
Rick Scott
GOVERNOR



Jesse Panuccio
EXECUTIVE DIRECTOR

**FLORIDA DEPARTMENT of
ECONOMIC OPPORTUNITY**

MEMORANDUM

DATE: March 4, 2013
TO: Regional Workforce Board (RWB) Executive Directors
FROM: Lois A. Scott, Chief, Bureau of One-Stop and Program Support
SUBJECT: Paychecks for Patriots (P4P), Simultaneous State-Wide Hiring Fairs

The purpose of this memorandum is to update you on the request and proposal from Dollar General Corporation to hold simultaneous hiring fairs for Veterans, National Guard members and their families, in multiple regions, on May 10th, 2013 from 10am – 2pm. This is the initiative we shared with you on the last RWB Conference call.

In October of 2012, Dollar General Corporation hosted 13 simultaneous one day hiring events at One-Stop Career Centers throughout Tennessee. Over 2500 job applicants, including National Guard, Veterans, Spouses and Dependents, participated with more than 100 employers in attendance. Dollar General worked with the Employer Support of the Guard and Reserve (ESGR), The National Guard and employment agencies to invite employers with jobs and National Guard & Reserve members looking for jobs. Steve Brophy, Dollar General Vice President of Government Affairs, is requesting to coordinate a similar event with the 24 Regional Workforce Boards in Florida. Coordination and partnerships for the proposed simultaneous hiring fairs in Florida would include the following organizations and agencies:

- Dollar General Corporation
- Department of Economic Opportunity (DEO)
- Workforce Florida Inc. (WFI)
- 24 Regional Workforce Boards
- Florida Department of Veterans Affairs (FDVA)
- Employer Support of the Guard and Reserve (ESGR)
- Florida Army National Guard

On Feb 5th, a pre-planning conference call was held, which included a discussion of the initial details for the event and commenced the coordination efforts. During the call, sites, media, employer recruitment, military community notification, and dates were discussed.

RWBs are urged to participate in this worthwhile project that focuses on the employment and reemployment needs of veterans and Florida employers in need of qualified workers. This initiative is another example of providing significant workforce services to this valuable partner. Participation by RWBs is being coordinated by the DEO Veterans Employment Program through Shawn Forehand at (850) 245-7424 or shawn.forehand@deo.myflorida.com, and Paul Furbush at (850) 921-3867 or paul.furbush@deo.myflorida.com. **RWBs should submit notification of intent to participate or not to**

participate by 4pm on Friday March 8th, 2013. Please include the name and contact information for a local P4P event coordinator with the notification of intent.

1. **Site Selection:** RWBs that choose to participate will be responsible to identify a site for the event as well as determine the capacity for hosting employers and job seekers for the event. Each of the participating sites will need Wi-Fi or other computer connectivity to facilitate registration of candidates. The decisions surrounding site selection will drive our date for the event and the number of employers recruited for each site. The tentative date for the event is Friday May 10th, with a preparatory day on May 9th.
2. **Employer Recruitment:** Dollar General will work with their parent company, KKR, to mobilize portfolio companies (Academy Sports, Del Monte, North Gate, Toys R Us, Etc.) that are hiring in Florida, other retailers in the state and other connections that may be appropriate such as SHRM (Society for Human Resource Management). Participating RWBs should identify a contact person to coordinate participation of Regional and Local Employers. The goal is to limit participation to employers with current job openings that are hiring immediately. Ideally, these companies should also be Military friendly.
3. **Public Relations/Press:** A smaller working group was established to develop a media/ public relations strategy for maximum awareness of the effort. The PR strategy is expected to include a Governor's proclamation, media kits, a media availability event, and interviews. This working group consists of DEO, FDVA, and Dollar General.
4. **Military Community Notification:** DEO, RWBs, ESGR and FDVA will collaborate to develop options and avenues for notifying the Florida Military community of the Hiring events. This may include: emails, perhaps direct mail, alerts and announcements at drill weekends.
5. **Employment Tracking:** The goal is to ensure that individuals are registered as Paychecks for Patriots participants, within EFM, prior to the event, to effectively prepare candidates through services provided by One-Stop Career Center staff, such as: One on One Counseling, Resume Preparation, Interview Techniques, Dress for Success, Etc. This will ensure that both the candidates and the employers' time will be maximized at the hiring event. Additionally, tracking will provide the ability to identify individual job applicant successes as well as determining the success of the entire State-Wide event.

Please contact Shawn Forehand at (850) 245-7424 or shawn.forehand@deo.myflorida.com, or Paul Furbush at (850) 921-3867 or paul.furbush@deo.myflorida.com for additional information.

LAS/ssf

cc: Michael Lynch
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