



Operating Framework for Co-Chairs and Board Members

Community Veterans Engagement Board (CVEB) Model

Last Updated: May 2023



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Executive Summary

- **THIS OPERATING FRAMEWORK OUTLINES** suggested roles and responsibilities for CVEB co-chairs and board members. Board members and co-chairs participate in board meetings and public forums, including developing and supporting work products, activities, and outcomes that result from them. The boards are led by co-chairs who recruit board members and direct the board. Individual board composition is defined by each CVEB; however, recommended board size is 12 to 15 people. VA leaders may serve as board members but not as co-chairs and may not comprise the board’s majority. This document also includes social media and communications recommendations to assist CVEB co-chairs and board members in promoting the CVEB Model initiative.



CVEB Governance Overview

CVEB Communities are locally-sponsored community movements.
Individual communities organize and they are guided by a CVEB.

- Length of co-chair and board member service is at the discretion of each CVEB. It is suggested that co-chairs and board members serve term appointments to allow for membership diversity. Each CVEB can outline appointment and election guidelines in the charter.



Roles and Responsibilities

- As the model suggests, VA leaders will serve as board members but will not constitute a majority presence on the board or serve as co-chairs
- Once CVEB members are identified, co-chairs are encouraged to schedule an initial board meeting to begin developing a charter.
- Individual board composition is defined by each CVEB; however, recommended board size is 12 to 15 people (including the co-chairs).



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Co-Chairs

CVEBs are led by co-chairs who convene and lead board activities.

Co-chairs demonstrate leadership, knowledge of the local Veteran community, and are solution-oriented and results-driven. For continuity, co-chairs should not be elected officials or political appointees.



- Identifying, recruiting, and selecting board members (see suggested sources for potential board members tool for further information)
- Engaging with appropriate local organizations—including Veteran Affairs Directors, Veterans Service Organizations, and Military Service Organizations—to raise awareness about the CVEB

Roles and Responsibilities

- Leading board meetings and public forums on a recurring basis (see sample charter for further information on suggested frequencies)
- Directing board activities to improve Veteran outcomes while resolving issues and concerns at the local level for the Veteran community (including service members and their families)
- Ensuring the charter outlines how future co-chairs will be identified and approved
- Leveraging other community groups to join the CVEB and using their collective strengths to unify the Veteran community



Board Members

Community members and local VA leaders will serve as CVEB board members. Board members (including co-chairs) are responsible for:

- Hosting public forums to meet with the community and provide a platform for local Veteran issues and preparing any corresponding materials, such as agendas, press releases, and meeting minutes
- Assisting with identifying new co-chairs and board members as terms expire



- Identifying, discussing, and proposing solutions to improve Veteran outcomes and resolve issues at the local level for the Veteran community to include service members and their families
- Ensuring the charter outlines how future co-chairs will be identified and approved
- Leveraging other community groups to join the CVEB and using their collective strengths to unify the Veteran community
- Holding regular board meetings and preparing associated materials, such as agendas and meeting minutes



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Operational Info



Public Forums



- Public forums are open to everyone and inclusive of all groups, Veterans, service members, service providers, elected officials, local government officials, and Veteran advocates. Forum location is at the discretion of the board; however, VA facilities should not be used as venues. Public forums may take place in various places within the community or state and occur multiple times a year. Public forums are unique to each area and include kiosks, presentations, networking, and opportunities for open communication and knowledge exchanges.
- Public forums should not be used as fundraising or government-run events. Public forum announcements should be released at least four to six weeks before the event with reminders sent out one week prior to the event.



Social Media and VA Name Use



- CVEB Communities are encouraged to promote public forums to stimulate public attendance and discussion. Promotion may include email, outreach, posters, letters to the editor, radio shows, newspapers, flyers, bulletins, newsletters, blogs, and social media.
- The VA seal and flag may only be used as authorized by law and are at the discretion of the VA Secretary and Deputy Secretary. At this time, use of the VA seal and flag are prohibited. However, co-chairs and board members may use the "Choose VA" brand and logo when marketing the community's activities.



Use of CVEB Toolkit



- The CVEB Toolkit assists co-chairs and board members with establishing a community in their local area. The tools are optional and may be adjusted at the local level to serve each community's unique needs. Download the tools at:

[VetResources Community Network - Veterans Experience \(VA.gov\)](#).

- The toolkit includes the following items:

CVEB Events and After Action Report Tool Business Card Template
Public Forum Planning Best Practices One-page Promotional Document
Data Resource Guide Frequently Asked Questions (FAQs) Playbook
Sample Project Plan and Public Forum Planning Guide Sample Charter

