

### MINORITY VETERANS PROGRAM

- 1. REASON FOR ISSUE:** To update the Department of Veterans Affairs (VA) Directive 0801, Minority Veterans Program Coordinator, and stakeholders' duties and responsibilities of operations within the Center for Minority Veterans (CMV) and each VA medical center, regional office, and national cemetery.
- 2. SUMMARY OF CONTENT/MAJOR CHANGES:** This directive clarifies and updates the roles and responsibilities of the Director of the CMV, CMV Minority Veterans Program Manager, CMV Program Analysts, VACO Minority Veterans Program Liaisons, and Minority Veterans Program Coordinators (MVPC) as they relate to VA's Minority Veterans Program Coordinators Program.
- 3. RESPONSIBLE OFFICE:** Center for Minority Veterans (00M).
- 4. RELATED HANDBOOK:** None.
- 5. RESCISSIONS:** VA Directive 0801, Minority Veterans Program Coordinator, dated April 15, 2005 and VA Handbook 0801, Minority Veterans Program Coordinator, dated June 17, 2010.

**CERTIFIED BY:**

**BY DIRECTION OF THE SECRETARY  
OF VETERANS AFFAIRS:**

/s/

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## **MINORITY VETERANS PROGRAM**

### **1. PURPOSE.**

This directive provides guidance on the role of procedures, duties, and responsibilities of the Director of the Center for Minority Veterans (CMV), Center for Minority Veterans Program Manager, CMV Program Analysts, Veterans Affairs Central Office (VACO) Minority Veterans Program Liaisons, and Facility Minority Veterans Program Coordinators (FMVPC) as they relate to VA's Minority Veterans Program Coordinators Program. This directive will serve as the primary resource for all aforementioned stakeholders.

### **2. BACKGROUND AND SCOPE.**

- a. VA is committed to ensuring that minority Veterans and their families are able to utilize all benefits and service programs of the Department. Public Law 102-218, which provided for the designation in the Department of Veterans Affairs of a Chief Minority Affairs Officer, was enacted in December 1991.
- b. In November 1994, the President signed Public Law 103-446, Veterans Benefits Improvement Act of 1994, establishing the CMV to recognize and respond to segments of the minority Veteran population who, for one reason or another, have special needs, are underserved, or alienated from mainstream society.
- c. The Director of the CMV is appointed by the Secretary to a 6-year term. The Director of the CMV advises the Secretary on the adoption and implementation of policies and programs affecting Veterans who are minorities. CMV promotes the use of VA benefits, programs, and services by minorities; conducts outreach activities to minorities; provides support to the Advisory Committee on Minority Veterans; and performs other duties consistent with the law and as the Secretary prescribes.
- d. The position of Minority Veteran Program Coordinators (MVPC) was established by a Secretary's memorandum dated April 25, 1995, to assist the Directors of their respective facility and the CMV assess and identify the needs of minority Veterans.
- e. The primary goal of this outreach initiative is to increase local awareness of minority Veteran related issues and develop strategies for increasing their participation in existing VA benefit programs for eligible Veterans. MVPCs are located at Regional Offices, Health Care Facilities and National Cemeteries. MVPC duties may be assigned as a full-time or collateral position.

### 3. DEFINITION.

**Minority group member:** means an individual who is Asian American; Black/African American; Hispanic; Native American (including American Indian, Alaskan Native, and Native Hawaiian); Pacific-Islander American; or female.

### 4. RESPONSIBILITIES/PROCEDURES.

#### a. Director of the CMV shall:

- (1) Serve as the Secretary's senior advisor for establishing MVPC program policies and procedures and for monitoring program implementation.
- (2) Provide direction, oversight, assistance, and information to the Administrations and Facility Directors to promote and support targeted outreach activities.
- (3) Advocate on behalf of the three (3) administrations VACO MVPC Liaisons and 277 Facility Minority Veterans Program Coordinators (FMVPC) for resources and other support, when required and justified, for effective and efficient program operation and management.

#### b. Minority Veterans Program Manager for the CMV shall:

- (1) Provide oversight, assistance, and information to the MVPCs to promote and support their outreach efforts.
- (2) Analyze, evaluate, advise, and implement activities to improve the Minority Veteran Program.
- (3) Provide quarterly reviews of the MVPC Quarterly Reports with senior leadership of the three Administrations.
- (4) Develop and assess MVPCs Standard Operation Plan, Outreach Activity Report, Track & Trending by identifying barriers in outreach, and best practices.
- (5) Conduct training forums and perform other educational and instructional activities that assist the three (3) administrations VACO MVPC Liaisons and 277 FMVPCs in promoting the use of VA benefits by minority Veterans.
- (6) Supervise the management of the MVPC quarterly web based activity report system in collaboration with VACO MVPC Liaisons and FMVPCs.
- (7) Provide assistance to all MVPCs stakeholders in ensuring reports are routed through the system in a timely manner.

**c. CMV Program Analysts for the CMV shall:**

- (1) Review their assigned administration MVPC Quarterly Outreach Activity Report by highlighting best practices and areas of improvement.
- (2) Provide CMV MVPC Program Manager an overall summary analysis on Outreach Activity Report on a quarterly basis.
- (3) Collaborate with VACO MVPC Liaison of their assigned Administration to conduct quarterly training sessions to ensure MVPC are trained on reporting outreach data.
- (4) Provide guidance on outreach opportunities to MVPCs within their assigned Administration as well as request MVPCs support for outreach events in their catchment areas.
- (5) Compose requests to Facility Directors for FMVPC support to represent CMV at local outreach events.

**d. Directors of Administrations shall:**

- (1) Implement MVPC policies and procedures and provide the necessary resources for national initiatives.
- (2) Appoint a VACO MVPC Liaisons.
- (3) Meet with VACO MVPC Liaison to monitor and assess the performance of their MVPC program.

**e. VA Central Office (VACO) MVPC Liaison shall:**

- (1) Coordinate and manage the Minority Veterans Program (MVP) in their Administration.
- (2) Work directly with CMV and FMVPC on initiatives having regional or national scope and impact.
- (3) Analyze, evaluate, and implement programs to improve the MVPC program.
- (4) Serve as an expert analyst on program and advise senior management officials on issues affecting minority Veterans.
- (5) Ensure that FMVPC are properly trained in the areas of reporting outreach.
- (6) Serve as the principal liaison between the CMV and FMVPC.
- (7) Participate in conference calls with the CMV and FMVPC.

- (8) Facilitate collaboration by FMVPC on outreach efforts in their geographic area.
- (9) Assist the CMV MVPC Program Manager by facilitating the submission of their facility MVPC Quarterly Reports.
- (10) Provide quarterly updated MVPC rosters to CMV MVPC Program Manager.
- (11) Keep management officials abreast with timely, comprehensive information that reflects the effectiveness of the MVPC.
- (12) Conduct meetings with FMVPC within their jurisdiction as appropriate to disseminate program direction and information.

**f. Facility Director shall:**

- (1) Designate FMVPC appointees as a collateral or full-time duty to serve as liaison and advocate on the behalf of minority Veterans with Veteran Service Organizations; federal, state, and local agencies; and other local community stakeholders and service providers to identify the unique needs of minority Veterans.
- (2) Support the FMVPC and ensure they are provided the necessary resources to effectively perform the functions inherent in this position (e.g. allow sufficient time to perform the duties).
- (3) Meet with the FMVPC periodically (suggest at a minimum, twice per year) to discuss the operation plan, initiatives and issues of interest and concern.
- (4) List the FMVPC name, location, and telephone number in the facility directory and/or publicly display MVPC pamphlets throughout facility to ensure Veterans are aware of this role in the facility.
- (5) Ensure outreach to minority groups, by supporting the FMVPC in outreach efforts such as town hall/stakeholders/Veterans Service Organizations/Veterans meetings to discuss issues and concern.
- (6) Ensure that their facility MVPCs quarterly web based activity report is submitted and approved within the reporting time frame.

**g. Facility Minority Veterans Program Coordinators (FMVPC) shall:**

- (1) Establish and maintain contact with minority organizations within the local area(s) served by the facility to present information concerning benefits, to hear their concerns, and to answer questions.
- (2) Work with the facility staff to formulate and communicate program objectives that increase the awareness of the Minority Veteran Program.

- (3) Support and initiate activities that inform and sensitize facility staff to the unique needs of minority Veterans.
- (4) Provide appropriate educational and outreach materials to targeted outreach groups.
- (5) Serve as CMV primary contact on issues pertaining to minority Veterans visiting their facility.
- (6) Keep abreast of VA benefits programs, current policies, and regulations and their impact on minority Veterans.
- (7) Meet with the Director periodically (at least twice per year) to discuss the operation plan, initiatives and issues of interest and concern.
- (8) Advocate on behalf of minority Veterans by making recommendations to improve service delivery within their facilities.
- (9) Submit their web based Quarterly MVPC Report within the identified time frames. Participate in conference calls with CMV MVPC Program Manager and VACO MVPC Liaison.
- (10) Develop each Fiscal Year a Standard Operation Plan outlining outreach and activities to be conducted targeting minority Veterans for the year.
- (11) Develop a Track and Trending Report by conducting trend analyses of minority Veterans' concerns or issues at events and facility.
- (12) Recommend proactive initiatives and corrective actions to resolve recurrent challenges to the Facility Director.
- (13) Distribute and use culturally sensitive materials to inform minority Veterans and their families of the availability of VA services and benefits.
- (14) Collaborate with other Administrations FMVPCs to increase targeted outreach opportunities and efforts.

## **5. REFERENCES.**

- a. Secretary Memorandum of April 25, 1995
- b. Secretary Memorandum of March 12, 1999
- c. 38 U.S.C. § 317, Center for Minority Veterans
- d. MVPC Appointment Form can found <http://vaww.va.gov/vaforms/va/pdf/VA0875a.pdf>

**6. APPENDICES.**

- a. Appendix A: VA Form 0875a MVPC Appointment Form
- a. Appendix B: Minority Veterans Program Coordinators (MVPC) Toolkit
- b. Appendix C: Standard Operations Plan Template
- c. Appendix D: Tracking and Trending Report Example