



DirectEmployers
Association



RECRUIT
ROOSTER

AJ Selvey

AVP, Membership Development
DirectEmployers Association

Director of Channel Sales
Recruit Rooster

Going Beyond Membership: Job Visibility

DirectEmployers Association is a member-owned and managed consortium of talent acquisition and OFCCP compliance professionals, cultivating labor market efficiencies and reducing online recruitment costs for employers.

DirectEmployers Association Membership Offering



OFCCP Compliance

- VEVRAA Job Listings & Reporting
- Outreach Management & Tracking
- Job View Analytics
- Consultative Training
- State Job Bank Reporting



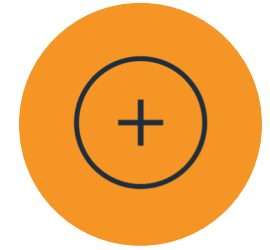
Recruitment & Branding

- Standard Member Microsite
- Google Analytics
- Targeted Job Distribution to DE vetted contact
- Career Fair announcements on [USNLx.com](https://usnlx.com)



Job Syndication

- Military Sites
- Veteran Sites
- Disability Sites
- Women Sites
- Minority Sites
- Diversity Sites
- State Job Banks ([NLx](#))
- Colleges & Universities ([Simplicity](#))
- Global and National Sites



Other Benefits

- [Conferences](#) & Events
- Industry Experts
- Educational Resources
- Online [Community](#)

Sampling of the Compliance Obligations

- Jobs *must* be **listed** with the appropriate ESDS
- Engage in **outreach** (no more “good faith efforts”)
- 5.9% hiring **benchmark** (entire workforce) for protected veterans
- 7% utilization **goal** (per job group) for individuals with disabilities
- Proper EEO language on **all solicitations or advertisements**





It's time to take it to
the NEXT LEVEL!



Recruit Rooster, a wholly owned subsidiary of DirectEmployers Association, offers employers the creative services and recruitment marketing solutions to attract the right candidates.



Enhancements for increased Job Visibility



Enhanced Microsite

Military Skills Translator / Crosswalk

Career Site Development

Accessibility



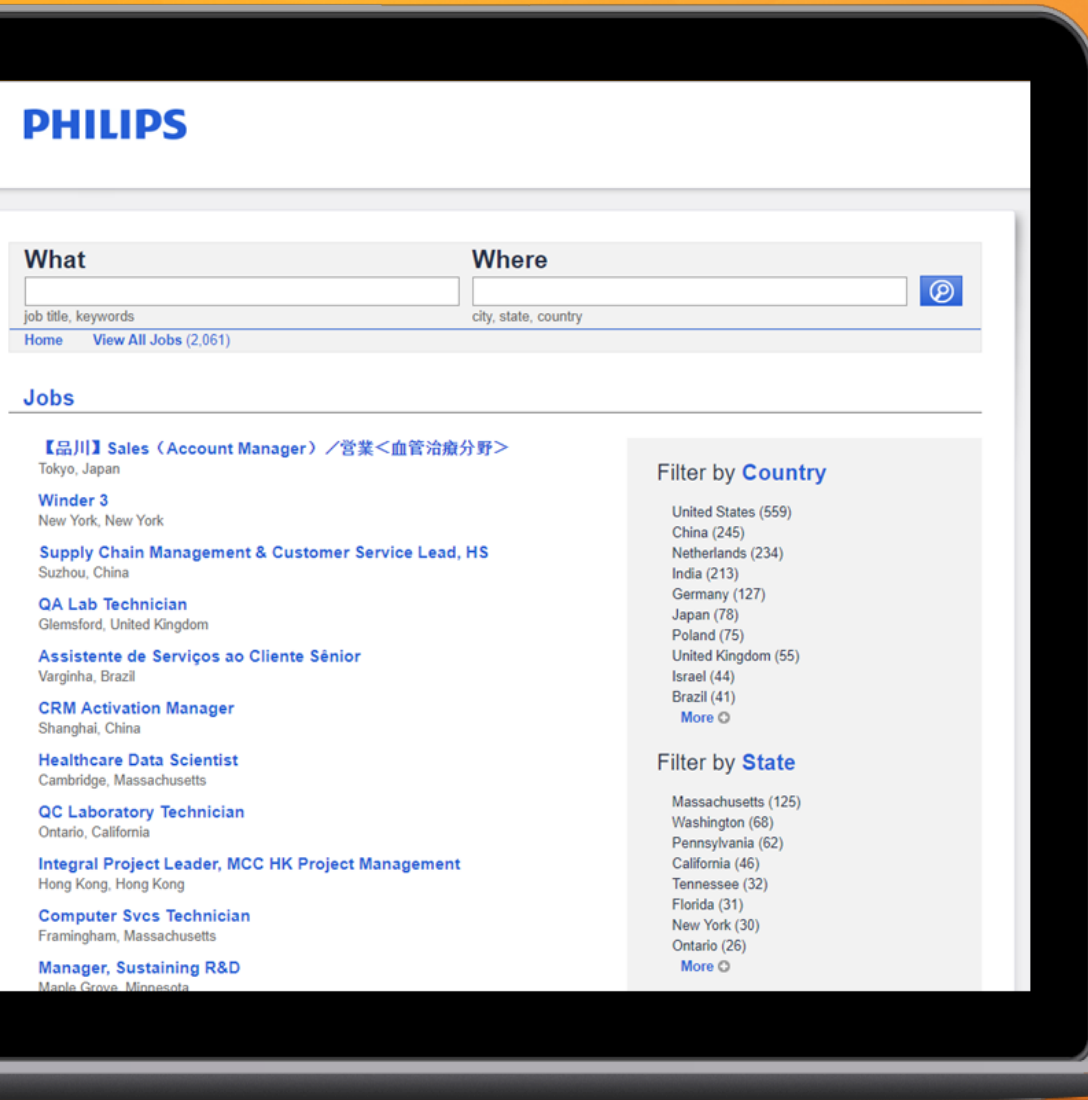
Member Since 2007

Implemented enhanced microsite & jobs map in Q4 2018

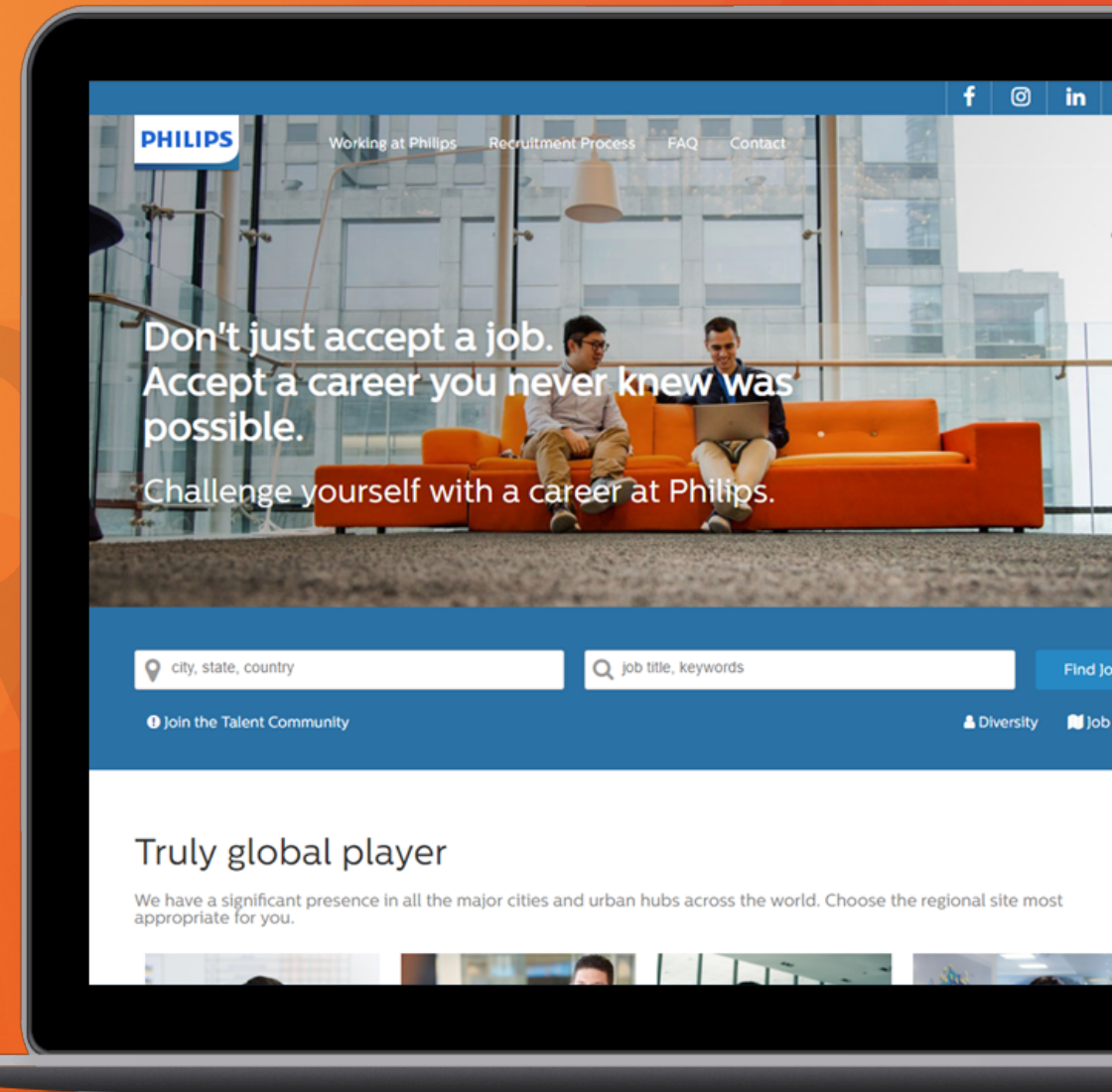
Results:

- 1st Month - conversion rate to apply increased by 5%
- 46% Increase in Apply Clicks
- 11% decrease in Bounce Rate

Standard Member Microsite



Enhanced Member Microsite





Remember these stories?



Unemployment for young vets jumps to 15 percent

By Rick Maze - Staff writer
Posted : Friday Feb 4, 2011 10:25:57 EST

For Iraq and Afghanistan-era veterans, the unemployment rate for January was 15.2 percent. This is a sharp increase from 9.4 percent in November and 11.7 percent in December, a clear trend of a worsening job market for younger veterans, many of them combat veterans.

"This should be a wakeup call for America," said Paul Rieckhoff, executive director of Iraq and Afghanistan veterans of America. "We have a definite employment problem and it is getting worse."

Labor Department statistics for January show that 15.5 percent of male veterans and 13.5 percent of female veterans from the Iraq and Afghanistan era are looking for work and cannot find it. But Rieckhoff said IAVA polling shows the true unemployment rate for young veterans is 20 percent or higher.

But part of the problem also appears to rest with military transition programs that are not preparing separating combat veterans for the civilian job market, he said, adding that **jobs for veterans will be the top policy issue pursued by IAVA this year.**

The job market for veterans is getting attention in Congress as well. Sen. Patty Murray, D-Wash., the new chairwoman of the Senate Veterans' Affairs Committee, said in an interview last week that many veterans perceive a bias against them from employers who worry that vets might have post-traumatic stress or other mental disorders, or they might be recalled to active duty.

Murray has sponsored legislation to improve job training and job placement services for veterans, but said part of the solution could lie in convincing employers that the benefits of hiring veterans far outweigh any potential problems.



Jobless rate up again for young vets

Reductions in Army, Marine Corps could worsen problem

By Rick Maze
maze@armytimes.com

The unemployment rate for young veterans continues to rise despite modest improvements in the overall job market, according to the Labor Department's January employment report.

Those latest figures show 15.2 percent of Iraq and Afghanistan-era veterans are out of work.

Paul Rieckhoff, founder and executive director of Iraq and Afghanistan Veterans of America, called the statistic "shocking" and a "wake-up call for America" because it reveals that almost 300,000 new veterans have not been able to find jobs after returning from combat.

"We have a definite employment problem and it is getting worse,"

Rieckhoff said, noting that the January jobless rate for new veterans is up 2.5 percentage points from December.

The worst may be yet to come, he warned, because potentially significant reductions in the size of the Army and Marine Corps in the near future could send thousands more veterans into an unfriendly job market.

The Labor Department reported the national unemployment rate for January was 9 percent, a drop of 0.4 percentage points since December, but the unemployment rate climbed for veterans as a whole and especially for Iraq and Afghanistan-era veterans.

For all veterans, the January rate was 9.9 percent, up from 8.3 percent in December. For Iraq and Afghanistan-era veterans, the 15.2 percent unemployment rate was up from 11.7 percent in December.

Rep. Jeff Miller, R-Fla., chairman of the House Veterans' Affairs

Committee, said he wants to work with the Veterans Affairs and Labor departments, and with potential employers, to retool existing jobs programs to help more veterans find work.

"These numbers show that while our economy is still reeling from poor job growth, our heroes face continued challenges in securing meaningful employment," Miller said.

Miller's Senate counterpart, Sen. Patty Murray, D-Wash., is not convinced that retooling existing programs will be enough. "This is a very disappointing report that demonstrates clearly the need for us to move quickly," she said. "Our veterans have the skills, determination, discipline and talent to succeed in the workplace, but despite learning a wide range of technical and leadership skills through their service, they often find it difficult to transfer these skills to civilian professions."

Employer bias may also be a

More needed on vets, jobs

January's unemployment figures brought startling news: The jobless rate for young veterans of the wars in Iraq and Afghanistan soared to 15.2 percent, up from 11.7 percent in December and 9.4 percent in November — a 62 percent spike in just two months.

For all veterans, the jobless rate climbed from 8.3 percent to 9.9 percent, even as the national rate dipped in January. Lawmakers swiftly sounded a call for action. But what should be done is not at all clear.

It's not as though Pentagon officials have sat idle. In recent years, they have overhauled their Transition Assistance Program, to include launching a website, www.turbotap.org, that has a large section on post-service employment.

The Veterans Affairs and Labor departments also have beefed up employment assistance efforts for separating troops.

But clearly, the employment pic-

ture for young vets is getting worse, not better. The challenge is to identify why, so that meaningful improvements can be made.

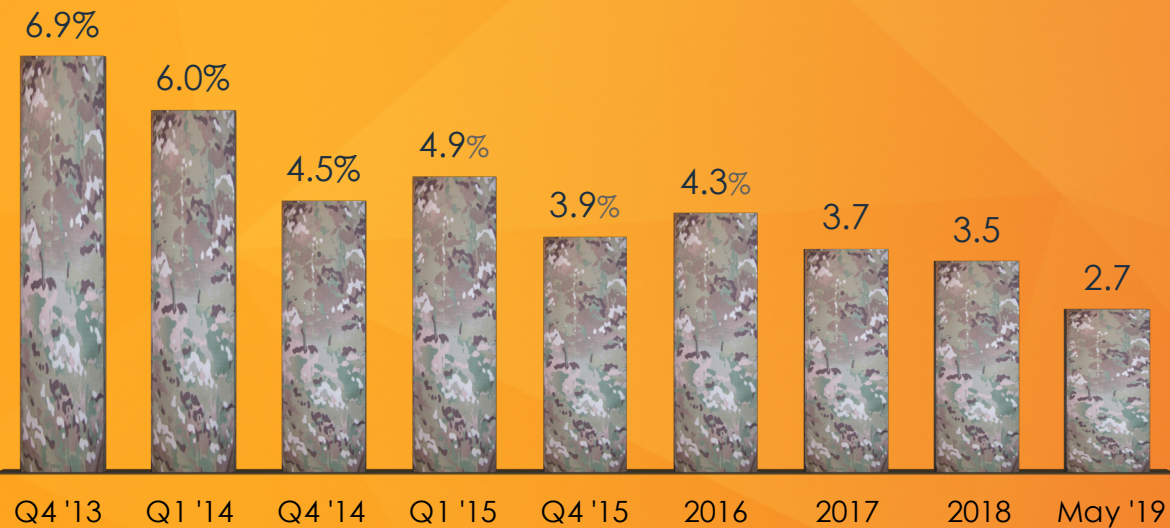
To start, Congress should press the Pentagon, VA and the Labor Department for an immediate review of existing programs, to include surveying troops who are about to leave and have recently left service to get their input.

Then a second front must be opened with civilian employers, some of whom reportedly are reluctant to hire young vets out of concern they may have mental health issues or may be recalled to active duty and deployed.

That is deplorable — and unacceptable.

Top Pentagon leaders must strongly engage the U.S. business community to drive home the message that veterans — with their dedication, discipline, skills and strong work ethic — are valuable assets to any employer.

Veteran Unemployment Rates

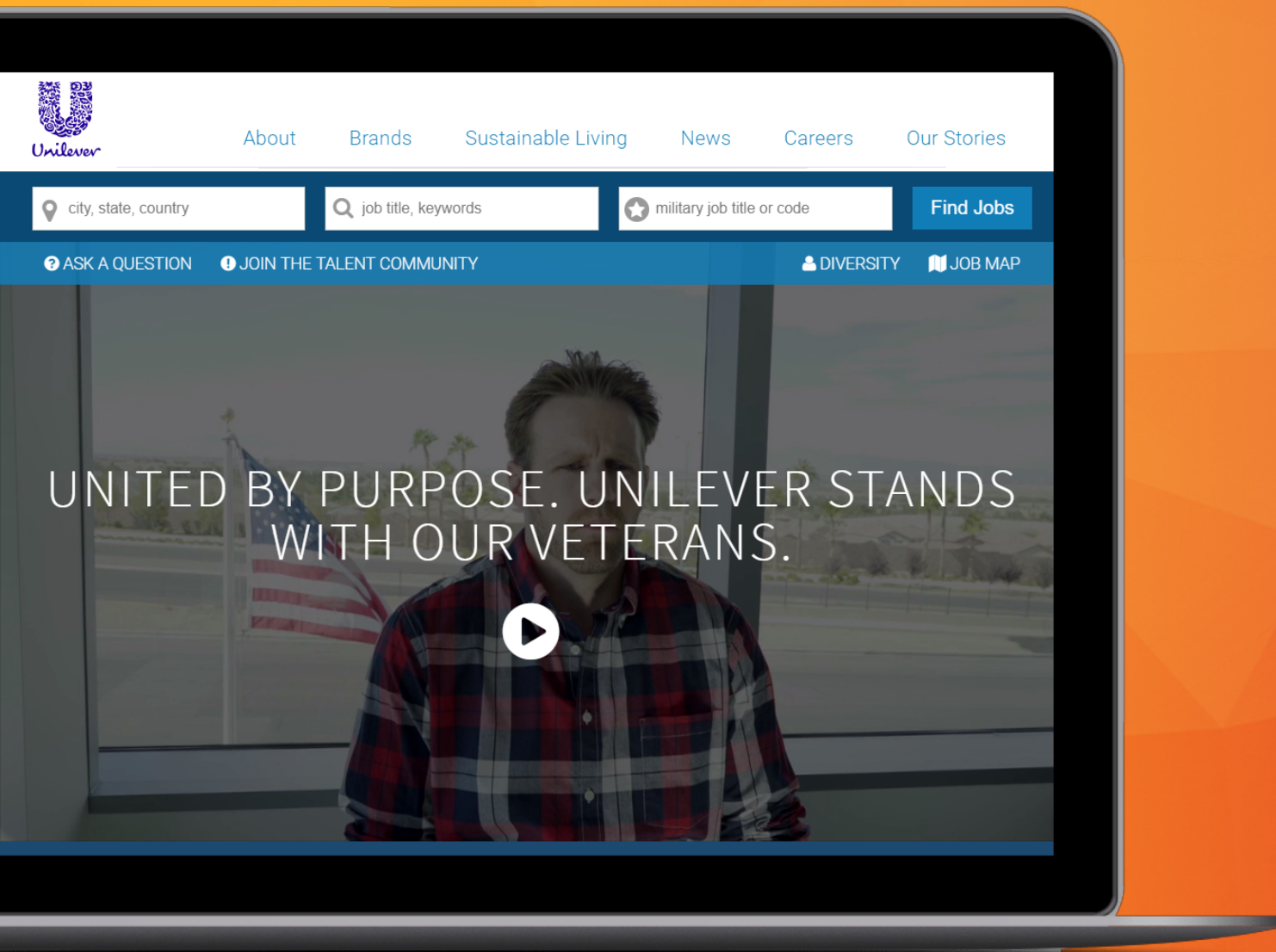


Source: Bureau of Labor Statistics

Employers need these skills...

- Leaders
- Diverse
- Team Players
- Educated and Tech Savvy
- Perform Under Pressure
- Healthy & Drug-Free
- Security Clearance
- Quick Learners
- Willing to Relocate

Federal Contractors: 5.9% hiring benchmark (entire workforce) for protected veterans



Veteran Widget

A set of search boxes including MOC translator that can be added to your existing site career site.



Veteran Crosswalk

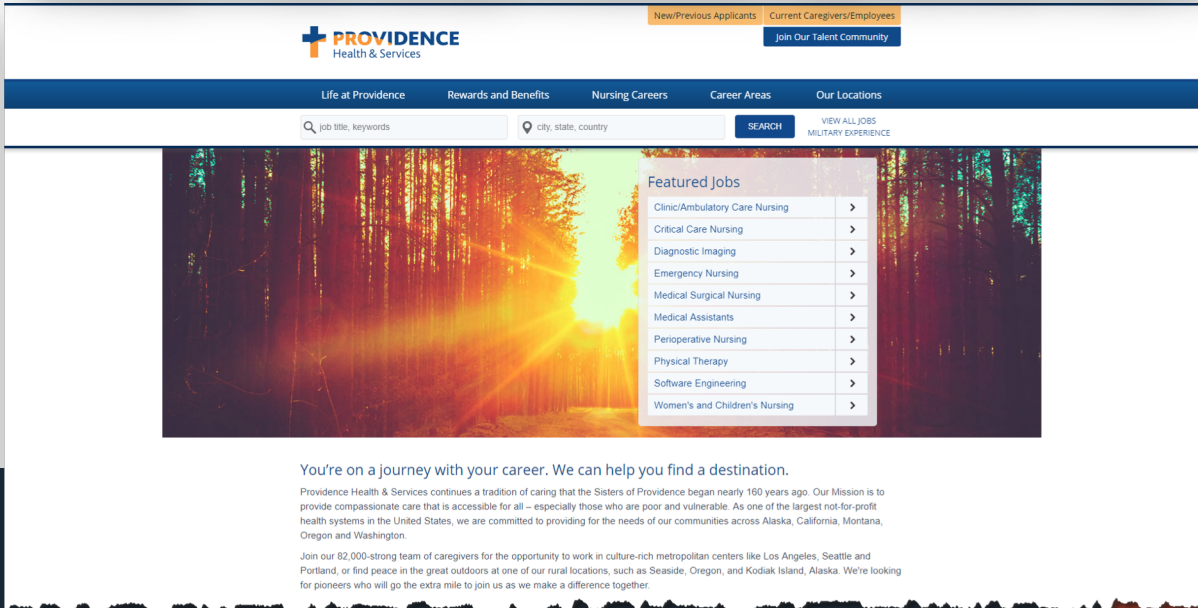
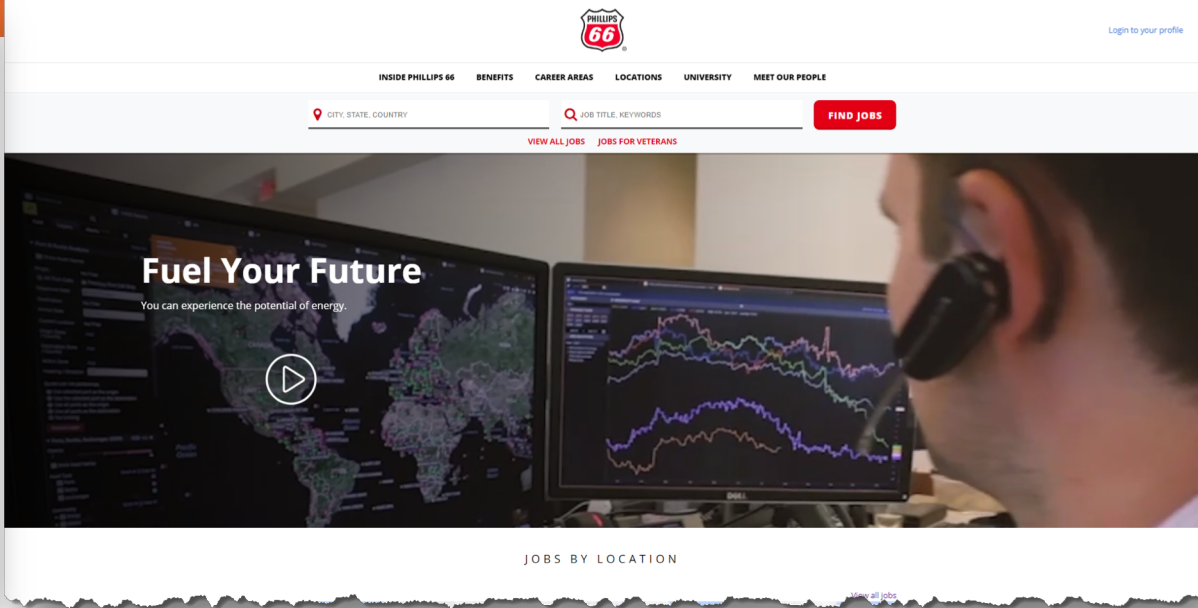
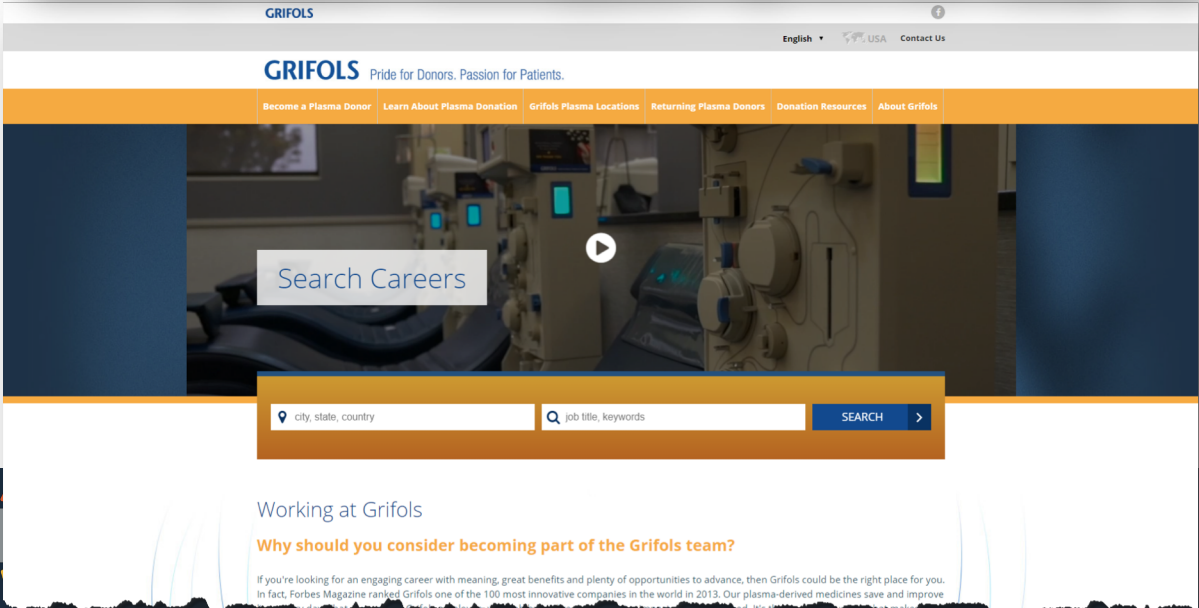
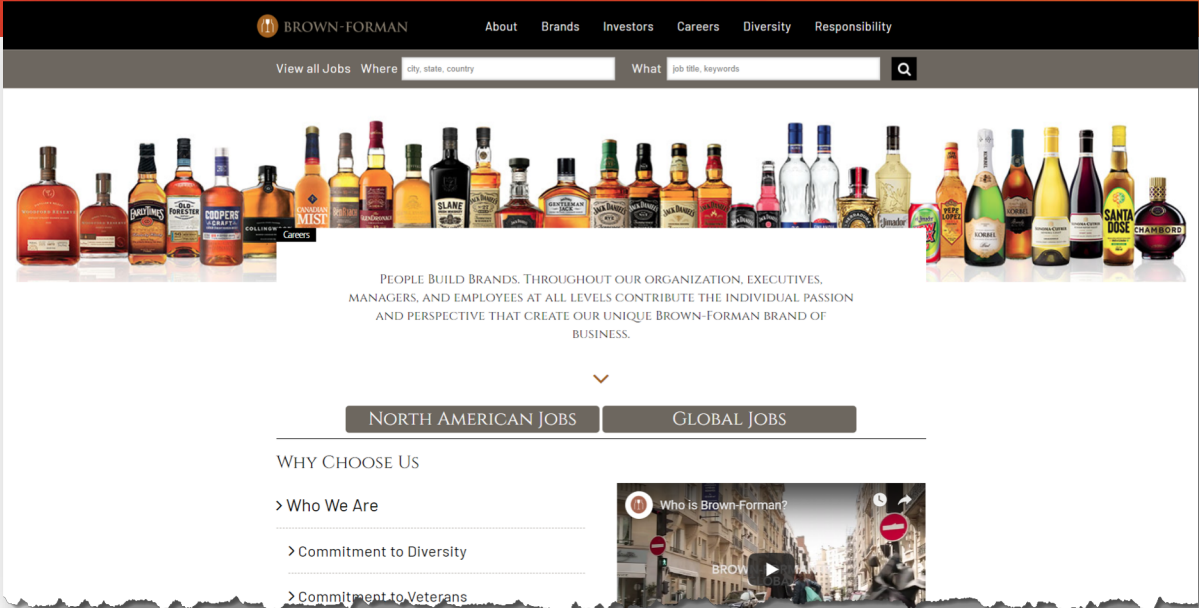
A stand-alone site tailored specifically to attract and engage Veterans with our MOC translator.



Custom Vet Solution

A bold recruitment experience designed from the ground up that will make it clear you value hiring Veterans.

FULL CAREER SITE DEVELOPMENT + CREATIVE SERVICES

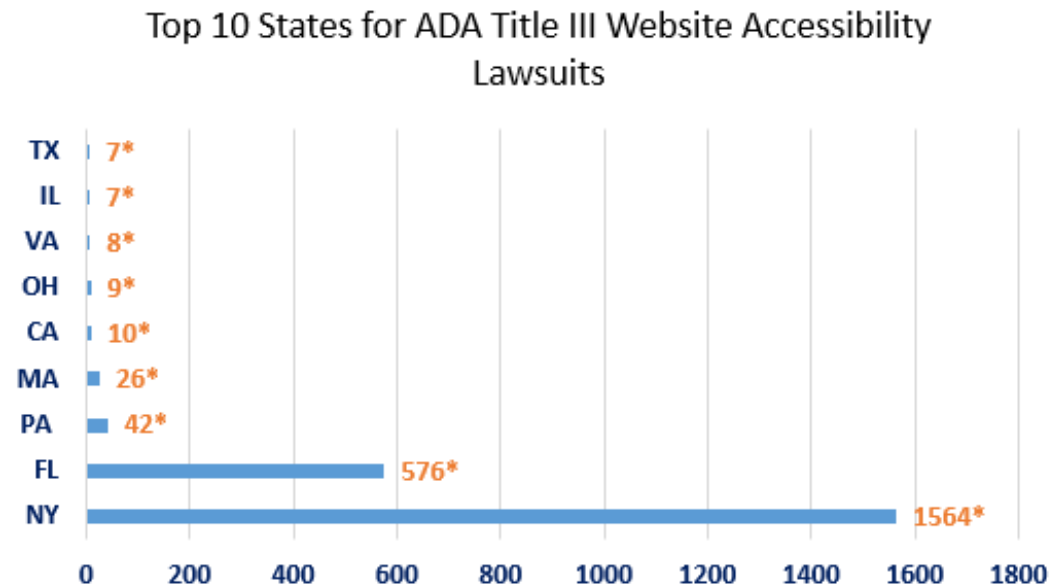
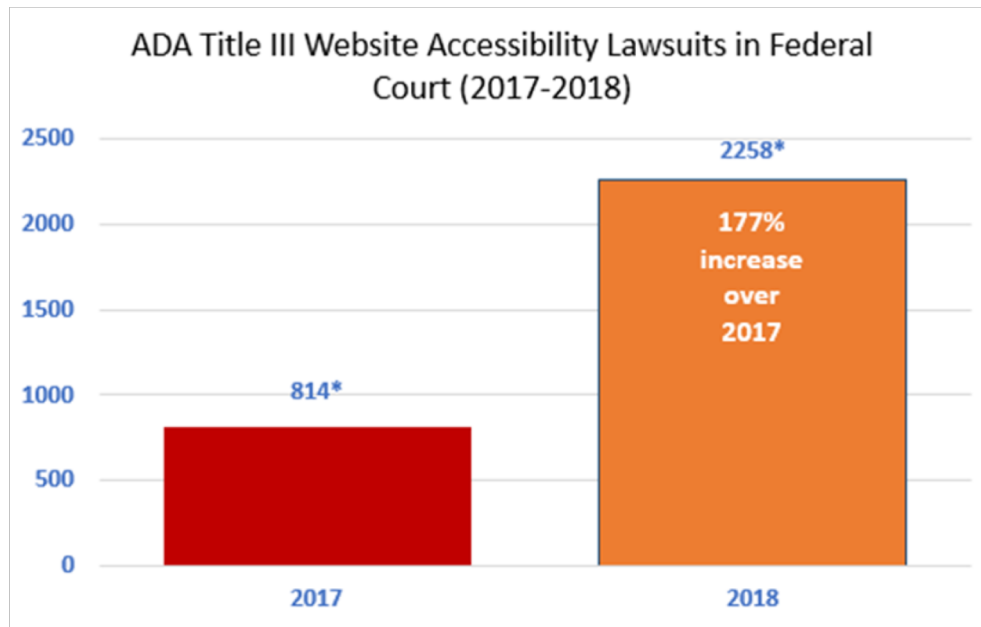


Accessibility



[Image Source: archives.gov](https://www.archives.gov)

Why should Employers care about an accessible website?



Source: adatitleiii.com



Proactive or Reactive?

- A large grocery chain made efforts to comply with WCAG 2.0 after a website inaccessibility issue, but before the lawsuit was filed.
- An aerospace and defense contractor was sued for website inaccessibility, but settled out of court paying an undisclosed amount. Corrective actions were taken for their website accessibility due to the lawsuit.
- States are looking into legislation.
 - ✓ According to New York Senator Diane Savino, who chairs the Internet and Technology Committee, the states are “the incubators of ideas”.
 - ✓ “surf-by” lawsuits





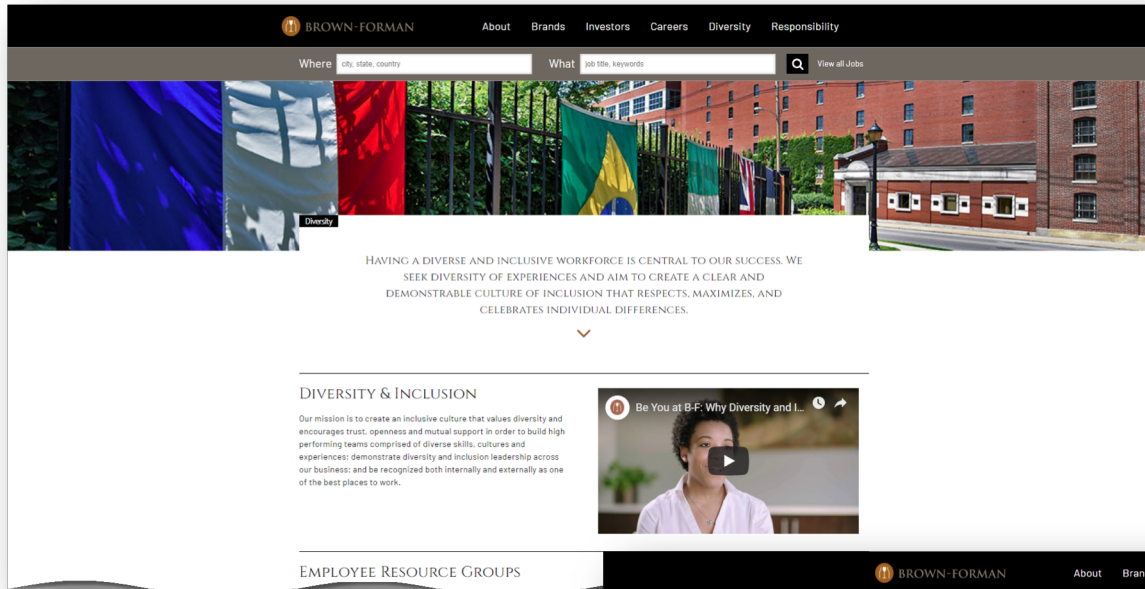
Section 508 Compliance has been in place
for the federal government since 1998.



How long before the **OFCCP** passes this
obligation onto Federal Contractors?



There is **good** news!



BROWN-FORMAN About Brands Investors Careers Diversity Responsibility

Where city, state, country What job title, keywords

Diversity

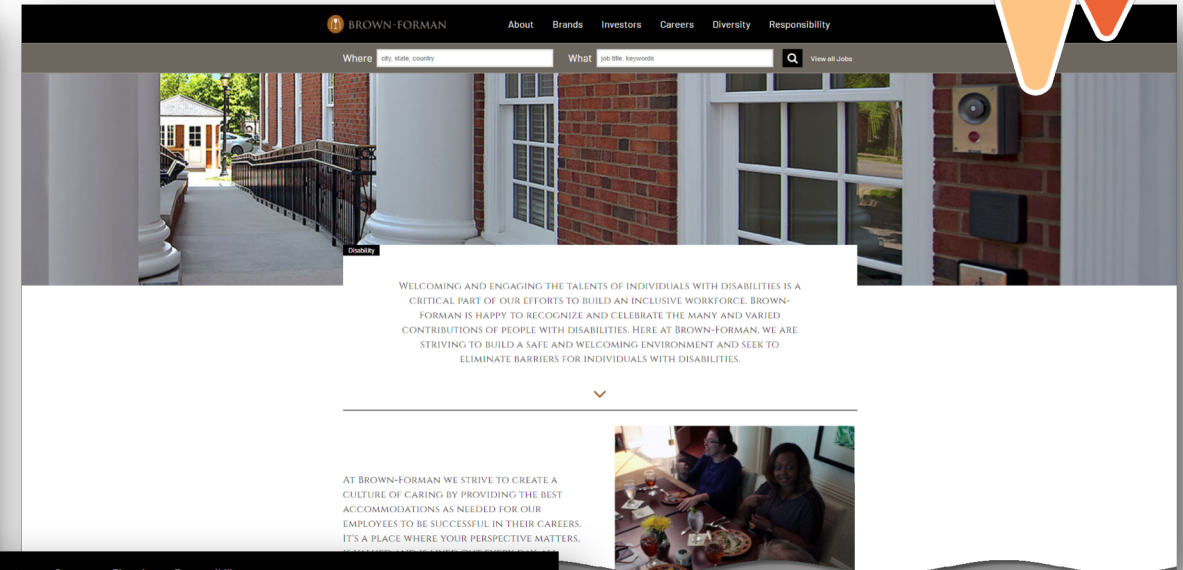
HAVING A DIVERSE AND INCLUSIVE WORKFORCE IS CENTRAL TO OUR SUCCESS. WE SEEK DIVERSITY OF EXPERIENCES AND AIM TO CREATE A CLEAR AND DEMONSTRABLE CULTURE OF INCLUSION THAT RESPECTS, MAXIMIZES, AND CELEBRATES INDIVIDUAL DIFFERENCES.

DIVERSITY & INCLUSION

Our mission is to create an inclusive culture that values diversity and encourages trust, openness and mutual support in order to build high performing teams comprised of diverse skills, cultures and experiences; demonstrate diversity and inclusion leadership across our business; and be recognized both internally and externally as one of the best places to work.

Be You at B-F: Why Diversity and Inclusion

EMPLOYEE RESOURCE GROUPS



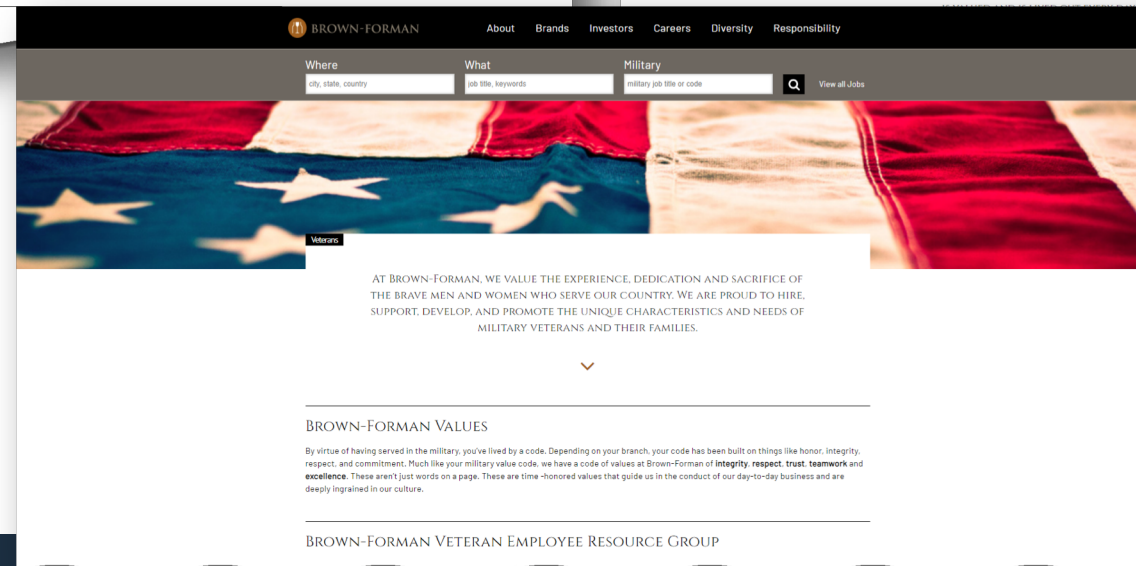
BROWN-FORMAN About Brands Investors Careers Diversity Responsibility

Where city, state, country What job title, keywords

Disability

WELCOMING AND ENGAGING THE TALENTS OF INDIVIDUALS WITH DISABILITIES IS A CRITICAL PART OF OUR EFFORTS TO BUILD AN INCLUSIVE WORKFORCE. BROWN-FORMAN IS HAPPY TO RECOGNIZE AND CELEBRATE THE MANY AND VARIED CONTRIBUTIONS OF PEOPLE WITH DISABILITIES. HERE AT BROWN-FORMAN, WE ARE STRIVING TO BUILD A SAFE AND WELCOMING ENVIRONMENT AND SEEK TO ELIMINATE BARRIERS FOR INDIVIDUALS WITH DISABILITIES.

AT BROWN-FORMAN WE STRIVE TO CREATE A CULTURE OF CARING BY PROVIDING THE BEST ACCOMMODATIONS AS NEEDED FOR OUR EMPLOYEES TO BE SUCCESSFUL IN THEIR CAREERS. IT'S A PLACE WHERE YOUR PERSPECTIVE MATTERS.



BROWN-FORMAN About Brands Investors Careers Diversity Responsibility

Where city, state, country What job title, keywords Military military job title or code

Veterans

AT BROWN-FORMAN, WE VALUE THE EXPERIENCE, DEDICATION AND SACRIFICE OF THE BRAVE MEN AND WOMEN WHO SERVE OUR COUNTRY. WE ARE PROUD TO HIRE, SUPPORT, DEVELOP, AND PROMOTE THE UNIQUE CHARACTERISTICS AND NEEDS OF MILITARY VETERANS AND THEIR FAMILIES.

BROWN-FORMAN VALUES

By virtue of having served in the military, you've lived by a code. Depending on your branch, your code has been built on things like honor, integrity, respect, and commitment. Much like your military value code, we have a code of values at Brown-Forman of **integrity, respect, trust, teamwork and excellence**. These aren't just words on a page. These are time-honored values that guide us in the conduct of our day-to-day business and are deeply ingrained in our culture.

BROWN-FORMAN VETERAN EMPLOYEE RESOURCE GROUP

Enhanced Microsite

We can match your current corporate layout or start completely fresh. The possibilities are unlimited.



[Topgolf](#)



[G-Tech](#)



[Victory Packaging](#)



[Ally](#)



[JBS USA](#)

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A set of search boxes including MOC translator that can be added to your existing site career site.



[Ross Stores](#)



[SunTrust](#)



[Red Cross](#)



[Boeing](#)



[Capital One](#)

Veteran Crosswalk

A stand-alone site tailored specifically to attract and engage Veterans with our MOC translator.



[Allied Universal](#)



[AdventHealth](#)
(w/ Enhanced Template)



[Los Alamos](#)
[National Laboratory](#)
(w/ Enhanced Template)



[Bank of the West](#)
(w/ Enhanced Template)



[Aetna](#)




AJ Selvey

AVP, Membership Development
DirectEmployers Association

Director of Channel Sales
Recruit Rooster

Questions?

 (317) 874-9055
 aj@DirectEmployers.org
 [LinkedIn.com/in/selvey](https://www.linkedin.com/in/selvey)
 @selvey