

**Commonwealth of Virginia**  
**Virginia Community College System**  
**Workforce Investment Act (WIA)**  
**Virginia Workforce Letter #11-09**

**Date:** November 9, 2011  
**To:** Local Workforce Investment Board Directors  
**From:** Workforce Development Services  
**Subject:** Veterans Gold Card

Purpose:

To ensure local workforce area awareness of the Veterans Gold Card initiative recently announced by the President and DOL, and provide some additional guidance and clarification. Because the initiative was launched quickly, additional guidance may be issued as may become necessary.

A. Background:

The Veterans Gold Card was announced by the President on November 7, 2011, and is intended to provide unemployed post-9/11 era veterans with the services they need to succeed in today's job market. The Gold Card initiative is a joint effort of the Department of Labor's Employment and Training Administration (ETA) and the Veterans' Employment and Training Service (VETS).

**Additional details can be accessed at: <http://www.dol.gov/vets/goldcard.html>; as well as in Training and Employment Notice 11-5: <http://wdr.doleta.gov/directives/attach/TEN/TEN15-11.pdf>. Both these source resources should be reviewed as they are the framing points for this Virginia Workforce Letter.**

B. Discussion:

Under this initiative, an eligible veteran can present the Gold Card at his/her local workforce center to receive enhanced services. The enhanced in-person services available for Gold Card holders may include:

- Job readiness assessment, including interviews and testing;
- Development of an Individual Development Plan (IDP);
- Career guidance through group or individual counseling that helps veterans in making training and career decisions;
- Provision of labor market, occupational, and skills transferability information that inform educational, training, and occupational decisions;
- Referral to job banks, job portals, and job openings;

- Referral to employers and registered apprenticeship sponsors;
- Referral to training by WIA-funded or third party service providers; and
- Monthly follow-up by an assigned case manager for up to six months.

C. Additional Guidance:

1. These services may be offered to post-911 veterans who present a Gold Card and whose eligibility as such a veteran can be documented (typically the DD214). Presenting the certificate alone will not serve as sufficient eligibility documentation.
2. Gold Cards will be made available through Transition Assistant Program (TAP) Employment Workshops provided to separating service members or from the DOL website. In working with veterans who may not be aware of the initiative, any one-stop staff should make veterans aware of the initiative and assist them in printing the certificate from the DOL website.
3. The services listed in Section B. above may be provided by VETS and ETA funded programs as appropriate to include: DVOP, LVER, WIA Title I or Wagner-Peyser. Both VETS and ETA have the expectation that the staff from each of these programs will participate in providing Gold Card customers with seamless service delivery.
4. The Gold Card does NOT change any intake procedures under Veterans' Priority of Service
5. The Gold Card does NOT change any eligibility criteria for DVOP/LVER or WIA services
6. For Post 9/11 Era Veterans accessing One-Stops, the Gold Card simply adds the eligibility for the enhanced set of in-person services
7. The services are intended to cover a 6 month period to 'jump start' the participant's reconnection to the civilian labor force.
8. There are no separate reporting and tracking requirements, beyond what would be required for which ever program or programs in which the participant is enrolled.
9. There is no additional funding stream currently associated with this initiative, and the expectation is that existing program resources will be used in serving eligible veterans who seek gold card services.

D. Required Local Actions:

Local areas are required to review this guidance, the referenced TEN; and ensure that all local one stop operators, center managers and WIA Title I service providers are both aware of and familiar with these documents.

Copy: Shelby Robinson, Assistant Commissioner for Workforce Services,  
Virginia Employment Commission