

# National Committee for Employer Support of the Guard and Reserve INSTRUCTION

NUMBER 1250.31  
October 1, 2008

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NOP

SUBJECT: Outreach Program

References: See Enclosure 1.

1. PURPOSE. This Instruction:

a. Replaces the National Committee for Employer Support of the Guard and Reserve (NCESGR) Instruction 1250.31 (Reference (a)).

b. Establishes policy and assigns responsibilities for the Employer Support of the Guard and Reserve (ESGR) Outreach Program consistent with Department of Defense (DoD) Directive 1250.1; DoD Instruction 1205.12; ESGR Strategic Plan; NCESGR Instruction 1250.21; NCESGR Instruction 1250.28; NCESGR Instruction 1250.30; NCESGR Instruction 1250.40; NCESGR Instruction 1250.20; NCESGR Instruction 1250.02; ESGR Operational Memo 2006-01; ESGR Operational Memo 2008-02; NCESGR Instruction 1250.05; ESGR Operational Memo 2008-01 (References (b) through (n)).

2. APPLICABILITY. This Instruction applies to all ESGR.

3. DEFINITIONS. See glossary.

4. INTENT. The intent of the ESGR Outreach Program is to execute balanced and integrated outreach to ESGR's two customers: Reserve component (RC) members (National Guardsmen and Reservists) and their employers. As ESGR seeks to promote a culture in which employers support and value the military service of their employees, RC members and their employers need to be informed of their respective Uniformed Services Employment Reemployment Rights Act (USERRA) responsibilities and rights and encouraged to make ESGR their initial contact for any USERRA or employer support issue.

5. ENDSTATE.

a. Gain Statements of Support from 20 percent of civilian employment information (CEI)-identified employers annually.

b. Brief all mobilizing National Guard and Reserve members.

c. Ensure all RC unit leaders are briefed on USERRA rights and ESGR services annually.

6. POLICY.

a. ESGR customers, namely RC members and their employers shall be informed about the USERRA and about ESGR.

b. Employers of RC members shall be recognized for their outstanding support.

c. An ESGR Employer Outreach Director (EOD) and a Military Outreach Director (MOD) shall be identified within each Field Committee (FC) for the primary purpose of planning and executing FC outreach activities, per Reference (j).

d. The FC shall execute outreach programs in alignment with the ESGR Strategic Plan.

7. RESPONSIBILITIES. See Enclosure 2.

8. RELEASABILITY. UNLIMITED. This Instruction is approved for public release. Copies may be obtained through the Internet from the ESGR Web site at <https://www.esgrnet.com/Library/library.asp?area=ESGRInstructions>.

9. EFFECTIVE DATE. This Instruction is effective immediately.



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Executive Director

Enclosures

1. References
  2. Responsibilities
- Glossary

ENCLOSURE 1

REFERENCES

- (a) NCESGR Instruction 1250.31, Military Liaison Program, November 16, 2005 (hereby canceled)
- (b) Department of Defense (DoD) Directive 1250.1, National Committee for Employer Support of the Guard and Reserve, April 13, 2004
- (c) DoD Instruction 1205.12, Civilian Employment and Reemployment Rights of Applicants for, and Service members and Former Service members of the Uniformed Services, April 4, 1996
- (d) ESGR FY09-FY13 Strategic Plan, September 20, 2007
- (e) NCESGR Instruction 1250.21, Statement of Support Program, November 16, 2005
- (f) NCESGR Instruction 1250.28, Employer Awards, April 14, 2008
- (g) NCESGR Instruction 1250.30, Freedom Award Program, October 18, 2007
- (h) NCESGR Instruction 1250.40, Public Affairs Program, April 22, 2008
- (i) NCESGR Instruction 1250.20, Strategic Alliance Program, February 15, 2007
- (j) NCESGR Instruction 1250.02, Field Committee Structure, March 2, 2007
- (k) ESGR Operational Memo 2006-01, Civilian Employment Information, January 13, 2006
- (l) ESGR Operational Memo 2008-02, ESGR Products, May 6, 2008
- (m) NCESGR Instruction 1250.05, Subcommittee Management Program, August 6, 2007
- (n) ESGR Operational Memo 2008-01, FY-09 Fiscal Guidance to Field Committees (FC) – FC Business Plans, February 28, 2008

ENCLOSURE 2

RESPONSIBILITIES

1. National Committee for Employer Support of the Guard and Reserve (NCESGR). NCESGR shall:

a. Provide overall outreach program objectives, guidance, policy, products, resources and oversight.

b. Provide electronic “how-to” and “best practices” toolkits for FC use.

c. Provide one National Employer Outreach (EO) Manager and one National Military Outreach (MO) Manager to be the single source of information dissemination and collection to and from the FC.

d. Develop training material and template products for RC units to assist in the implementation of employer relations/USERRA training.

e. Develop training material and template products for employers to assist in the implementation of RC member relations/USERRA training.

f. Ensure the Guard and Reserve Unit Facility Stationing (GRUFS) online or similar database used by FC is updated bi-annually with current unit information.

g. Provide accurate and timely CEI data bi-annually to FC EOD.

h. Ensure FC are provided appropriate products from the fulfillment vendor.

i. Establish reporting requirements and procedures for outreach activities and collect data as reported by FC.

j. Ensure Outreach Subcommittee is fully operational IAW Subcommittee Instruction (Reference (m)).

k. Coordinate with the RC Service Chiefs to ensure consistent chain-of-command involvement across all RC Services.

2. FC CHAIR. The FC Chair shall:

a. Appoint an MOD to manage and monitor the MO program.

b. Appoint an EOD to manage and monitor the EO program.

c. Ensure the EOD and MOD receive appropriate training for their respective positions and are aware of the expectations of their roles.

d. Ensure planning, execution, and reporting of outreach programs is in alignment with the ESGR Strategic Plan and guidance from NCESGR Executive Director.

e. Ensure that outreach programs take advantage of, and are in accordance with, the full spectrum of outreach products, services, and programs, as per References (d) through (i).

f. Ensure that ESGR outreach is accomplished with approved ESGR products secured through the online store maintained by the fulfillment vendor. Ensure compliance IAW ESGR Operational Memo 2008-02 (Reference (1)) for the creation and use of all ESGR products.

g. Gain and maintain relationships with centers of influence, such as senior military, government, and industry leaders, within the FC area of responsibility (AOR).

3. Military Outreach Director (MOD). The MOD shall:

a. Ensure briefings are conducted at mobilization/demobilization activities in AOR to ensure that all RC members understand their responsibilities to their employer and rights under USERRA.

b. Lead FC initiatives to brief all RC unit leadership (commander and senior enlisted as a minimum) on USERRA responsibilities and rights and ESGR services in the FC AOR on an annual basis.

c. Design and execute an appropriate MO FC structure as necessary to accomplish the MO mission.

d. Manage and distribute GRUFS data to FC members for execution of outreach initiatives and activities.

e. Maintain regular (once a month) contact with National MO Manager.

f. Use Patriot Awards to obtain Statements of Support.

g. Ensure MO volunteers have the necessary materials, resources and training to implement the MO Program.

h. Consolidate and report MO activities through FC Chair or appropriate FC representative to National Military Outreach Manager as required.

i. Maintain a FC listing of actively-serving MO volunteers.

4. Employer Outreach Director (EOD). The EOD shall:

a. Lead FC initiatives to gain Statements of Support from 20 percent of CEI-identified employers in the FC AOR on an annual basis.

b. Design and execute an appropriate EO FC structure as necessary to accomplish the EO mission.

c. Manage and distribute CEI data to FC members for execution of outreach initiatives and activities.

- d. Maintain regular (once a month) contact with National EO Manager.
- e. Ensure EO volunteers have the necessary materials, resources and training to implement the EO Program.
- f. Consolidate and report EO activities through FC Chair or appropriate FC representative to National EO Manager as required.
- g. Maintain a FC listing of actively-serving EO volunteers.

GLOSSARY

PART I. ABBREVIATIONS AND ACRONYMS

AOR	Area of Responsibility
CEI	Civilian Employment Information
CONUS	Continental United States
DEMOB	Demobilization
DoDI	DoD Instruction
EO	Employer Outreach
EOD	Employer Outreach Director
ESGR	Employer Support of the Guard and Reserve
FC	Field Committees
GRUFS	Guard and Reserve Unit Facility Stationing
MO	Military Outreach
MOD	Military Outreach Director
MOB	Mobilization
NCESGR	National Committee for Employer Support of the Guard and Reserve
OCONUS	Outside the continental United States
RC	Reserve Component
USERRA	Uniformed Services Employment and Reemployment Rights Act

PART II: DEFINITIONS

CEI. CEI is a requirement by DoD per DoDI 7730.54. The Instruction mandates that all RC members input their civilian employment information into a database maintained by the Defense Manpower Data Center. ESGR is a customer of this data and uses it to focus EO activities to the known employers of Guard and Reserve members.

DEMOB. The reversal of the MOB process. Once a service member has fulfilled their mobilization obligation, be it CONUS or OCONUS, they are physically and administratively out-processed and released from active duty. The service member is then returned to their prior status as either an actively drilling member of the Guard or Reserve or a member of the Inactive Ready Reserve or as a military retiree.

ESGR/NCESGR. An agency within the Office of the Assistant Secretary of Defense for Reserve Affairs that operates programs to inform and educate both constituencies about the USERRA statute. ESGR is organized into 55 local FC. The term ESGR usually refers to the entirety of the organization, while the term NCESGR is used to refer to the headquarters element of the organization.

FC. An established nationwide network of local employer support volunteers, organized in ESGR Committees within each state, the District of Columbia, Europe, Guam, Puerto Rico and the Virgin Islands.

GRUFS. An online database that provides useful information to the MO volunteer such as a Reserve Unit's address, points of contact, and approximate number of service members assigned.

MOB. The act of assembling Reserve forces for active duty in times of war or national emergency. Generally, the type and degree of emergency determine the level of mobilization. Regardless of level, recall procedures and phases of mobilization remain the same.

RC. Those uniformed members of DoD who, in routine peacetime operations, train or "drill" on one designated weekend each month with a traditional annual training period consisting of 14 consecutive days each summer. The RC consists of the Reserves of the Army, Navy, Air Force, Marines, Coast Guard as well as the Army and Air National Guard.

USERRA. Enacted October 1994 and significantly updated in 1996 and 1998, provides job protection and rights of reinstatement to employees who participate in the National Guard and Reserve.