



Defense Applicant Assistance Office

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Topics

Objectives/Goals/Strategy

Elements of DAAO

Marketing DoD

Challenges

How you can help

Summary



Objective

To lead a Defense-wide campaign encouraging job seekers to select a public service career with the Department of Defense – civilian or military



Goal

Promote replenishment of the DoD workforce with talented individuals



Strategy

Set up an office to be a connection between job seekers and DoD job recruiters



Program Elements

- **Recruitment on Campus (ROC)**
- **Applicant/Candidate Assistance**
- **Interactive Web Information and Assistance**



Recruitment on Campus (ROC)

- **Military Officers and Senior Executive Service members visit their alma maters**
 - Provide information on Department of Defense career opportunities
 - Provide functional interactive student sessions
- **Department of Defense (DoD) HR professionals, i.e. DoD recruiters, will visit colleges and universities**
 - Provide information to students and college personnel on DoD careers
 - Provide HR expertise and assistance to Military Officers and Senior Executive Service members during ROC visits



Applicant Assistance

Applicant Outreach: “Staying with the applicant throughout the application cycle”

- Assist with questions, applications, forms and status of applications
- Inform through DoD and Component Internet web services dedicated to information about DoD vacancies, occupations, and missions
- Support with live, personal assistance via telephone and email



Interactive Web Information and Assistance

- **Go-Defense.com**
- **1-888-DoD-4USA**
- **daao@cpms.osd.mil**



Marketing

“DoD as Employer of Choice”

Develop professional marketing materials

- **Establish DoD “branding” or identity**
- **Develop/distribute recruiting handouts, portfolio brochures, postcards, news releases, videos, web design, CD/DVD, and print ads**
- **Direct recruiting efforts to all levels of experience from interns to SES, public and private sectors**
- **Exploit best practices within and external to DoD**



DAAO Challenges

- **Effective communication with applicants and college recruitment sources**
- **Cumbersome application processes**
- **Poor quality of vacancy announcements**
- **Educating public on DoD missions and occupations**



How you can help

- **Brief your organizations on the DAAO office, i.e., mission, website**
- **Link to the DAAO website from your websites**
- **Identify active members for our DoD Recruiters Working Group**
- **Provide POC for updating the ROC database**
- **Partner with DAAO to support various events**



Summary

- **DoD-wide Campaign encouraging job seekers to select the Department of Defense – civilian or military**
- **General/Flag Officers and SES members to participate in on-site college/university recruiting visits**
- **DAAO Website, Toll Free Phone number, and email for applicants**
- **Marketing DoD as an “employer of choice”**
- **DoD challenges**
- **How you can help**



Questions?