

# Chapter 31

## Veteran Readiness and Employment (VR&E)

**VR&E's Renaming and Rebranding**

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# Rebranding and Renaming VR&E

## Vocational Rehabilitation & Employment is Rebranding

### Creates the foundation for all communications:

- Builds greater clarity, consistency, coherence and coordination
- Enhances stakeholder recognition of VR&E and its continuum of services
- Supports more effective outreach and communication

### Consistent branding ensures VR&E:

- Emphasizes the right education and employment themes
- Motivates target audiences to support and/or use VR&E
- Reinforces VBA and VR&E goals

## Chapter 31: Changing the name

Vocational Rehabilitation and Employment has a new name and tagline, but the same acronym!

- Vocational Rehabilitation and Employment (VR&E) will now be known as **Veteran Readiness and Employment**. The acronym VR&E will stay the same.
- The tagline is now: ***Empower. Achieve. Succeed.***
- The new name and accompanying logo and tagline were developed from feedback received from transitioning Servicemembers and Veterans.
- It is intended to better describe the purpose of VR&E and differentiate it from other available VA education and employment programs.

Vocational  
Rehabilitation  
and Employment



Veteran  
Readiness  
and Employment



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## Why Rebrand Chapter 31?

- This effort is the result of recent Human-Centered Design (HCD) research and feedback directly from transitioning Servicemembers, Veterans, and other key stakeholders involved in the program.
- The new name puts an emphasis on the Servicemember and/or Veteran, highlighting VR&E's mission to help them achieve their employment goals.
- Rebranding is an important way to reduce confusion and better articulate the benefits provided through VR&E.
- The goal is to better align the program name with the services the program provides, while remaining inclusive of all eligible participants.
  - Readiness resonates with transitioning Servicemembers and Veterans as they seek to prepare themselves for employment during their transition to civilian life.

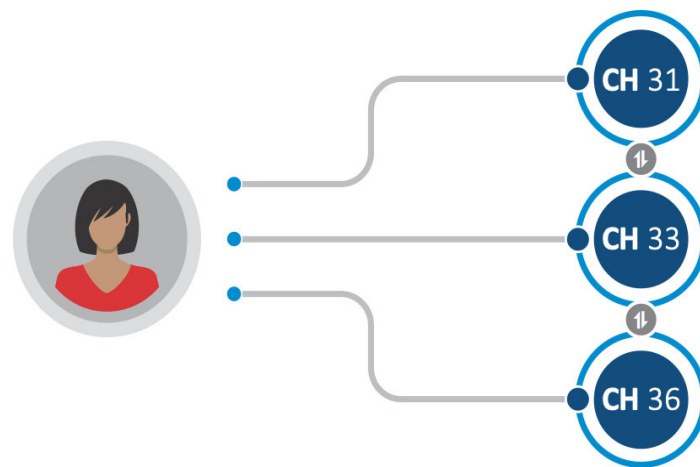


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## The Education and Career Benefits Continuum

This is part of VA and VBA's broader effort to better coordinate and promote the full continuum of education and career benefits and services for transitioning Servicemembers and Veterans.

Veteran Readiness and Employment (VR&E), Transition and Economic Development (TED), and Education Service (EDU) are collaborating to raise awareness, understanding and access to VR&E, Education and Career Counseling, and the GI Bill programs.



## The New Brand



# VETERAN READINESS & EMPLOYMENT

**Empower. Achieve. Succeed.**



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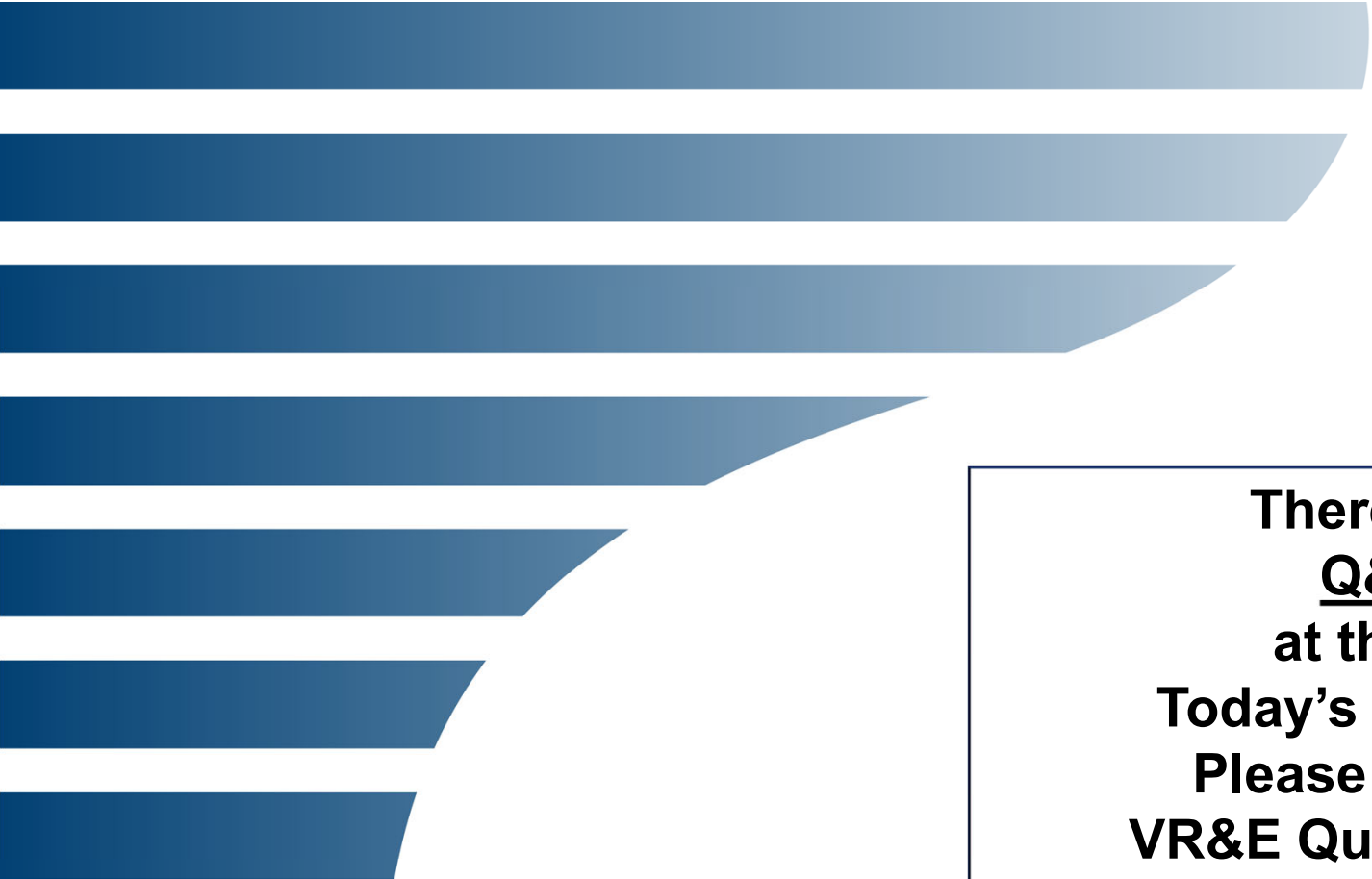
## VR&E: Frequently Asked Questions

While the VR&E name and brand are changing, we will continue to deliver the same level of service and support Servicemembers and Veterans have come to expect. Some frequently asked questions and answers:

- **Will titles for IDES, VSOC, or VRCs change?**
  - No. Titles will remain the same.
- **Is the process for enrollment, eligibility, or entitlement changing?**
  - No. The processes will remain the same.
- **When will we need to stop using materials with the old brand?**
  - VR&E began using the new name and branded materials on June 22, 2020. We expect a full roll out over the next two months.



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**There will be a  
Q&A Pod  
at the End of  
Today's Presentation.  
Please Submit Any  
VR&E Questions There!**



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