



WELCOME TO THE 2020 VIRTUAL

DEPARTMENT OF DEFENSE



WORLDWIDE HUMAN RESOURCES TRAINING EVENT

*From Concept to Reality:
Advancing Human Capital Management*



ADMINISTRATIVE COMMENTS

Worldwide Human Resources Training Event

- Your Capabilities...see, hear, submit questions
- Your Q&A Feature...Comments, Feedback and Questions
- Your Captions Feature
- Intermission...a 10 minute break...no need to log out!
- Your Human Capital Operating Plan...keep it handy!
- All materials will be posted on milSuite

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UP FIRST...

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Welcome and Opening Address

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Ms. Anita Blair

*Deputy Assistant Secretary of Defense
for Civilian Personnel Policy*



Mr. William H. Booth

*Director, Defense Human Resources Activity,
Office of the Under Secretary of Defense for
Personnel and Readiness*

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Future of DoD Human Resources

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Michelle LoweSolis

September 15 -16 2020

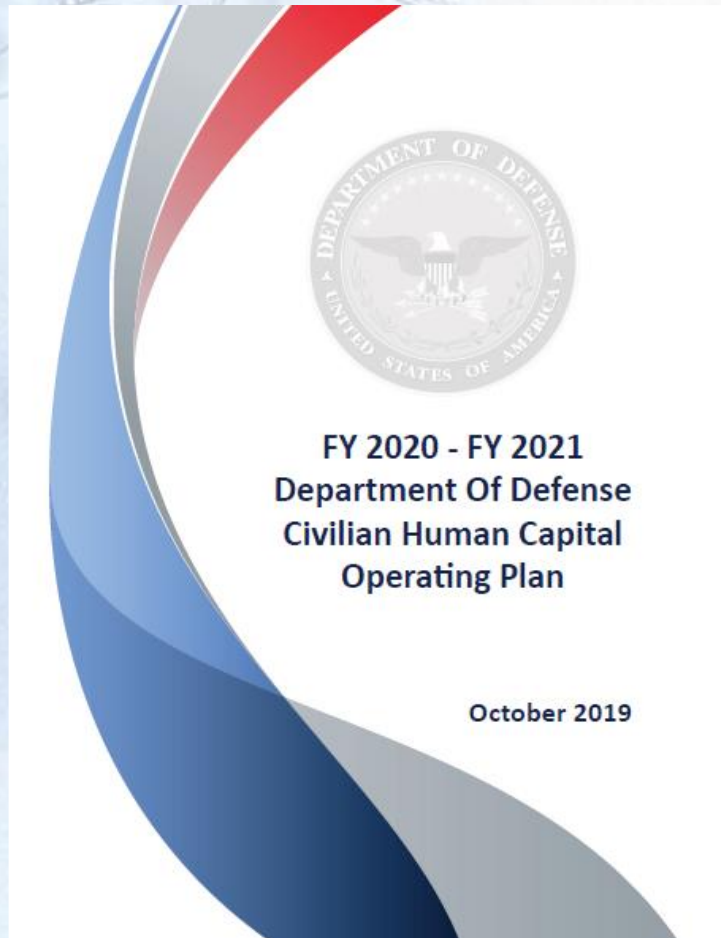
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Ms. Michelle LoweSolis

Ms. LoweSolis is the Director of Defense Civilian Personnel Advisory Service. She is responsible for the development and oversight of civilian human resource plans, policies, and programs for more than 950,000 Department of Defense employees worldwide. Ms. LoweSolis' portfolio spans the full spectrum of Human Capital Management, to include workforce planning, talent acquisition and management, development and sustainment, performance management, labor and employee relations, and leader development.



HCOP Objectives

- **Deliver Talent**
- **Maximize Employee Performance**
- **Transform HR**

“If you don’t know where you’re going, how will you know when you get there?”

Strategic Communication

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- Understand the mission (What)
- Understand the appeal (Why)
- Focus the message



HR Development

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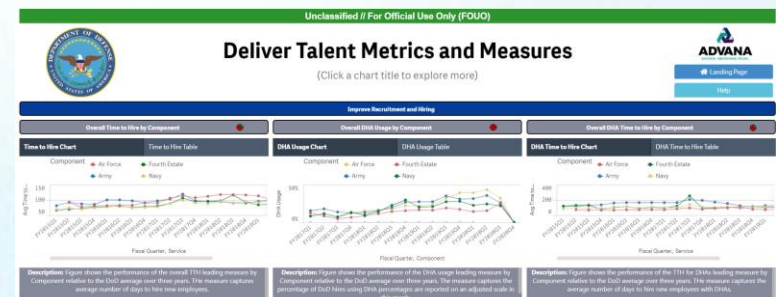
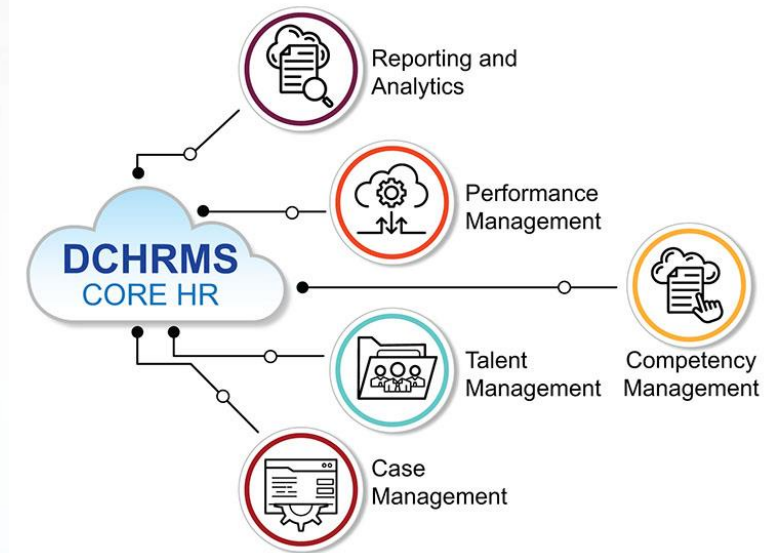


- **HRFC Vision – Build depth first then develop strategic advisors**
- **Credentialing Program**
 - ✓ **Benefits Advisor**
 - **Injury Compensation**
 - **Staffing**
 - **Labor**
- **Define critical competencies for a strategic advisor**



Going Digital

- **Defense Civilian Human Resources Management System (DCHRMS)**
 - Foundation for integrated end-to-end processes
 - Core HR and performance rolling out first
 - DFAS – IOC FY21 Q3
- **Analytics & Dashboards**
 - Program status and trends at your fingertips



HR Transformation

- **Collaborate with Strategic Partners**
 - Time to Hire
- **Identify Best of Breed and Implement**
 - Streamlined Direct Hire Authority

Steps in Business Process Reengineering



So What is the Future of HR?

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**Mission
Focus**



**Integrated
E2E
processes**



**Dashboards &
Predictive
Analytics**



Future of HR



**REDUCED
Complexity**



**STRATEGIC
Workforce
Planning**

**STRATEGIC
Recruiting**

**INVESTING
In HR
Professionals**

Credentialing Programs

QUESTIONS?



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Diversity and Inclusion Update

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Cyrus Salazar

September 15-16, 2020

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Mr. Cyrus Salazar

Mr. Salazar is the Department's Chief Diversity Officer and serves as the Director of the Office for Diversity, Equity, and Inclusion (ODEI). In this capacity, Mr. Salazar is responsible for overseeing the development and promulgation of policy and procedural guidance for the Department's Military Equal Opportunity (MEO), Equal Employment Opportunity (EEO), Diversity and Inclusion, Civil Rights, and Disability EEO programs. As ODEI Director, Mr. Salazar serves as the principal staff advisor to the Executive Director, Force Resiliency, on matters pertaining to oversight responsibility for the direction and enforcement of all DoD EEO and MEO policies affecting civilian and military personnel worldwide. In his current role, Mr. Salazar provides strategic guidance to DoD leadership; spearheads key DoD initiatives; and directs efforts to evaluate, enhance, and advance DoD policies and programs pursuant to the ODEI mission.

DoD Diversity & Inclusion

Briefing for DoD HR Training Event

Mr. Cyrus A. Salazar
Director, Office for Diversity, Equity,
and Inclusion
15 Sep 20



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PERSONNEL AND READINESS



DoD Diversity and Inclusion (D&I) Initiatives

- 19 Jun 2020 SecDef Memo – Actions for Improving D&I
- 14 Jul 2020 SecDef Memo – Immediate Actions
- DoD Board on D&I
- Role of Defense Diversity Work Group (DDWG)
- Role of Executive DDWG
- Crowdsourcing feedback
- Immediate Actions
 - Remove photographs
 - Update DoD Military Equal Opportunity and D&I policies
 - Review effectiveness of Service equal opportunity offices

FOUO



Other D&I Efforts

- On September 9, 2020, ODEI published DoDI 1020.05, “DoD Diversity and Inclusion Management Program”
 - Establishes policy, assigns responsibilities, and provides direction for development, implementation, and maintenance of the DoD D&I Management Program
 - Provides data collection and reporting requirements to measure and statistically validate the progress and effectiveness of DoD D&I efforts
- On June 30, 2020, ODEI published DoDI 1020.04, “Harassment Prevention and Response for DoD Civilian Employees”
 - Broadens prohibited harassment to include behaviors outside of traditional EEO discriminatory harassment
 - Provides for venues where employees can allege these behaviors
 - Requires leaders to provide timely and ongoing information to an employee alleging harassment regarding the status of the response to the allegation
 - Requires initial and refresher training which addresses what harassment is, how to report it, and what resources are available to correct it

FOUO



Other D&I Efforts, cont.

- Updating DoDD 1020.02e, “Diversity Management and Equal Opportunity in the DoD”
 - Incorporate SecDef mandate to prohibit pregnancy discrimination in the Armed Forces, as appropriate
 - Incorporate Bostock U.S. Supreme Court case protections to update language prohibiting discrimination based on sexual orientation
- Updating DoDD 1020.1, “Nondiscrimination on the Basis of Handicap in Programs and Activities Assisted or Conducted by the Department of Defense”
 - Rule published in Federal Register
- DoD remains a model employer for individuals with disabilities
 - In FY 2019, DoD achieved the 2 percent goal of employing individuals with targeted disabilities. Individuals with the most significant disabilities represent 2.13 percent of DoD’s total civilian workforce.
 - In FY 2019, individuals with disabilities, including Veterans, account for almost 14 percent of DoD’s total civilian workforce



Contact Information

Mr. Cyrus A. Salazar, Director
Office for Diversity, Equity, and Inclusion
703-347-2768

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INTERMISSION/BREAK

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Improvements In Hiring

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Carlene Wilson

September 15-16, 2020

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presenter

Carlene Wilson

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Ms. Wilson is a Program Manager assigned to the Employment and Compensation Policy Line of Effort at Defense Civilian Personnel Advisory Service (DCPAS). Ms. Wilson's portfolio includes responsibility for policies, guidance, programs, initiatives, and legislation related to Veterans employment and hiring improvement/time to hire. Currently, Ms. Wilson also serves as Acting Associate Director, Employment and Compensation Policy Line of Effort.

Bottom Line Up Front

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- Updates on efforts towards effectively attracting and timely hiring quality skilled and diverse talent.



AGENDA

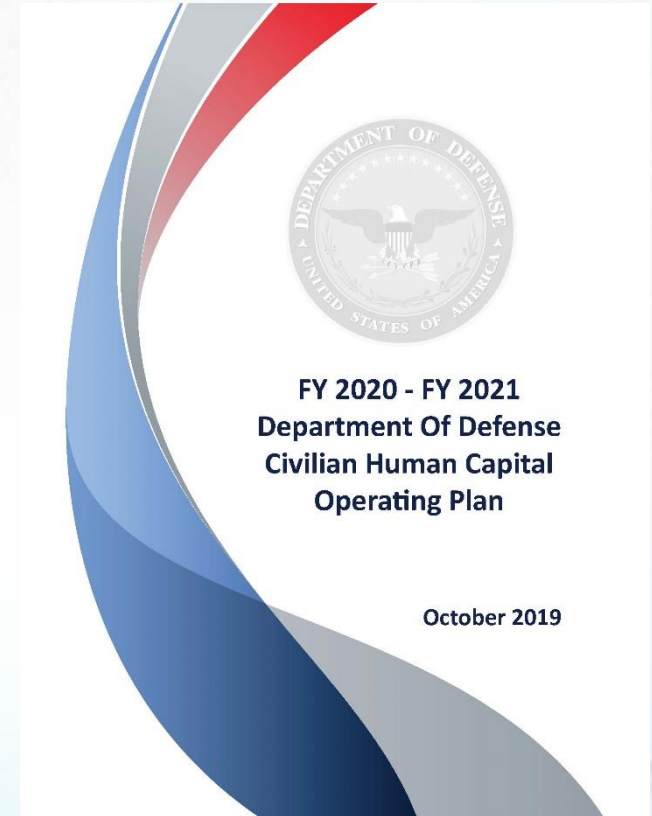


- FY20-21 Human Capital Operating Plan
- Hiring Authorities
- Time to Hire (TTH) Initiatives
- Quality of Hires
- Executive Order 13932

FY20-21 Human Capital Operating Plan

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- 1.1: Improve Recruitment and Hiring
 - 1.1.3: Improve Timeliness and Quality of Hires
 - Legislative Reform
 - Supportive technologies
 - Enterprise-wide hiring model
 - Review hiring efficiency and effectiveness
 - New hiring authorities



Hiring Authorities



DoD-Authorized Direct Hire Authorities

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US Army Corps
of Engineers

- OPM delegated to DoD the authority to approve DoD-specific DHAs under certain criteria
 - Severe Shortage of Candidates
 - Critical Hiring Need
- Components must submit requests to DCPAS



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DEFENSE



U.S. AIR FORCE

Positions Covered	Component/Command	Approved
Real Estate Personnel (1170 and 1171)	U.S. Army Corps of Engineers	Sep 2019
Police Officer (0083)	DoD-wide	Sep 2019
Certain Aircraft Operations (2181)	Air Force	May 2020

What's New in Direct Hiring Authorities?

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- Several changes authorized by the National Defense Appropriation Act (NDAA) for Fiscal Year (FY) 2020
 - Military Housing DHA
 - Military to Mariners DHA
 - Extension of Defense Industrial Base/ Major Range Test & Facility Base DHA

What's New in Direct Hiring Authorities?

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Key Aspects

- Public notice is not required; merit factors are the basis for selection
- No limitation on allocations
- Veterans' preference is not applicable
- Modified Priority Placement Program (PPP) Procedures
- Single legal authority code (LAC)


Direct Hire Authority Resources

Department of Defense Competitive Service Hiring Authorities Matrix

https://www.dcpas.osd.mil/Content/documents/EC/Comp_SvcHiringAuthsMatrix_05122020.pdf

NEW Online DHA training guide to assist managers to select the DHAs best suited for each particular situation

<https://indd.adobe.com/view/0eb55b03-bbfc-40e4-b945-58d6c02577d2>

 DEPARTMENT OF DEFENSE COMPETITIVE SERVICE HIRING AUTHORITIES https://www.dcpas.osd.mil/EC/Advise					
Hiring and Other Human Resources (HR) Authorities Overview: Summarizes hiring and other HR authorities specific to the Department of Defense (DoD) competitive service civilian workforce. This list is not exhaustive. Some authorities specific to certain DoD Components or organizations may not be listed. For further information, refer to the respective DoD implementation procedures, applicable DoD Component and lower level policies and procedures, and/or other applicable regulations and procedures. Information is current as of the date of this document, and it is subject to change.					
DoD Hiring Authorities					
Hiring Authority	Expiration Date	Governing Statute, Regulation, Policy	Common Uses/Other Features	Ad/Public Notice	Special Requirements for Consideration of Veterans
Consolidation of Direct Hire Authorities for the Department of Defense -Competitive Service	September 30, 2025, except for positions covered by paragraph 3.e. of the USD(P&R) Memo, for which the authority does not expire	<ul style="list-style-type: none"> Section 1109 of FY 2020 NDAA; P.L. 116-92 Section 9905 of title 5, U.S.C. USD(P&R) Memo "Direct Hire Authority for Certain Personnel of the Department of Defense," April 2, 2020. 	Incorporates and cancels the following DoD DHAs: <ol style="list-style-type: none"> EHA for Select Defense Acquisition Workforce Positions EHA for Certain Defense Health Care Occupations DHA for Select Technical Acquisition Positions Temporary DHA for Financial Management Experts in the DoD Workforce DHA for Cyber Workforce Positions 	No. Merit factors shall be the basis for selecting individuals for positions.	No



Time to Hire Initiatives

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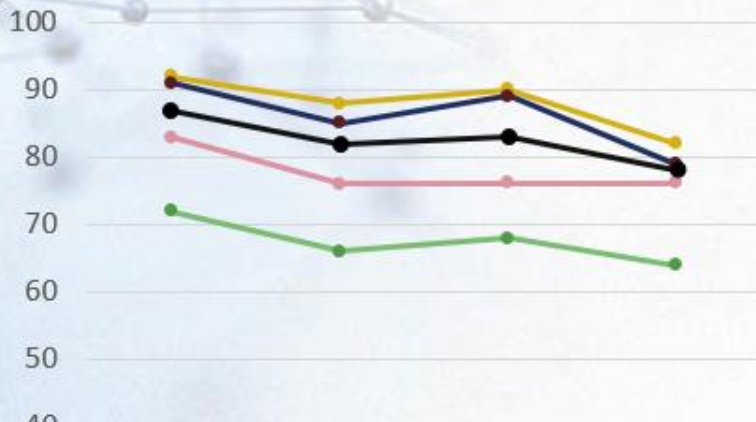
- Re-engineer the DoD civilian hiring process in order to:
 - Reduce duration for Time to Hire (TTH)
 - Identify common Enterprise-wide steps and activities
 - Develop Enterprise-wide TTH metrics for standardized reporting

Time to Hire Initiatives

OPM 14 Functions	DoD 7 Core Segments
Validate Need (1 day) Request Personnel Action (1 day) Review Position Description (1 day) Confirm Job Analysis & Assessment Strategy (5 days) Create/Post Job Opportunity Announcement (2 days)	Confirm Job Analysis & Assessment Duration: DoD – 10 days / OPM -10 days
Receive Applications & Notify Applicants (10 days)	Receive Applications and Notify Candidates Duration: DoD – 10 days / OPM -10 days
Close Job Opportunity Announcement Evaluate Applications (15 days)	Evaluate Applications Duration: DoD – 16 days / OPM -16 days
Issue Certificate/Notify Applicants (1 day) Selecting Official Review & Certify (15 days)	Make Selection Duration: DoD – 15 days / OPM -16 days
Tentative Job Offer (3 days)	Tentative Job Offer Duration: DoD – 3 days / OPM -3 days
Initiate Security Check (10 days)	Conditions of Employment Duration: DoD – 10 days / OPM -10 days
Official Offer Acceptance (2 days) Entrance on Duty (14 days)	Final Job Offer through Entrance on Duty Duration: DoD – 16 days / OPM -16 days

Civilian Hiring Improvement

Time to Hire (TTH)¹

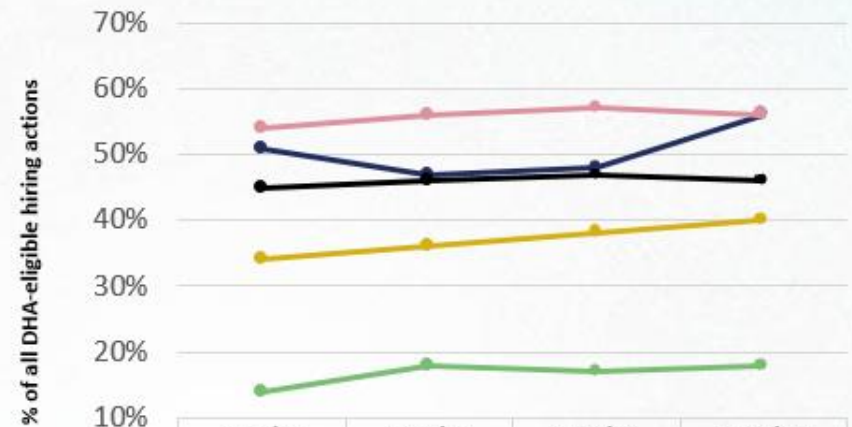


	FY19/Q4	FY20/Q1	FY20/Q2	FY20/Q3
Army	92	88	90	82
Navy	91	85	89	79
Air Force	83	76	76	76
Fourth Estate	72	66	68	64
DoD Average	87	82	83	78

¹Includes all internal & external hiring actions; recruit initiation to person entry on duty

FY19 Baseline: 94 days FY20 Goal: 80 days

Direct Hiring Authority (DHA) Usage¹



	FY19/Q4	FY20/Q1	FY20/Q2	FY20/Q3
Army	34%	36%	38%	40%
Navy	51%	47%	48%	56%
Air Force	54%	56%	57%	56%
Fourth Estate	14%	18%	17%	18%
DoD Average	45%	46%	47%	46%

¹DHA authorized for certain critical skills/organizations (e.g., Acquisition, Depots)

FY19 Baseline: 35% FY20 Goal: 42%

OVERALL

Continuous Decrease in DoD average Time-to-Hire — Continuous Increase in Direct Hire Authority Usage

SWPR | People: Civilian Hiring Improvement

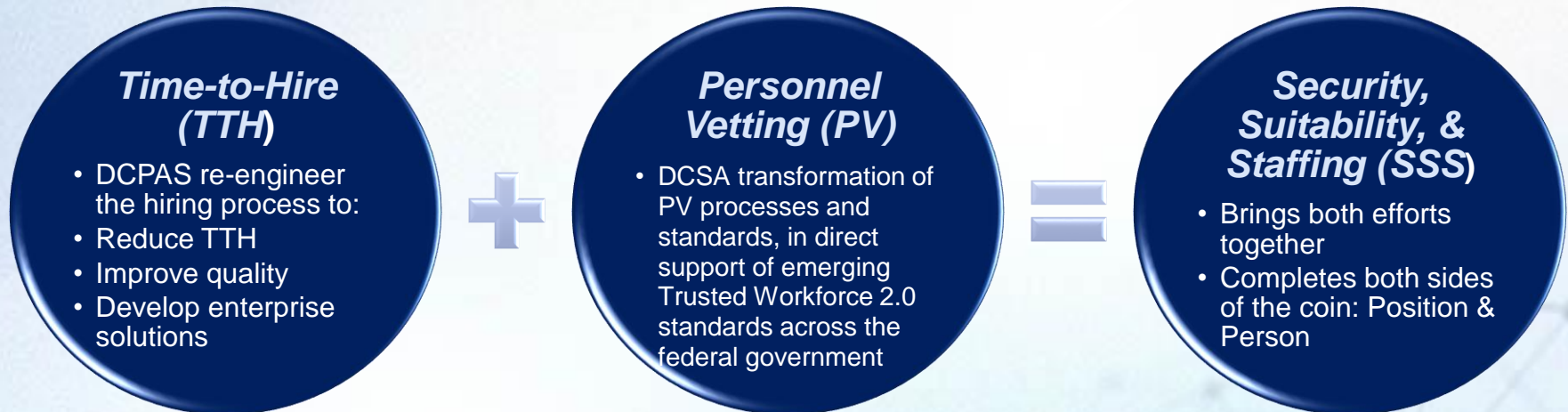
Security/Suitability/Staffing (SSS)

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The evolution of the SSS Workgroup



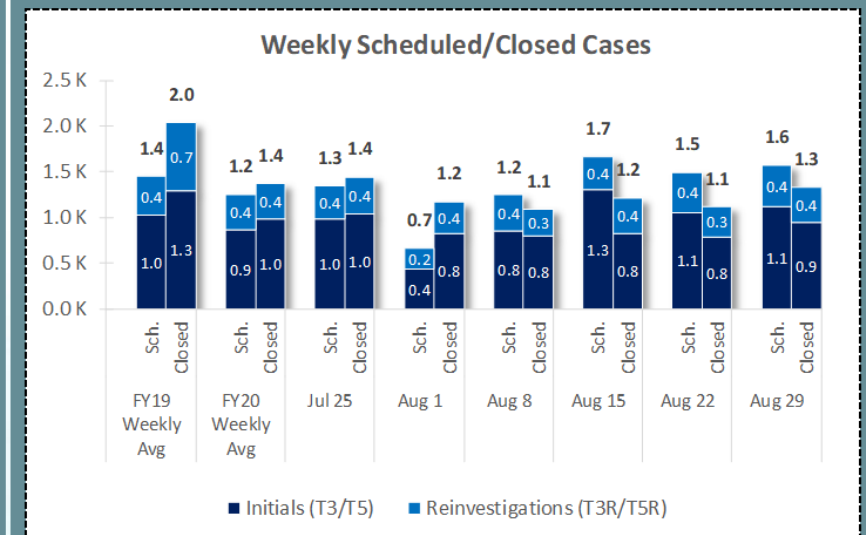
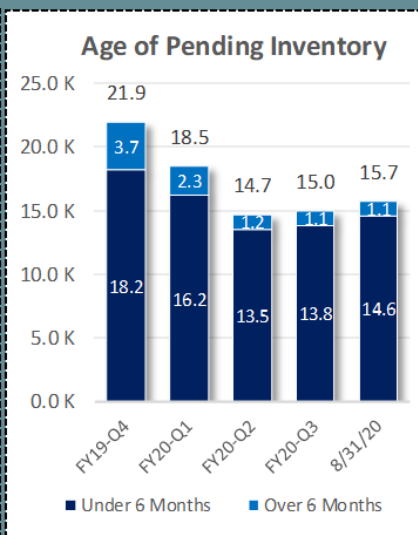
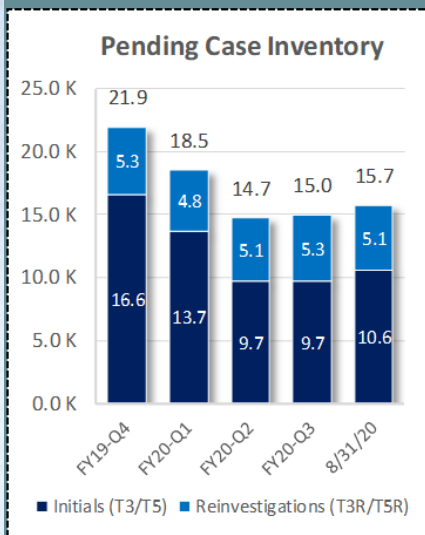
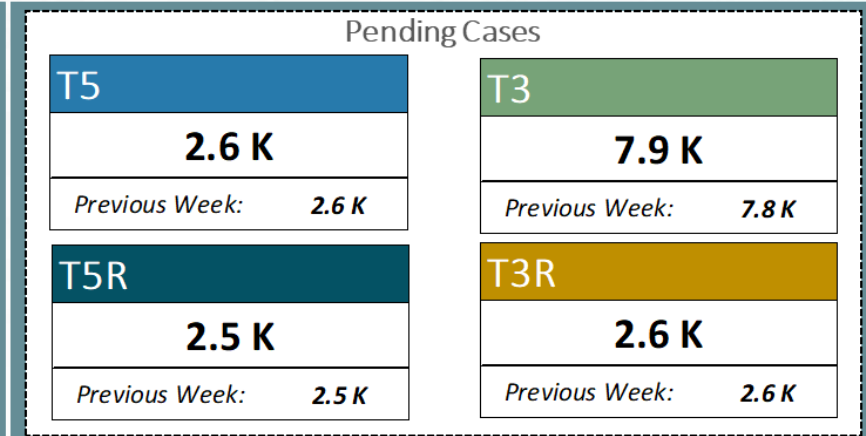
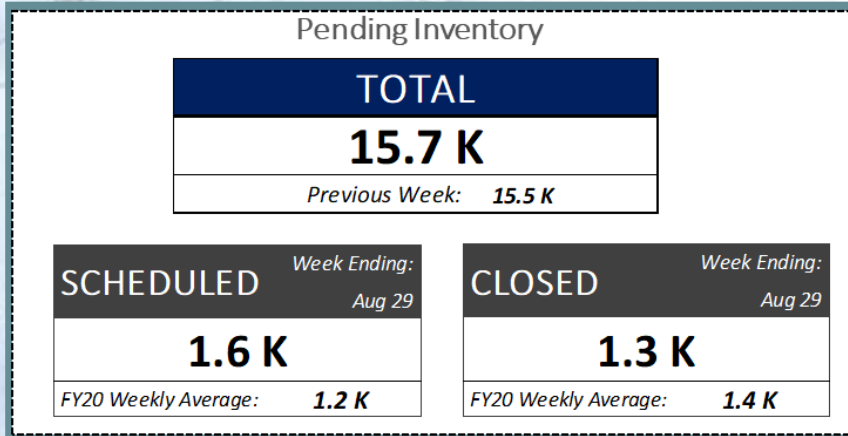
Two efforts combined:



DCSA KPI DoD Civilian-Specific Report

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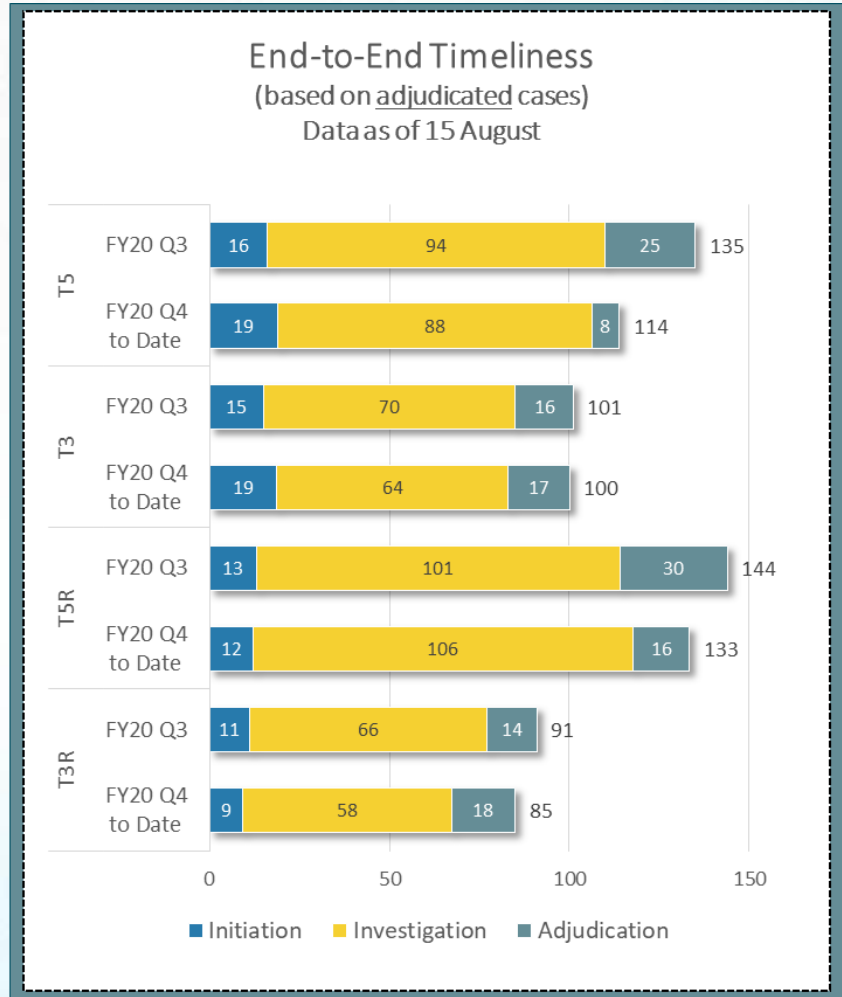
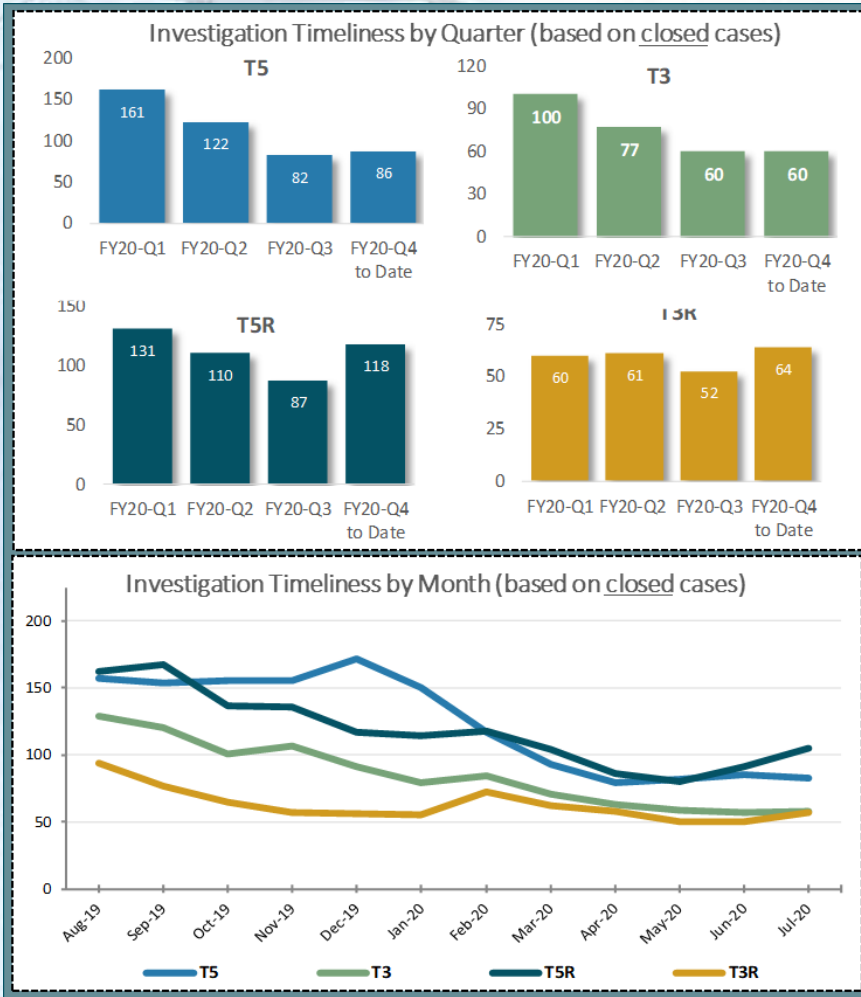
INVESTIGATION: Summary (T3/T5/T3R/T5R)



DCSA KPI DoD Civilian-Specific Report

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TIMELINESS (Fastest 90%)



Executive Order 13932

Key Aspects

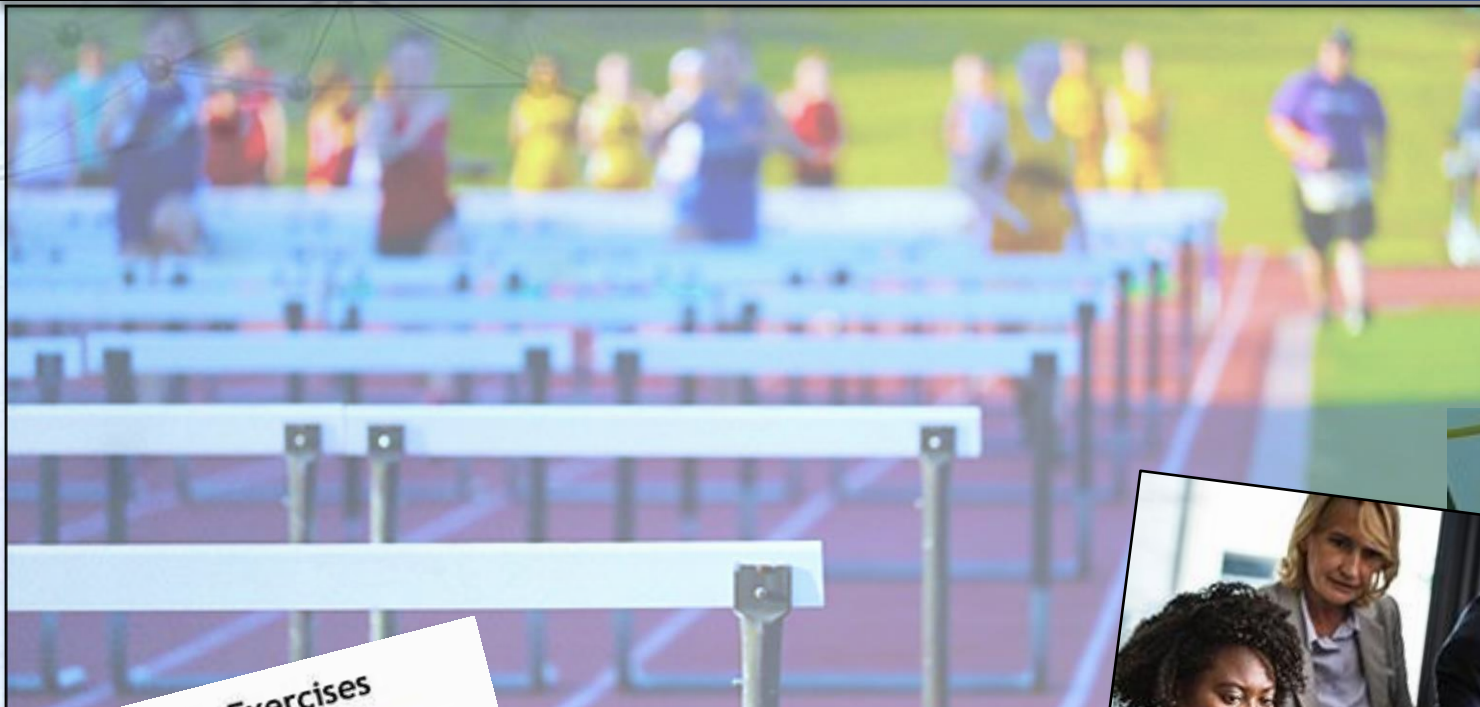
- Screening for minimum qualifications is not the same as assessing a candidate for required competencies and proficiency levels
- Supplement candidate's self-assessment with validated assessment tools (hurdles):
 - cognitive ability tests
 - work samples
 - situational judgment tests or job knowledge tests
 - structured interviews



<https://www.govinfo.gov/content/pkg/FR-2020-07-01/pdf/2020-14337.pdf>

Executive Order 13932 – Assessing Candidates

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Work Samples and Simulations



In-Tray Exercises

- Simulates the work you will be doing if selected
- You will be given a number of messages - plus attached documents - that you might find in your inbox one morning
- Need to sort, prioritise and take or recommend action
- Time-limited: new emails (and even phone calls) may keep coming in!



Agency Job Opportunity Announcement

Computer adaptive testing

A style of testing in which the test's difficulty is automatically adjusted during the test based on the student's performance.

USAHire: Candidate Assessment Resource

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- USAHire is an assessment tool that uses methods that are better predictors of job performance than candidate self-reporting of experience levels
- Incorporates cutting edge technologies to deliver high quality assessments via an online platform

Hiring Assessment Resources

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OPM Memo: Implementation of E.O. 13932; Determining Qualifications and the Use of Assessment Tools When Filling Positions

<https://www.chcoc.gov/content/implementation-eo-13932-determining-qualifications-and-use-assessment-tools-when-filling>

Improving Federal Hiring using Effective Assessment Strategies to Advance Mission Outcomes

<https://www.chcoc.gov/sites/default/files/OPM%20Memo%20Improving%20Federal%20Hiring%20through%20the%20Use%20of%20Effective%20Assessment%20Strategies%20to%20Advance%20Mission%20Outcomes.pdf>

Delegated Examination Operations Handbook, 2019

https://www.opm.gov/policy-data-oversight/hiring-information/competitive-hiring/deo_handbook.pdf

OPM Assessment and Selection Information (including the OPM Assessment Decision Guide)

<https://www.opm.gov/policy-data-oversight/assessment-and-selection/>

OPM USA Hire Information

<https://www.opm.gov/services-for-agencies/assessment-evaluation/usa-hire/>

On The Horizon

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- **NEW** Implementing policy for NDAA FY 20 Paid Parental Leave
- Direct Hire Authority Usage Calculation standardization
- Transitional solution for mining, analyzing, and visualizing current Time to Hire data pending DCHRMS launch
- Finalizing Enterprise-wide Hiring Model (with data solutions) to launch with DCHRMS

Questions



Name	Title	Email
Carlene Wilson	Acting Associate Director Program Manager Employment & Compensation Policy	carlene.d.wilson2.civ@mail.mil
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UP NEXT...

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Workforce Analytics

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Darby Wiler & Gary Kistner

September 15-16, 2020

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Mr. Wiler is currently serving as the Director, Planning and Accountability Directorate in Defense Civilian Personnel Advisory Service. The Planning and Accountability Directorate supports Functional Communities and many other customers across the DoD Enterprise. The Planning and Accountability portfolio includes workforce planning, management advisory and support services, workforce data production and analytics, competency development and management, and the Human Resources Accountability program.

presenter

Gary Kistner

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Mr. Kistner is the Special Pay Systems Chief, Benefits, Wage, and Nonappropriated Fund Policy Directorate at Defense Civilian Personnel Advisory Service. In this role, he manages a team of compensation analysts, whom together lead DoD in managing the Department's special salary rate programs. His team also provides advisory services and oversight for many of the special pay plans and foreign national pay systems, from around the world.

Agenda



- Why Workforce Data and Analytics?
- Workforce Analytics supporting workforce planning
- Example 1:
 - Loss Type Analysis – 0854 Computer Engineering Resignations
- Example 2:
 - Wage Data Analytics

Why Workforce Data and Analytics?

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Workforce Analytics

Supports Personnel Planning



Workforce Analytics



Workforce Analytics

Supports Personnel Planning

1.
*Strategic Planning
Alignment*

2.
*Current Workforce
Analysis*

3.
*Future Workforce
Analysis*



Workforce Analytics

Supports Personnel Planning

4.
Gap Analysis

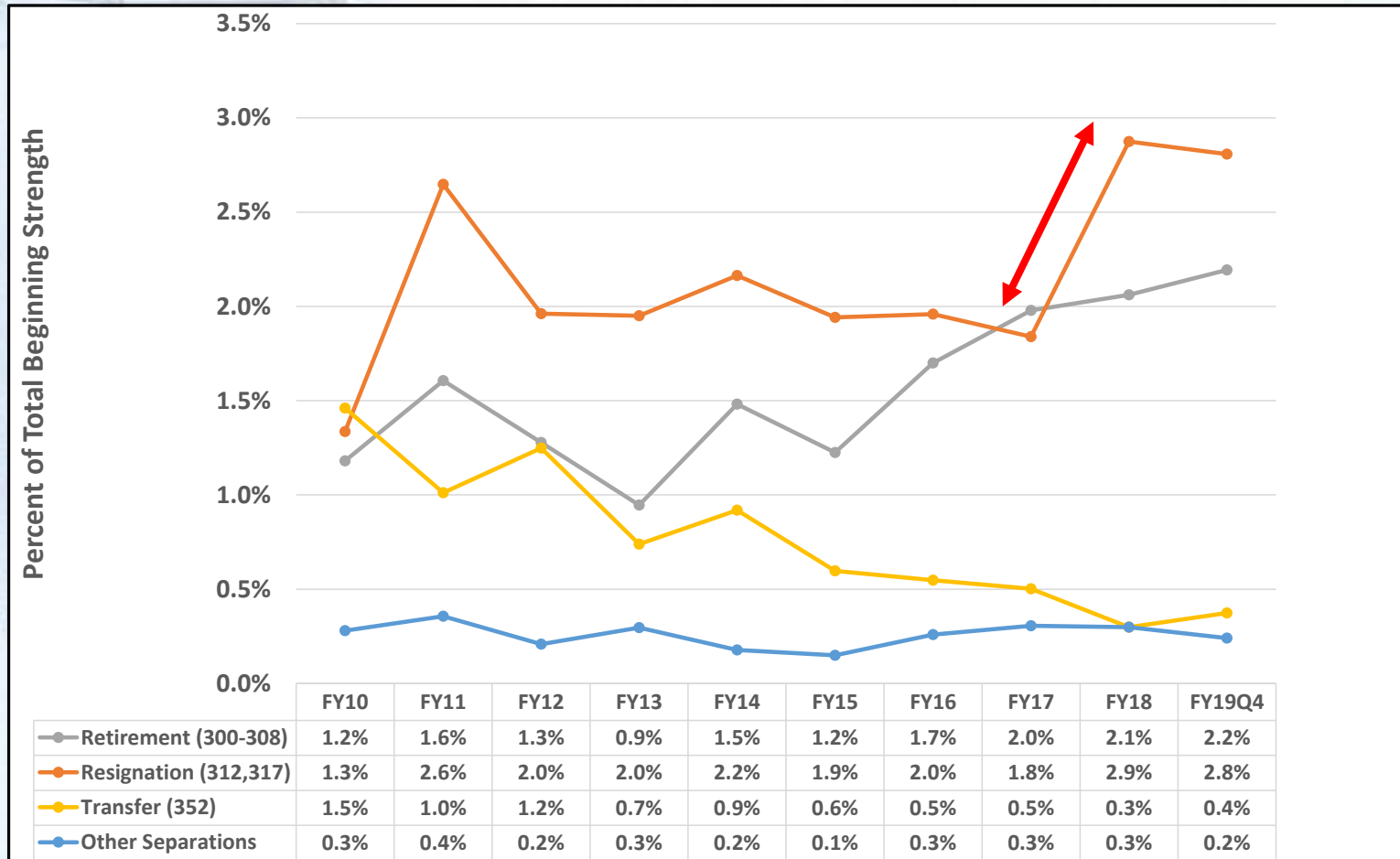
5.
*Workforce Action
Planning*

6.
*Execution and
Monitoring*



Example 1: Loss Type Analysis

0854 Computer Engineering



0854 Computer Engineering

- 0854 Resignations jumped 1% from FY18 to FY19
 - An increase of 50%
- What other data is needed to understand this rapid, large increase?
- As of EOFY19, 0854 was overstaffed by 6.1%
 - Does this change the decisions we might make?



Staffing and Turnover

- Determine Occupations and Grade Levels
- Measure Vacancy Rate
- Calculate Turnover (Retention)
- Assess Hiring (Recruitment)



Market Data

- Pay Analysis
 - Determine Federal Pay Rate
 - Research Prevailing Market Rates (use multiple sources)
 - Measure the gap (pay lag) between employee pay and market rate



Analytics-Final Steps

- Overlay Staffing, Turnover, Pay Data
- Identify Occupations & Locations With Greatest Hardships
- Environment Scan
 - Do special rates already exist?
 - Current incentives offered?
 - Consider future changes to organizational mission (growth or reduction)
- Determine Metrics To Meet Mission Requirements
 - Occupations which surpass that metric could be flagged as requiring additional measures to improve staffing levels



Analysis - Aircraft Mechanic

- 8852 Aircraft Mechanic, Grades 7 through 12
- 51 Wage Areas
 - 7,600 total authorized positions
 - 4,600 filled, 3,000 vacancies (39% vacant)
- Turnover (Retention)
 - 2,000 separations in 2019 (43% turnover)
- Hiring
 - Hired 1,600 positions in past 12 months
 - Averaged 2.5 announcements to fill 1 slot
- Pay Analysis
 - Aircraft Mechanic Avg Market Rate = \$34.00
 - Average Federal Pay = \$27.00
 - Pay Lag = \$7.00 or 26%
- Current Aircraft Mechanic SSR Information
 - 12 Wage Areas with aircraft mechanic SSRs
 - 1,100 positions covered by SSR
 - 3,500 positions are not covered (where?)



Questions / Discussion

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DoD Civilian Employer Branding

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Désirée Seifert

September 15 -16 2020

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Ms. Seifert is the Associate Director for Employment Integration and Strategic Recruitment at DCPAS. She is a transformative leader whose extensive Federal HR experience demonstrates her commitment to designing agile, high-performing organizations, optimizing operations, pursuing meaningful metrics, enhancing employee capability and strengthening the business alignment of the HR function. Ms. Seifert's approach to solving human capital challenges is to holistically apply her diverse background in staffing, classification, compensation, HR information technology and management, data analytics and human capital strategy towards asking questions that lead to essential insights and purposeful actions.

Bottom Line Up Front

- Many of the candidates we need are unaware of the civilian opportunities we have across the DoD enterprise.
- Our latest efforts in creating a DoD civilian employer brand are designed to reach these candidates.
- This brand can attract candidates to the enterprise in general so Components/Agencies can focus on what makes them unique.
- DoD HR Specialists can play a special role in promoting and supporting our employer brand.

Agenda

- Employer Branding Strategic Alignment
- What is an Employer Brand?
- The Journey to a DoD Civilian Employer Brand
- DoD Civilian Employer Branding Statement
- How Do We Use Our Brand?
- Building the DoD Civilian Employer Brand

Employer Branding Strategic Alignment

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- FY 2020- FY 2021 DoD Human Capital Operating Plan Strategy 1.1 Improve Recruitment and Hiring
 - 1.1.1 Increase awareness of the Department's civilian employment opportunities to attract targeted candidates



What is an Employer Brand?

- An employer brand is the public perception of who you are as an organization and the employment experience
 - Authentic
 - Emotionally-resonant
 - Appeals to those currently working for the organization
 - Serves to attract desirable candidates



Google

- Do cool things that matter.



Southwest

- Welcome onboard the flight of your life.



Lululemon Athletica

- It's not a job, it's a journey.



Cisco

- Change the world. Pursue your dreams. Find your passion.

The Journey to a DoD Civilian Employer Brand

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The Journey to a DoD Civilian Employer Brand

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The Journey to a DoD Civilian Employer Brand

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Employer Value Proposition				
Benefits and Compensation	Career Development	Work-Life	Culture	Impact and Influence
<ul style="list-style-type: none"> ✓ Up to 26 days of paid personal leave per year ✓ 13 days of paid sick leave per year ✓ 10 paid Federal Holidays ✓ Health Insurance ✓ Dental Insurance ✓ Vision Insurance ✓ Life Insurance ✓ Long Term Care Insurance ✓ Federal Health Savings Account ✓ Retirement Annuity ✓ Thrift Savings Plan ✓ Transportation allowance ✓ Child Care Subsidy ✓ Competitive pay with standardized increases ✓ Advanced pay ✓ Enhanced rates of pay for certain occupations ✓ Military Service Buy Back ✓ Advanced Leave Accrual for relative experience 	<ul style="list-style-type: none"> ✓ Cutting-edge & forward – looking jobs. ✓ Opportunities to create & innovate projects, technologies & missions with global impact. ✓ Expansive network of civilian, military & industry experts ✓ Variety of occupations requiring diverse skill sets ✓ Career advancement opportunities across the entire Department ✓ Ability to realign into different career paths ✓ Positions available across the United States & overseas ✓ Robust training programs to support new skill set development & continuous learning ✓ Intense professional & leadership development ✓ Opportunity to train with industry, academia, & government entities (foreign, federal, state & local) 	<ul style="list-style-type: none"> ✓ Flexible and alternate work schedules ✓ Family and work-life balance ✓ Ability to work remotely ✓ Job security and stability ✓ Ability to telework ✓ Onsite fitness center ✓ Onsite dining options ✓ Employee Assistance Program ✓ WorkLife4 You services ✓ Reduced rate Day care options ✓ Preferred employer discounts ✓ TSA Pre-Check 	<ul style="list-style-type: none"> ✓ Diverse make-up of employees, beliefs and ideas. ✓ Sense of comradery ✓ Trustworthy ✓ Employee Engagement ✓ Results-driven ✓ Performance ✓ Ample resources ✓ Integrity ✓ Teamwork ✓ Structure ✓ Loyalty ✓ Duty ✓ Honor ✓ Mission oriented ✓ Family oriented ✓ Stability and security ✓ Always home – always a place for you 	<ul style="list-style-type: none"> ✓ Opportunity for public service ✓ Mission that supports local communities, the United States, the Globe and the Warfighter ✓ Mission is to defend the nation's freedom ✓ Sets the bar for industry standards to advance technology ✓ Fosters creativity and innovation ✓ Opportunity to tackle the world's largest challenges ✓ Gives back to the world ✓ Cool jobs ✓ Renowned

DoD Civilian Employer Branding Statement

Worldwide Human Resources Training Event

Civilian employment with the DoD offers an exciting opportunity to tackle the world's greatest challenges. Our team consists of diverse talent with a wide array of backgrounds and experiences that influence the world, applying innovation and expertise to produce cutting-edge results that have long-lasting impact.

Civilian employment with the DoD is a choice that presents boundless opportunities from building ships to maintaining aircraft, and from researching microorganisms to expanding missions in space. Here at the Department of Defense we have a position and place for you.

Where will you find your fit?



DoD Civilian Employment

- Where talent makes global impact.

How Do We Use Our Brand?

- Redesign and redeploy DoD civilian recruitment website
- Message delivery and candidate experience



How Do We Use Our Brand?

Worldwide Human Resources Training Event

How Do We Use Our Brand?

Careers Website and Social Media

- Who We Are – About DoD civilians, branding statement
- Bridges to Components/Agencies, Occupations

Marketing Materials

- Customize marketing materials to support your organization
- Highlight high-volume vacancies, unique jobs, unknown occupations in branding statement

Job Announcements

- Increase awareness of the Employer Value Proposition
- Customize messaging to relevant audience

Building the DoD Civilian Employer Brand

Worldwide Human Resources Training Event

HR Specialist Role in
Organizational
Branding

Culture

Compensation

Benefits

Engage Passive Candidates

Responsiveness

First DoD impression

Questions

Worldwide Human Resources Training Event



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DEPARTMENT OF DEFENSE



WORLDWIDE HUMAN RESOURCES TRAINING EVENT

Closing Remarks for Day 1

*From Concept to Reality:
Advancing Human Capital Management*

