

# San Mateo County Veterans' Commission

*Planning for Impact*

*March 11, 2019*

# Veterans' Commission Group Agreements

- Speak respectfully
- Speak one at a time
- Participate as fully as possible
- Allow the facilitator to guide the process

# Veterans' Commission Elements of a Strategic Plan

- Environmental scan
- Vision, mission, values
- Goals and strategies
- Implementation work plan
- Monitoring and updating

# Veterans' Commission

## Proposed Timeline for Strategic Planning

- **Initiate planning (February)**
  - Environmental Scan, Mission, Values
- **Identify Priority issues (March)**
- **Draft Goals and Objectives (April)**
  - ID measures of impact
- **Review/Adopt Strategic Goals (May)**
- **Define Work Plan – (June)**

# Mission Statement - Options

1. The mission of the Veterans Commission is to promote public awareness, advocacy, programs and policies that enhance the well-being of veterans and their families in San Mateo County.
2. The mission of the Veterans Commission is to empower veterans and their families in San Mateo County to thrive through advocacy, public awareness, programs and policies.

# Values that guide the work of the Commission

Commissioners will prioritize values to identify the 3-4 values that best reflect the SMC Veterans Commission

# Proposed Priorities

1. **Increase awareness** of need and access to services
2. Promote **education** and **employment**
3. Promote **housing**/decrease homelessness
4. **Keep apprised** of current needs
5. **Mental health**/suicide/opioid crisis
6. **General healthcare**
7. **Measure progress** and impact of our work
8. **Increase involvement of veterans** in the veterans community

# Small Group Discussion

1. Review/discuss the possible priority areas on the work sheet
2. Try to identify 3-4 areas that this Commission should pursue in the next 1-2 years
3. Review the “hows” on page 2 –
4. Select “hows” for each of the 3-4 areas your group has selected
5. If desired, add additional hows



# Goals and Actions

Goal statements will be drafted by the Strategic Planning Subcommittee for review by the Full Commission at the May 2019 meeting

# Next Steps: April 2019

1. Continue to work on Goals and Objectives for inclusion in Strategic Plan
2. Think about how to measure progress/impact for each objective

**San Mateo County Veterans' Commission Strategic Planning 2019 – Priority Work Sheet - 3/11/19**

<p><b>Issue #1</b> <b>Increase awareness of employment, housing, healthcare and benefits needs (Group 1)</b> <b>Increase awareness of and access to services for veterans (Group 2 &amp; 3)</b></p>
<p><b>Action Steps (hows)</b></p> <ul style="list-style-type: none"><li>a) Collaborate with other groups (2)</li><li>b) Report to others</li><li>c) Create script for presentations</li><li>d) Speaking engagements (2)</li><li>e) Use SMCVC as the “hub”</li><li>f) Strategic marketing plan (including social media) (2)</li><li>g) Veterans luncheon – more outreach, press</li><li>h) Explore partnerships – non traditional</li><li>i) Define current state (baseline?) to be able to measure success</li><li>j) Provide access to transportation to and from services (2)</li><li>k) ID CVSO best practices, review what has been tried by HSA and CVSO to increase engagement and outreach</li></ul>
<p><b>Issue #2</b> <b>Keep apprised of veterans current needs using accurate data and information sources (Group 1 &amp; 2)</b> <b>Promote education and employment for veterans with goal of 100% employment</b></p>
<p><b>Action Steps (hows)</b></p> <ul style="list-style-type: none"><li>a) More Commissioner involvement</li><li>b) Updated needs assessment (2)</li><li>c) Talk to providers – establish feedback loops</li><li>d) Invite other commissions</li><li>e) Establish measure of success for veterans and families</li><li>f) Standing linkage to county services</li></ul>

**San Mateo County Veterans' Commission Strategic Planning 2019 – Priority Work Sheet - 3/11/19**

<p><b>Issue #3</b> <b>Mental health, suicide, opioid crisis (Group 3)</b> <b>Measure progress and impact of Commission's work (Group 1)</b></p>
<p><b>Action Steps (hows)</b></p>
<p><b>Issue #4</b> <b>Housing for veterans/decrease homelessness (Group 3)</b></p>
<p><b>Action Steps (hows)</b></p>

**San Mateo County Veterans Commission**  
**Draft Strategic Goals and Objectives**  
***For Discussion May 13, 2019***

**Goals and Objectives**

*Together, goals and objectives define desired outcomes resulting from the Commission's work. They may be focused on the organization's programming or internal operations. Progress toward achieving goals and objectives should be measurable. While the terms are often used interchangeably, goals are generally more comprehensive or far-reaching than objectives. Framed clearly, they answer the question "What do we want to accomplish?"*

**Goal I: Develop an increased understanding of the current needs of San Mateo County veterans and their families**

Objective A: Revisit the 2014 Veterans Needs Assessment and assess its relevance for the current veterans population in San Mateo County

Objective B: Develop a process to schedule regular reports from key veterans services providers defining what services are being utilized by veterans and their families

**Goal II: Develop and maintain a current, comprehensive and accessible catalog of all relevant services available to SMC veterans and their families**

Objective A: Identify and access existing lists/inventories of services available to veterans and their families at the federal, state and local level

Objective B: Build a framework (spreadsheet or data base) in which to compile information about services as it is being gathered

Objective C: Identify a process through which the listing/catalog of services can be maintained and updated

Objective D: Include in the catalog specific actions/services with which the Commissioners are involved

**Goal III: Ensure that 100% of veterans and their families are aware of the array of services available to them and understand how they can access those services**

Objective A: Identify current marketing and communication efforts to inform veterans and their families about available services

Objective B: Explore best practices employed by other Commissions/veterans resources to raise awareness of available services

Objective C: Continue and enhance the Commission's current efforts to raise awareness of needs and services

**Goal IV: Continue to advocate for public and private policies and projects that serve the needs of veterans and their families**

Objective A: Develop a process to identify opportunities for the Commission to advocate on behalf of veterans and their families

Objective B: Document the Commission's advocacy efforts and their impact on an annual basis

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