



Playbook: Establishing a CVEB

Community Veterans Engagement Board (CVEB) Model

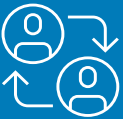
Last Updated: May 2023



Inclusive



Accessible



Community Driven



Flexible



Integrated

Inclusive

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CVEB Framework

- Delivers an overall structure for how boards operate and succeed.

INCLUSIVE

- Inclusive of all local Veteran focused resources and open to Veterans, service members, stakeholders, resources, advocates, and existing community efforts and engagements
- Establish a collaborative network within the community and provide the opportunity for education and networking with a holistic approach



ACCESSIBLE

- Public forums are held regularly throughout the year
- Forums are held in geographically diverse public venues to encourage broader participation
- Forums are actively promoted to involve the public on local Veteran issues



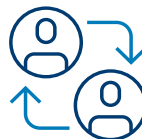
FLEXIBLE

- Charters define term appointments for board members to allow for flexibility
- Community demographics inform geographic boundaries
- Customized to reflect the unique characteristics of the community



COMMUNITY DRIVEN

- Led by Community Veterans Engagement Boards that shape the broader community efforts
- Chaired by two respected community leaders and includes identified local stakeholders
- Local VA leaders serve on the board but do not form a majority of the board's membership



INTEGRATED

- Promotes and leverages local capabilities and resources for Veterans
- Local and District VA leaders network across communities to share best practices
- Veterans Health Administration (VHA), Veterans Benefits Administration (VBA), and National Cemetery Administration (NCA) leaders participate and actively engage in meetings and public forums



Why are CVEBs Important?

CVEBs provide a forum for local collaboration among public and private resources, services, and advocates. United around common goals, objectives, and actions, these communities will...



Improve Veterans and service member outcomes by connecting public and private resources and capabilities.



Create forums where public and private efforts can learn about each other and work together to enhance their effectiveness and improve Veteran and service member outcomes.



Enable Veterans and service members to easily identify and reach all available resources, voice their opinions, and provide valuable input.



Create direct lines of communication within the community to serve as an early warning system and enable local responsiveness to issues.

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Establishing a Board

- Boards locally operated but share a common mission. The process (below) guides the establishment of a board, with opportunity for local members to add customizations in each step.

Board Name:

The co chairs and board members determine the board's name and should reflect the board's geographic service area

Standup Board

- Co-Chairs** Respected leaders in the local Veteran community willing and capable of leading a board of local representatives and VA leaders
- Board Members** Existing community Veterans group's representatives and local VA leaders
- Charter** Working document that outlines CVEB goals and structure

Build MyVA Community

- Promotion** Inform and promote the board to the public and encourage collaboration and participation in community forums
- Public Forums** Public forums are all inclusive: Veterans, service members, Veteran supporters, and the general public

Ongoing Operations

- Collaboration** Ideas, information, knowledge, and issues are shared among community stakeholders
- Action** Test and measure solutions, escalate issues as needed, and share results



Leveraging an existing group

"Satellite board concept"

Existing groups open to collaboration may create a "satellite" board that would be co Chaired by a member of the existing group and an individual not associated in the existing group.

Standup Board

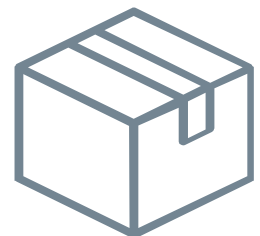
- Co-Chairs** Identify current community group co-chairs or leads to discuss collaboration consistent with the CVEB model framework
- Board Members** Board representing the community, ensures a holistic approach, and includes all three local VA Directors.
- Charter** Working document that outlines CVEB goals and structure

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Co-Chairs

- Each board has local external community co chairs who serve as founding leaders. These leaders are responsible for developing the community movement, framing the issues that the community will address, and leading efforts to empower local solutions. Co-Chairs are not VA employees and are preferably not political appointees or elected officials, as these are grassroots efforts.

Primary Responsibilities:

- Evaluate outcomes
- Encouragement and Empathy
- Select founding members
- Lead board meetings and community forums on a recurring basis
- Coordinate and facilitate public forums
- Bring thought and moral leadership
- Identify community geography and community name



Toolkit Items:

- Operating framework and suggested co-chair and board roles and responsibilities
- Sample project plan

Qualifications

- Veteran or Veteran advocate
- Results driven
- Demonstrated leader(s)
- Solution oriented
- Knowledgeable about local Veteran community



Board Membership

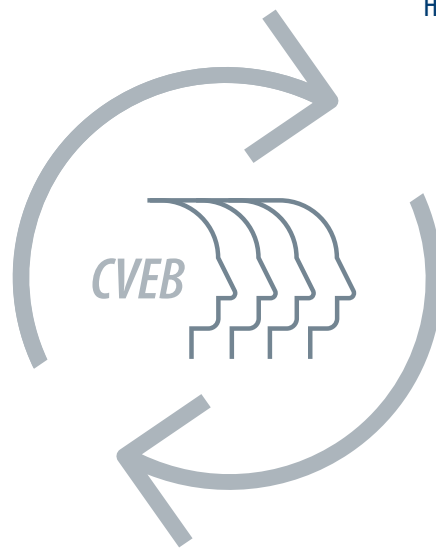
- Board membership selection and makeup is up to each CVEB and should reflect community interests and priorities.

Toolkit Items

- List of Potential Members:

VBA Regional Office Director
Domestic Violence Shelters
Financial Advising
Mental Health Organizations
Social Work Organizations
Non-Profits and Foundations
Housing Advocate groups
Employment Service Providers
Faith Community
Veterans Treatment Courts
Tribal Government
Veteran Service Organizations
Department of Labor

VA Medical Center Director
Hospitals and Medical Treatment Facilities
Job Training Services
State DVA Office
Student Veteran Organizations
Colleges and Universities
Military Service Organizations (MSO)
State , Local , Federal Government
Local National Guard or Military Base
Homelessness Services
Banks or Loan Providers
Local National Cemetery Director



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Charter



Toolkit Items:

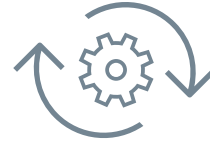
- Sample Charter

• The sample charter includes how the community will be structured and how it will meet the needs of the local Veteran community. The co-chairs and board members are responsible for drafting and finalizing a charter.

Chairs and Board Members



Community



Improved Veterans Outcomes



Promotion



Toolkit Items

- One page overview of CVEB (promotional)
- FAQ
- Sample press release

• Co-chairs and board members will determine how to engage with the Veteran stakeholder community to actively promote the board through a variety of channels. The VA seal and flag may not be used by external organizations, individuals, or community groups to promote the use of the CVEB model; however, the "MyVA" logo may be used by the co-chairs and board members in the promotion of the community effort in sharing that the CVEB model framework is being used.

Tools to Connect:

Social media VSO member emails Flyers in public places Road shows
Announcements to local events or meetings Community list-serves



Board Meetings

• The Community Veteran Engagement Board meetings bring together members to conduct local CVEB business. These meetings are not intended to be open to the general public or the press to ensure that conversations are candid, and members can focus on finding practical solutions.

Components of a successful meeting :

- Agenda and specific topics
- Experts available to discuss specific topics
- Coordinators to take meeting minutes and action items
- Document meeting outcomes to share with the public



Disseminate information and gain shared awareness of root causes



Generate connections and leverage networks



Identify and compare trends in issues



Develop common agenda for action



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Public Forums



Toolkit Items:

- Public Forum Planning Guide
- Best Practices

- Public forums are an important tool to bring together the community, connect Veterans and their supporters with resources, and allow stakeholders to ask questions or raise concerns.

Key elements of the forum might include:



Informational Presentations



Service Kiosks



Networking & Sharing

Framework Checklist

- Community-led
- Not used for fundraising or political purposes
- Wide promotion via press releases and media alerts
- Held in accessible public venue (e.g., university, public library)
- Open to everyone (e.g. Veterans, service providers, private sector companies)
- Key stakeholders (state and local government officials, state VA, Military Service Organization and Veterans Service Organization leaders) are invited



Tools and Support

- The Veteran Experience team developed a framework for communities to use with tools to build a board, access lessons learned and best practices, and connect local resources.

MyVA Community Toolkit and map of fully formed boards (Click on Map):

- [VetResources Community Network Veterans Experience \(VA.gov\)](#)
- Contact for Questions: VAVEOCommunications@VA.gov

What to expect from a Public Forum

Generally run about two hours. May include, but not limited to:



• Multimedia



• Open forum discussion



• Special guests and speakers



• Q&A

• Panel discussions with subject matter experts

Collaboration and Action



- Meetings and forums are intended to provide the opportunity for:

- Collaboration and coordination among stakeholders
- Develop local solutions
- Identify root cause challenges
- Engage in holistic problem solving that can enhance effectiveness
- The CVEBs promote opportunities to enhance service and address issues at the local level.

