencies and Featured Agency’ page will list all Services, Defense Activities and Field Activities and provide links to the career sites of these respective organizations (34 total). We recommend that these organizations provide links to any sub-organizations (e.g. ATEC listed within the Army site) to provide additional details.

ii. The ‘DoD Agencies and Featured Agency’ page will also highlight an Agency or Component on a monthly basis. This will provide an opportunity for any organization to provide detailed information on their mission, function, career opportunities and current vacancies to job seekers.

iii. The ‘Careers’ page will list all occupations categorized by functional communities. Within each of these career sections, the number of available opportunities will be listed and also linked to USAJobs where job-seekers have the opportunity to review your vacancies in more detail and apply.

Q. The branding statement states "expanding missions in space" and with the new Space Force, maybe the brand should be changed to "Where talent makes UNIVERSAL impact."

A. The topic of the expanding mission of DoD with the new Space Force was discussed in the focus group sessions. A similar tagline that included a reference to this mission was proposed. However, throughout the feedback sessions and voting process, it was decided that ‘global impact’ was most representative of all missions. In developing your own organization’s branding and messaging, we encourage you to tailor the DoD civilian employer brand for your needs and missions, - if changing “global” to “universal” works for a particular message you are sending, go for it!

Q. Is there training on LinkedIn recruitment and DHA's?

A. The Strategic Outreach and Recruitment (SOAR) team at DCPAS manages the DoD Recruiters Consortium. This consortium meets on a monthly basis to discuss topics that support the design, development and implementation of recruitment strategies to facilitate the replenishment of the DoD workforce. Many resources are available through this



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consortium to include job aids, decision tools and checklists on social media and DHA's. To join the consortium, please contact Jimmy Clark at [jimmy.s.clark.civ@mail.mil](mailto:jimmy.s.clark.civ@mail.mil).

Q. DoD has the reputation of only hiring veterans and sometimes they are not a great fit. How do we debunk that theory?

A. Our transitioning Service members and Veterans possess valuable skills, leadership, experience, and knowledge directly related to operations throughout the Department. Harnessing this talented population is important to DoD civilian missions and can accelerate recruitment return on investment. Even in the DoD, which is considered home to many veterans, non-veterans represent approximately 53% of civilians and 59% of new hires in FY 2020. Veterans, like all applicants, must be qualified for positions for which they are selected. We encourage our HR colleagues to help hiring managers to carefully develop their recruitment strategy, hiring assessments and hurdles to ensure they are attracting and effectively screening those with the requisite skills to successfully perform the job.

Q. Bring back the "Quick, name an occupation. Any occupation." marketing campaign.

A. We would love to see this! If you have any information or documentation on this campaign please share it here: [dodhra.mc-alex.dcpas.mbx.soar@mail.mil](mailto:dodhra.mc-alex.dcpas.mbx.soar@mail.mil).

Q. Will this DoD site list all positions available before they go to a certain agency?

A. The DoD Civilian Careers website will list all available vacancies that are currently open for vacancies to include resources to accept applications for those eligible to be hired under Direct Hiring Authorities (e.g., veterans, persons with disabilities). The team will be working with the site developer to link directly to USAJobs so that all available postings will be listed by career field, location and Agency/Component.

Q. Go Defense website is broken. None of the links work. I've tried Explorer, Firefox and Edge. The error message says "An error has occurred. Please contact an administrator for assistance."

A. The legacy oDefense website served external applicants well in the past, but technology limitations and platform changes have created challenges with maintaining and updating the site, to include an inability to consistently access the pages within DoD firewalls. Due to this and other challenges, we are creating a new DoD Civilian Careers website, currently is under development. We are taking this opportunity to ensure this new website is an engaging and informative platform for sharing the Department's recruitment messages. The site will be designed with the user experience in mind and will include a job exploration tool, interactive graphics, exciting career descriptions, testimonials, job location finders, and more. DoD Components will be highlighted for their exciting careers across the DoD with direct links to opportunities and videos to bring DoD civilian employment to life. A robust DoD enterprise social media strategy will also be integrated into this premier employment portal. While this site is being developed, the legacy GoDefense site, when operational, will just include basic information and will be discontinued when the new site launches. Stay tuned for updates on the progress of the DoD Civilian Career website.

Q. Where can I find a copy of the DHA matrix?

A. You can find the DHA matrix on the DCPAS web page at [https://www.dcpas.osd.mil/Content/documents/EC/Comp\\_SvcHiringAuthsMatrix\\_05122020.pdf](https://www.dcpas.osd.mil/Content/documents/EC/Comp_SvcHiringAuthsMatrix_05122020.pdf).

All WWHRTE presentation slides can be found on the WWHRTE milSuite site at

<https://www.milsuite.mil/book/groups/wwhrte>. You will also find the video recording of this presentation as well.



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Clarification or further questions related to this presentation can be directed to the following individuals:

- Desiree Seifert, Associate Director, DCPAS Employment and Compensation, [desiree.e.seifert.civ@mail.mil](mailto:desiree.e.seifert.civ@mail.mil)
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