



USAA/SHRM Foundation Ambassador Program 2021 Training Program Overview

Purpose:

USAA and the SHRM Foundation is mobilizing HR volunteer leaders, known as “Ambassadors”, to serve as force multipliers in combatting the significant and negative impact of COVID-19 and other barriers on the employment opportunities for transitioning service members, veterans, and military spouses. This training will provide Ambassadors the requisite knowledge to not only be experts in building military community focused training programs, but also to cultivate a movement that inspires others to ensure no military community is left behind in the workforce.

Training Plan:

Module Name	Learning Objectives	Duration
Module 1: USAA/SHRM Foundation Ambassador Program	Participants will: <ul style="list-style-type: none">○ Develop an understanding for the expectations of a USAA/SHRM Foundation Ambassador Program○ Understand the programmatic goals/KPIs and how USAA/SHRM Foundation Ambassadors play a role in their achievement○ Become familiarized with the program deadlines and reporting requirements○ Gain access to the program resource database and share drive.	30 Minutes
Module 2: Unlocking the Potential of the Veteran Workforce - Understanding the Military Community	Participants will: <ul style="list-style-type: none">○ Become familiar with the current trends in military community employment including unemployment rates.○ Understand the barriers and challenges presented to members of the military community when seeking employment opportunities.○ Learn and be able to articulate the business case for hiring candidates from the military community.○ Recognize the challenges that HR Professionals report in attracting, hiring, and retaining veterans, as evidenced through research.○ Master and be able to apply best practices for overcoming barriers for every aspect of the employee lifecycle.	40 Minutes
Module 3: Empowering HR Professionals to Attract, Hire and Retain Veterans -	Participants will: <ul style="list-style-type: none">○ Learn best practices and strategies for delivering provided training materials in workshops, seminars, and other large gatherings – virtually and in-person.	35 Minutes

Strategies for Engaging your Community	<ul style="list-style-type: none"> ○ Understand how to engage HR professionals, business leaders, and other influencers to create interest and buy-in for veteran hiring initiatives. ○ Recognize the importance of Veteran Service Organizations as partners in sourcing and accessing military community talent and obtain recommendations for effective partnership. 	
Module 4: Solutions for Better Veteran Hiring During and Post COVID-19	<p>Participants will:</p> <ul style="list-style-type: none"> ○ Recognize the impact COVID-19 has on the candidate talent pool and the implications increase competition may have on the military community. ○ Learn that barriers and challenges facing HR professionals in building sustainable military community hiring programs. ○ Understand the solutions for improving veteran hiring during and post-COVID 19 ○ Acquire the education and knowledge necessary to provide HR professionals and people managers with the tools to manage military community employees through every phase of the employee lifecycle. 	30 Minutes
Training Module 5: Veterans at Work Introduction Course	<p>This module will leverage the following video courses from PsychArmor to provide foundational knowledge to Ambassadors:</p> <ul style="list-style-type: none"> ○ Myths and Facts of Military Leaders ○ Creating a Veteran Hiring Program ○ Laying the Foundation for Creating a Military Spouse Hiring Program ○ Building Your Military Spouse Hiring Program! 	Varying

Supporting Resources:

- *Beneath the Surface: A Unified Approach to Realizing the Value of Untapped Talent*
- *Unlocking the Potential of the Veteran Workforce Research Initiative findings and action steps.*
- Veterans at Work Guidebook
- Veterans at Work Digital Toolkit
- USAA/SHRM Foundation Ambassador Implementation Kit