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DEPARTMENT OF LABOR AND EMPLOYMENT
WORKFORCE DEVELOPMENT PROGRAMS

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Category: Veterans
Subject#: Hilton HHonors Military Rewards Program
Source: State
Revise/Replace: N/A
Contact: Workforce Development Programs Director
Distribution: Managers, Workforce Development Staff, Workforce Region Directors, Fiscal
Colorado One-Stop System Policy Guidance Letter#: 15-02-V
Date: February 3, 2015

I. REFERENCE(S):

- [Training and Employment Guidance Letter No. 19-13](#): Jobs for Veterans' State Grants (JVSG) Program Reforms and Roles and Responsibilities of American Job Center (AJC) Staff Serving Veterans
- [PGL# 14-07-V](#), Priority of Service for Veterans and Eligible Spouses
- [PGL# 14-08-V](#), JVSG State Staff Responsibilities/Triage and Outreach Responsibilities for non-JVSG Staff
- Hilton Honors Loyalty program: www.JoinHHonors.com

II. PURPOSE:

To provide guidelines and requirements for Local Workforce Investment Boards and local workforce regions in Colorado to implement the Hilton HHonors (HHonors) Military Rewards program.

III. BACKGROUND:

In partnership with the National Association of State Workforce Agencies (NASWA) and the Colorado Department of Labor and Employment (CDLE), Hilton is donating points to eligible veterans to support their transition to civilian employment. Eligible veterans participating in the HHonors Military Rewards program will receive a donation of 100,000 Hilton Honors points to support hotel stays related to job search activities. The program rolled out in El Paso County at the end of 2014 and will be expanded to other areas of Colorado in 2015.

IV. POLICY/ACTION:

A. Program Eligibility

Current eligibility is limited to participants that meet all of the following criteria:

1. Military veterans who reside within currently participating counties;
2. Referred to the program by one of the following:
 - Transitional Program Manager
 - Wagner-Peyser Employment Specialist
 - Jobs for Veterans State Grant (JVSG) Case Manager
 - Workforce Investment Act (WIA) Case Manager;

3. Eligible to receive Disabled Veterans Outreach Program (DVOP) services and/or eligible for Veterans' priority of service.

Employees of the state or county are not eligible for rewards from this program.

B. Qualifying Activities for Use of Hilton Honors Points

Activities that warrant the use of Hilton Honors Points are limited to job interviews and/or formal job training which are necessary for the veteran to successfully attain or maintain employment. The veteran must provide proof of qualifying activities, including but not limited to a formal invitation to interview from the company with hiring manager contact information (see **Attachment 1** for sample) or proof of training enrollment from a WIA case manager with trainer contact information. Any activity that supports the veteran's employment that is not a job interview or job training will only be approved by the State Veterans Program Coordinator on a case-by-case basis.

Award points may be redeemed for hotel stays at any of Hilton's properties (see Reward chart in **Attachment 2**). 100,000 Hilton Honors points may be redeemed for approximately 1-20 nights at a Hilton property, depending on the hotel reward category.

C. Program Requirements and Enrollment

The following five initial steps must be completed before a veteran can be considered for participation in the HHonors Military Rewards program. It is the responsibility of the JVSG staff, WIA case manager, or Wagner-Peyser staff working with the eligible veteran to ensure that the initial steps are properly completed.

1. Register in Connecting Colorado;
2. Verify veteran status with acceptable documentation;
3. Conduct initial assessment;
4. Verify qualifying activity (interview invitation and/or training enrollment);
and
5. Triage veteran to determine eligibility to receive services within the case management framework by a JVSG or WIA staff member, assuming that the veteran is not already working with a JVSG or WIA case manager.

In order to participate in the HHonors Military Rewards program, eligible veterans must be case managed either by JVSG or WIA staff. The JVSG staff serves only those veterans with Significant Barriers to Employment (SBE). Eligible veterans who do not have a SBE will be case managed by WIA staff.

After the initial steps have been completed and the veteran has been appropriately assigned to a case manager, it is the responsibility of the case manager to ensure that:

6. A comprehensive assessment is conducted;
7. An Individual Employment Plan (IEP) is developed;
8. The veteran opens up a Hilton Honors Loyalty account at www.JoinHHonors.com;
9. The veteran understands the roles and responsibilities of the veteran, the case manager, and the HHonors Military Rewards program while participating in this program;
10. The referral package is complete, containing all required documentation and signatures;

11. The referral package is electronically submitted in a timely manner to the appropriate Referral and Training Coordinator, who has up to 3 business days to review and submit the referral package with initial approval;
12. Participation is tracked in Connecting Colorado using the **H2** service and the appropriate completion code;
13. Success stories are collected and submitted to the appropriate Referral and Training Coordinator; and
14. Follow up is conducted to track hiring outcomes.

D. Roles and Responsibilities

There will be two Referral and Training Coordinators for the state. Participating local workforce regions will be provided contact information for the appropriate Referral and Training Coordinator for their area. It is the responsibility of the Referral and Training Coordinators to:

- Provide technical assistance to Wagner-Peyser staff and case managers throughout the referral process;
- Review the referral package in its entirety, verifying supporting documentation and the veteran's qualifying activities for this program;
- Electronically submit the referral package in a timely manner to the State Veterans Program Coordinator;
- Verify that the H2 service and the completion code has been recorded by the case manager in each individual's Connecting Colorado record; and
- Solicit success stories from case managers and TAP managers and submit to the State Veterans Program Coordinator.

It is the responsibility of the State Veterans Program Coordinator to:

- Provide technical assistance to the Referral and Training Coordinators through the whole referral process;
- Review the referral package in its entirety, verifying supporting documentation and the veteran's qualifying activities for this program;
- Electronically submit the veteran's name, email address and Hilton Honors Loyalty Account number to the assigned Hilton Representative within 3 business days from the day of receipt;
- Keep the Referral and Training Coordinator updated on the status of the referral package;
- Inform the Referral and Training Coordinator once the points have been deposited in the veteran's Hilton Honors account and are ready for use; and
- Submit success stories to NASWA.

E. Program Tracking and Follow Up Requirements

- Participants must be tracked in the HHonors Military Rewards Program in Connecting Colorado with the **H2** service by the case manager.
- When the referral package is approved and points are deposited in the veteran's Hilton Honors account, the case manager must enter the Successful (**S**) completion code.
- If the referral package is denied, the case manager must enter the Unsuccessful (**U**) completion code.
- JVSG and WIA case managers will follow up with veterans with the purpose of collecting any success stories related to training and/or hiring outcomes.

F. Case File and Documentation Requirements

Case managers will maintain the following documents in the case file:

1. DD Form 214 that shows any discharge other than dishonorable, such as member copy 4 (self-attestation is not acceptable)
2. Program Referral Form (**Attachment 3**)
3. Release/Exchange of Information & Consent for Use of Publication Form (**Attachment 4**)
4. Copy of Driver's License
5. Copy of Interview Letter (sample in **Attachment 1**)
6. Training Document/Voucher
7. Confirmation of training or interview via Case Manager, including contact name and number/email address
8. Any additional documentation required by local region.

The Referral and Training Coordinators will maintain a HHonors Military Rewards Tracking Log for monitoring purposes to be reviewed by the State Veterans Program Coordinator on a quarterly basis.

G. Reporting Requirements

The Referral and Training Coordinators will submit a HHonors Military Rewards Program Status Report to the State Veterans Program Coordinator no later than the 8th of each month. The report will include the following:

1. The name and mask number of each veteran participant
2. The name and contact information of the case manager
3. Qualifying activities
4. When and where points were used
5. Last follow up date
6. Employment outcome of each participant

H. Success Stories

Workforce regions will be responsible for submitting success stories to the Referral and Training Coordinators. Referral and Training Coordinators will solicit success stories from Managers each quarter and forward them to the State Coordinator for use in NASWA and CDLE public relations.

V. IMPLEMENTATION DATE: Effective immediately.

VI. INQUIRIES:

Please direct all inquiries to Elaine Edon, State Veterans Coordinator at Workforce Development Programs: Elaine.Edon@state.co.us or 303-318-8937.

Elise Lowe-Vaughn, Director
Workforce Programs, Policy, and Strategic Initiatives

ATTACHMENTS:

1. Interview Letter sample
2. Hilton Honors Standard Room Reward Chart
3. Program Referral Form
4. Release/Exchange of Information & Consent for Use of Publication Form