



Why Self-Identification Matters: Revealing the (How and) ‘What’s In It For You?’ for Veterans

How I Went From “Volunteer” to Project Leader

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Self-Identification Campaign – Key Issues

Lack of Participation

Lack of Engagement

Accuracy in Representation?

Groups Impacted

- Veterans
- Employees with Disabilities

Self-Identification Campaign – Status

Offered During the Application Process

(To Meet/Exceed) Requirements as Federal Contractor

Standard is to Conduct Every 5 Years



Self-Identification Campaign - Challenges

Reviewing the Process

- Communications
- Training
- Rollout

Did not have the buy-in of those impacted (met with skepticism)

Promotion/Marketing was “ho hum” at best

Training was described as “sterile” or not easily accessible

Self-Identification Campaign – Factors

The “Whys” – Why is this important?

- Requirement as a Federal Contractor
- Increased and Accurate Representation

Identify “Allies”

- MAVEN ERG (Military Affiliated community)
- ODAN (Employees with Disabilities community)
- Intersectionality of Veterans with the Disabled community (+ other groups)

Self-Identification Campaign – Factors

Include the ERGs in Focus Groups as “Allies”

Focus Group Questions:

- What information is collected/needed?
- How will this information be used?
- How will this information be stored?
- Who has access to this information?

WIIFM?

Self-Identification Campaign – New Solution

Communications, Promotions and Marketing – Series of Reminders on Multiple Channels and Platforms

- Re-vamped the DOL Federal Form highlighting the Why, What and How (with guidance from Corporate Communications)
- Created Short, On-Demand “training video” on How to complete the form (with guidance from Training and Development)
- Recruited ERG Volunteers to give short video testimonials addressing concerns (with guidance from Video Design Team)

Final Approval by Legal

“Self Identify and Get Counted” Video Campaign

This year the Self-ID project team collaborated with our Oracle Diverse Abilities Network (ODAN) and Military Affiliated Veteran Employee Network (MAVEN) ERGs

- Focus groups to include their feedback in this year’s rollout
- Promote the survey to their peers; those potentially most affected by the results
- Approved by HR leadership, Legal - Employment and Data Privacy and Security

Video testimonial of ERG members addressing three topics of interest in “their own words”

- “Why should I participate and self-identify?”
- “How is my data being stored and who has access to my data?”
- “Why is the survey important?”

Please review the “Self Identify and Get Counted” video of frequently asked questions as well as how to self-identify online (linked removed) by Oracle Diverse Abilities Network (ODAN) and Military Affiliated Veteran Employee Network (MAVEN) Employee Resource Group members

What's the Win for Oracle and Employees to Participate?

The WHY for Oracle?

- Oracle furthers its compliance efforts when its employees participate in Self-ID campaign
- Moves Oracle closer to meeting the goals set by the federal government

The WHY for Employees?

- Gain access to accommodations that can make it easier to carry out their daily responsibilities
- More employees identifying as a protected veteran and/or a person with a disability equates to more resources can be allocated to both of these protected groups
- Increased community engagement by joining Employee Resource Groups like ODAN and MAVEN

Self-Identification Campaign – Results

Per Director, Compliance

- “Significant increase in participation and representation” from previous year (2022 survey)
- Employed similar campaign the following fiscal year (2023 survey)

Measurable increase in numbers observed during HR Executive Briefs

Became “template” for engagement and buy-in with other ERGs

Oracle Awarded “5-Star” Veteran Employer Status by VETS Indexes

Self-Identification Campaign – Still Work To Do

Tie-in Self-ID at application with formal Self-ID (if hired)

Count “non-Protected” Veterans

Count Military Spouses





Questions And Thank You

Gerry Borja
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