



Choose VA

Pre-Summit Training Minority Veteran Program Coordinators

**September 26, 2019
Dallas, TX**

VA Center for Minority Veterans

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Presentation of the Colors

Color Guard

2ND Battalion, 14TH Marine Regiment



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National Anthem

Wanda Frey
Volunteer Vocalist



<https://youtu.be/Z36l18tXjHM>



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Welcoming Remarks and Introductions

Stephen B. Dillard

Executive Director

VA Center for Minority Veterans

– and –

Dennis O. May

Deputy Director

VA Center for Minority Veterans



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Remarks from the VA Secretary

Problem: Deliver the highest quality service to Veterans and their families along three pillars (Ease, Effectiveness, Emotion).

BLUF: Our employees are the vehicle by which excellent customer service is achieved. Therefore, internal customer service should come first.

<https://www.youtube.com/watch?v=ofEfQMpfz4A> (11:00 – 12:01)



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Overview on Mission of Other Advocacy Programs & Services

MODERATOR:

Dennis O. May

Deputy Director

VA Center for Minority Veterans



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VA Center for Faith & Opportunity Initiative

Conrad Washington

Deputy Director

Center for Faith and Opportunity Initiative

VAPartnerships@VA.GOV



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Office of Small Business & Disadvantaged Business Utilization

Chanel Bankston-Carter

Director – Strategic Outreach & Communications

osdbustratcom@VA.GOV



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Office of Transition and Economic Development

Cheryl Samples
Chief

Transition Assistance Program & Curriculum
TED.VBACO@VA.GOV



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Transition & Economic Development 101

Mission Statement

Provide Service members and Veterans with opportunities to achieve economic success and total well-being from Military service through civilian life by educating them on VA benefits and services; providing economic information; and connecting them with partners, tools and their communities



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Why Transition and Economic Development?

Military to civilian transition involves a **tremendous breadth and complexity** of benefits, tools, partners, information, and counseling resources.

- TED is VA's primary authority and consultant on the military life cycle, transition, and Veteran economic development.
- TED provides a central point of integration for Service members and Veterans so they can achieve their personal goals, and sustain economic success and total well-being.



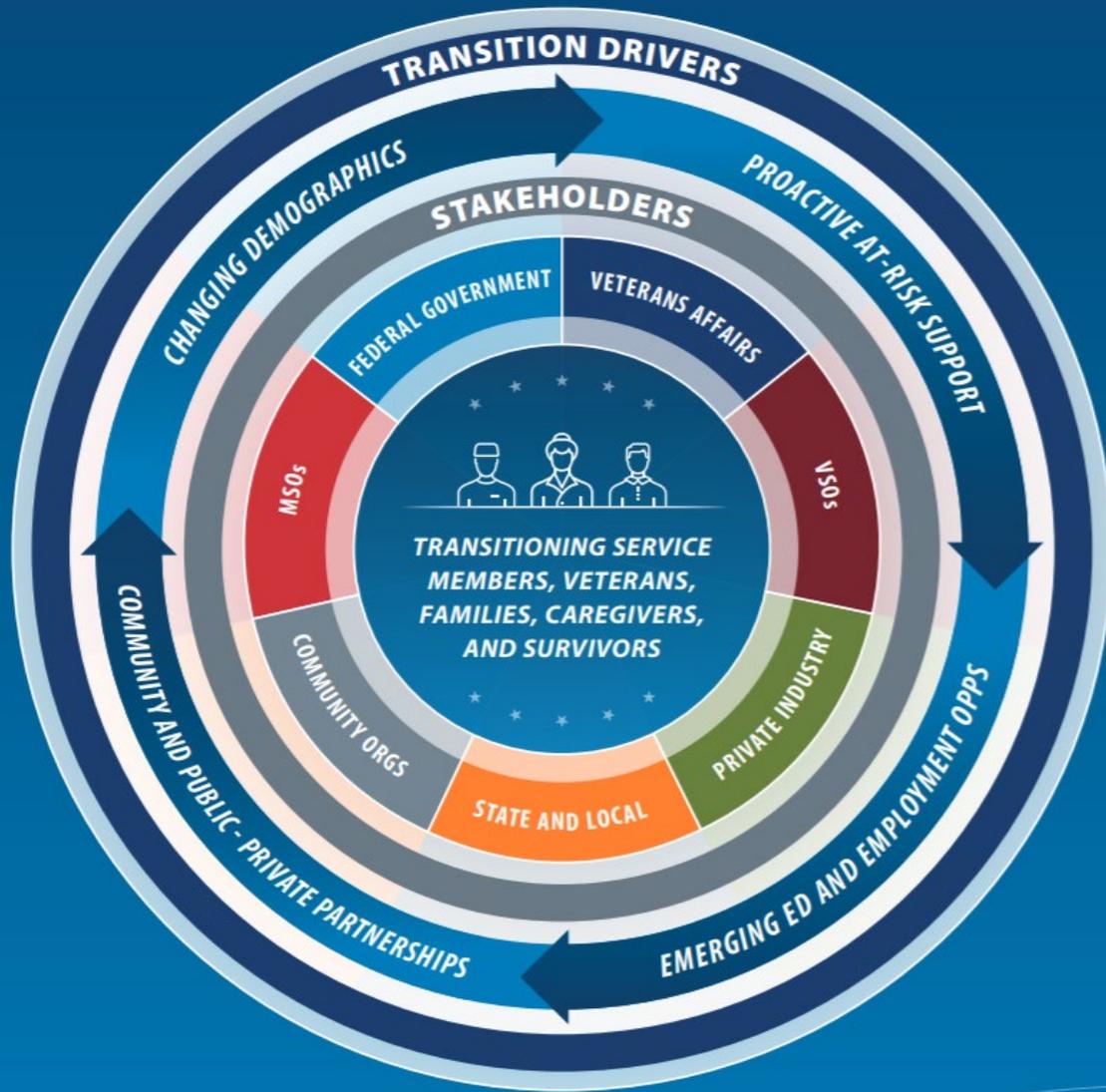
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Drivers That Impact the Transition Ecosystem



- Changing demographics of TSMs
- Increasing populations of at-risk TSMs
- Varying economic and employment opportunities for Veterans
- Engaging community and public-private partners



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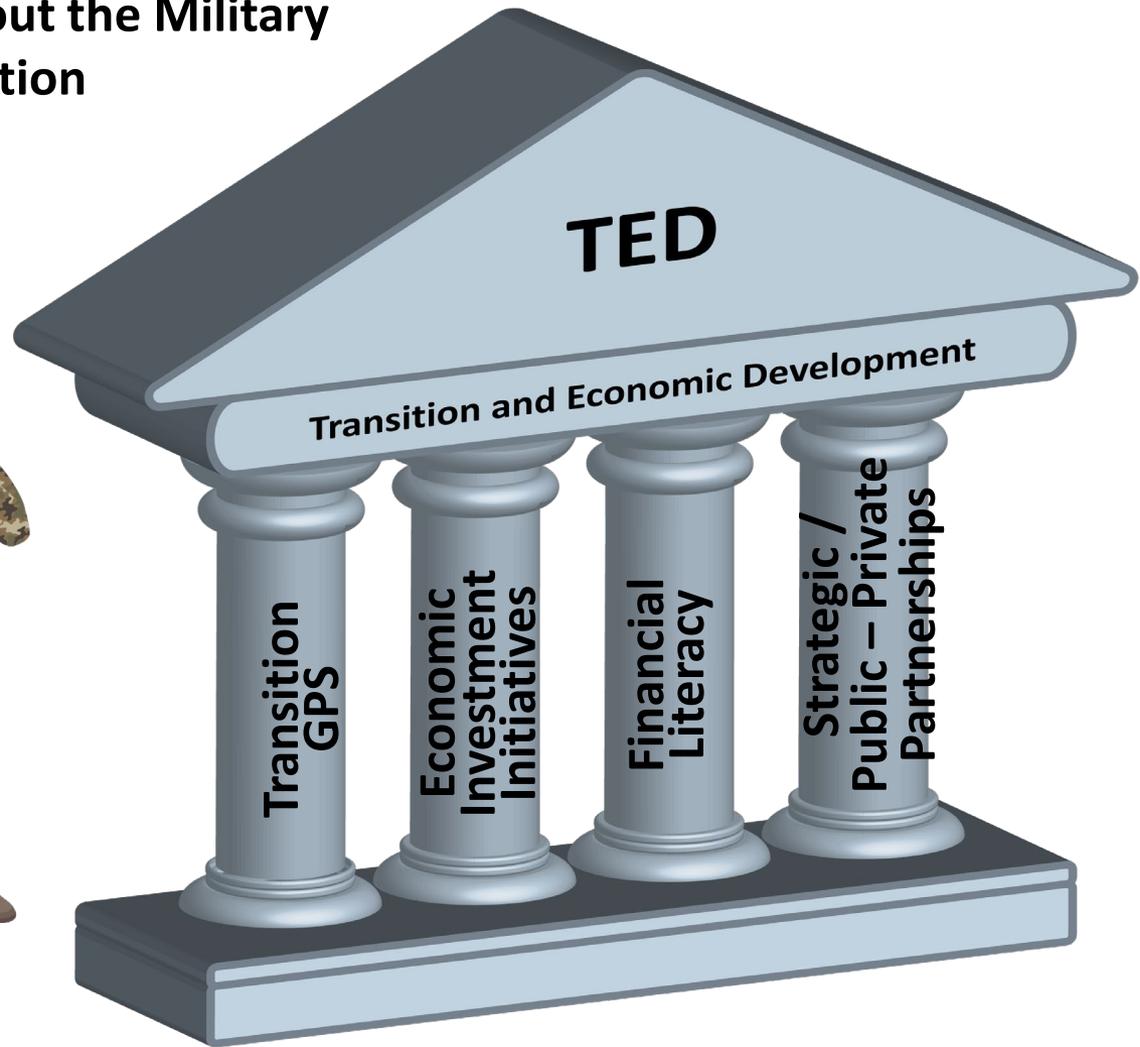
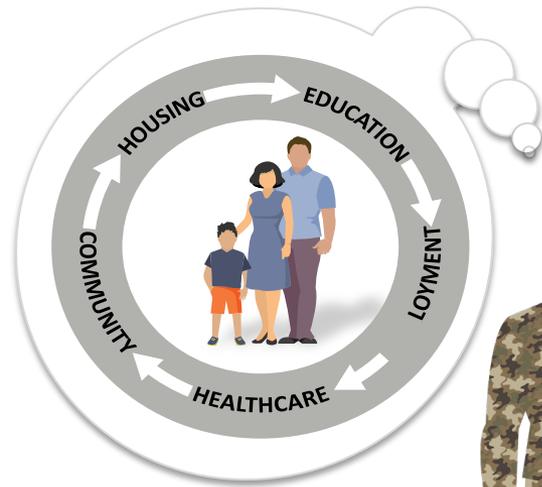
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Early Engagement throughout the Military to Civilian Transition



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Contact and Resources

<https://www.benefits.va.gov/tap>



Contact Us:

TED.VBACO@VA.GOV



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Veterans Employment Services Office

Renetta Bradford

National Veteran Employment Program Manager

VA Veteran Employment Services Office

Renetta.Bradford@VA.GOV



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Office of Human Resources & Administration/Operations, Security, and Preparedness

Veteran Employment Services Office (VESO)

Mission: To provide world class solutions to attract and retain Veteran talent

Summary:

The Office was initially established in November 2011 in response to Executive Order 13518, *Veterans Employment Initiative* to enhance recruitment of and promote employment opportunities for Veterans in VA. VESO leads the Veteran Talent Management life-cycle for those seeking employment and hired in VA; the Disabled Veteran Affirmative Action Program (DVAAP); and the Uniformed Services Employment and Reemployment Rights Act of 1994 (USERRA) Program. VESO was recently designated by SECVA as the coordination office for all Veteran Employment Initiatives in the Department.

JOIN

Recruit



STAY

Retain



SERVE

Deployment & Reintegration



JOIN – STAY – SERVE

Establish Department-wide Veteran recruitment Solutions

Establish Department-wide Veteran Career Development Solutions (Retention)

Establish Department-wide Training tools to reduce the number of USERRA violations and increase communication and planning for deployment of military-connected employees

Establish Performance Management to assess effectiveness, improve processes, eliminate duplication, and identify barriers to success

Lead Intra-Agency Veteran Employment Workgroup made up of SMEs through-out the Department to help shape the Veteran workforce and improve the recruitment and retention strategies we use today



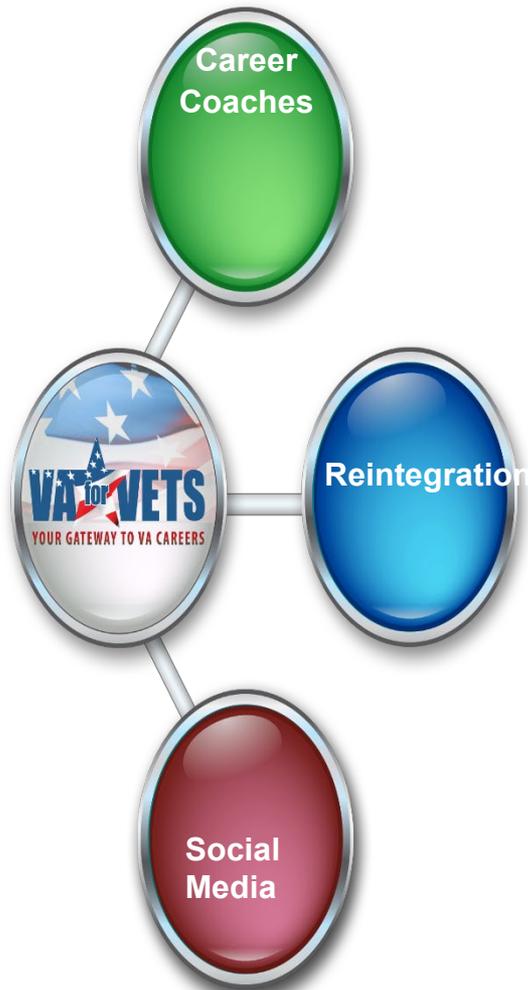
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Offering High Touch Coaching to Veterans and the Military Community



- Provide job search coaching to Veterans seeking federal employment primarily at VA
- Educate Veterans on the free federal job seeker tools to assist in creating federal resume writing, navigating through USAjobs.gov, and interviewing techniques
- Educate HR Professionals and Supervisors on the proper use of Special Hiring Authorities and Veteran Preference
- Dedicated point of contact to facilitate a smooth transition during the deployment and reintegration processes
- Educate Servicemembers and supervisors about deployment and reintegration tools
- Multiple points of access – phone, email, and social media

VESO Marketing Outreach Efforts for Military & Veteran Community

VA for VETS WEBSITE - YOUR GATEWAY TO VA CAREERS

- Offers Real-Time, On-Demand, Round-the-Clock support services

• Visit VA for Vets @
www.vaforvets.gov



- Virtual Training (Job Seeker, VA Employee, HR Supervisor)
- Featured Jobs (Federal, Private & Internships)
- Hiring Events (Job, Career, Internship Fairs)

- Deployment & Reintegration Services (USERRA)
- Veteran & Military Spouse Training Resources
- Announcements, eBenefits, VBA Benefits

- Federal Hiring Process
- Special Hiring Authorities / Veteran Preference
- Fact Sheets, FAQs & Federal Forms

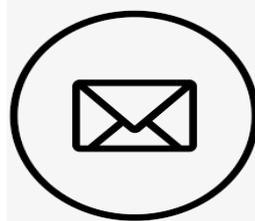
VESO Marketing Outreach Efforts for Military & Veteran Community

PROBLEM STATEMENT: What other social media sites can we find to connect with employment and training opportunities primarily in the VA?



JOBS

Facebook@veso.vaforvets



TRAINING



Join Live Facebook
Chats/Tours



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Uniformed Services Employment and Reemployment Rights Act of 1994

- 1) What Are These Rights and Who Do They Apply To?
- 2) Support to Military-Connected VA Employees
- 3) Common Violations



External Customers

The Department of Labor, Veteran Employment Training Services (DOL-VETS)

- Engages our office to assist with either providing resolution services and/or determining if the case has merit
- Refer Service Members to our office for resolution facilitation services to prevent official complaints



The U.S. Office of Special Counsel (OSC)

- Engages our office to assist with either providing resolution services and/or determining if the case has merit



The Employer Support Guard & Reserve (ESGR)

- Refer Service Members to our office for resolution facilitation services



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SUMMARY

USERRA case management :

- Ensures compliance with the July 19, 2012 Presidential Memorandum
- Ensures compliance with OPM's 09/10/13 USERRA Guidance
- Ensures the sense of Congress that the Federal Government is the model employer is met



IS FOR GOALS

- **Increase percentage of Veterans hired each year** through targeted recruitment of qualified Veterans who possess the knowledge, skills and abilities to fill some of VA's critical vacancies
- **Reduce voluntary turnovers of Veteran employees** by increasing the number of career development job opportunities
- **Honor our Guard and Reserved employees** by providing employees and their managers with the tools needed for successful reintegration
- **Veterans & Military Spouses receive highly reliable customer service** by providing consistent messaging and information about employment opportunities in VA



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23 Federal Partners

The screenshot shows a web browser window displaying the FedShireVets website. The address bar shows the URL <https://www.fedshirevets.gov/veterans-council/agency-directory/>. The website header includes the FedShireVets logo and navigation links for [About Us](#), [Agency Directory](#), [News](#), [Calendar of Events](#), and [FAQs](#). A secondary navigation bar features [JOB SEEKERS](#), [FEDERAL EMPLOYEES](#), [HIRING OFFICIALS](#), and [VETERAN'S COUNCIL](#). The main content area has a large banner image of a meeting with the text "AGENCY DIRECTORY" overlaid. Below the banner, a breadcrumb trail reads "FedShireVets.gov Main > Veteran's Council > Agency Directory".

IN THIS SECTION

- [Main](#)
- [Council Administration](#)
- [Veteran Employment Data](#)
- [Press Releases](#)
- [Agency Directory](#)

CONNECT WITH US

Veteran Employment Program Offices (VEPO) Directory

The following is a list of Veteran Employment Program Offices responsible for promoting veterans' recruitment, employment, training and development, and retention within their respective agencies. Veterans are encouraged to contact these individuals for specific information on employment opportunities in those agencies.

 United States Agency for International Development	 Department of Transportation
 Department of Agriculture	 Federal Aviation Administration

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Wendy Yeldell
Relationship Manager
VA Veterans Experience Office
www.va.gov/ve



VEO Vision & Mission



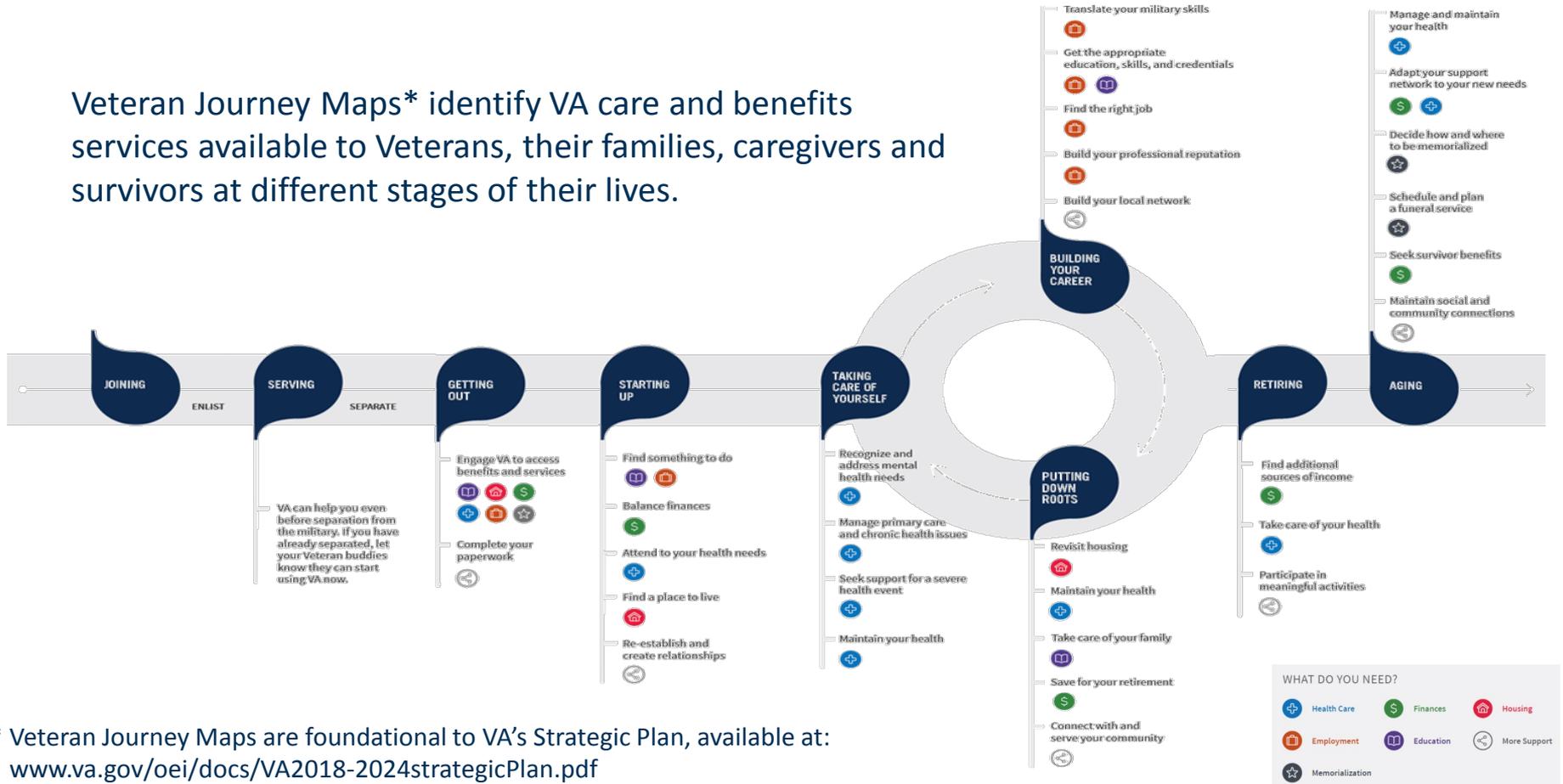
To leverage customer experience data, tools, technology, and engagement to enable the Department of Veterans Affairs (VA) to be the leading Customer Experience (CX) organization in government, so Servicemembers, Veterans, their families, caregivers, and survivors choose VA.



VEO supports VA as the Secretary of Veterans Affairs' CX insight engine and a shared service to partner with, support, and enable VA Administrations and Staff Offices to provide the highest quality CX in the delivery of care, benefits, and memorial services to Servicemembers, Veterans, their families, caregivers, and survivors.

VA from the Veteran's Perspective

Veteran Journey Maps* identify VA care and benefits services available to Veterans, their families, caregivers and survivors at different stages of their lives.



* Veteran Journey Maps are foundational to VA's Strategic Plan, available at: www.va.gov/oei/docs/VA2018-2024strategicPlan.pdf

VA CX Principles



- VA's Secretary has identified CX as the Department's top priority
- Core drivers of CX are *trust, ease, effectiveness, and emotional resonance*
- VA is hardwiring CX feedback from Veterans, their families, caregivers, and survivors into strategy and decision-making



Drivers of CX at VA

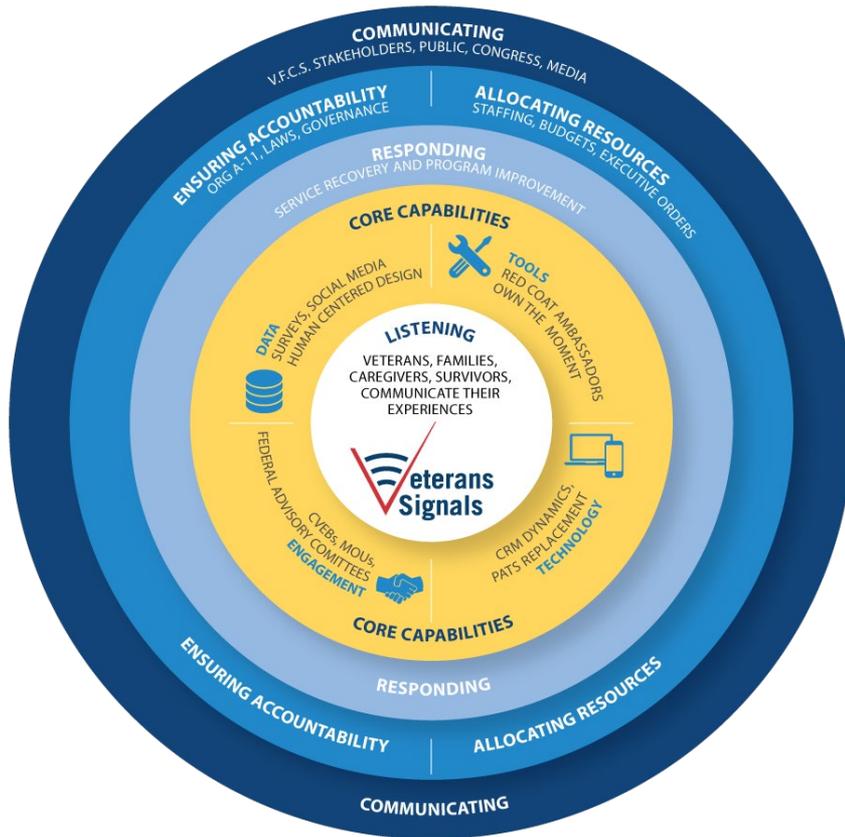
VA is hardwiring CX as a core capability in the Department to provide the best experiences in delivery of care, benefits, and memorial services to Veterans, Servicemembers, their families, caregivers, and survivors



*Available at www.performance.gov/PMA/Presidents_Management_Agenda.pdf

**Available at www.performance.gov/Veterans_Affairs/APG_VA_3.html

VA CX Strategy

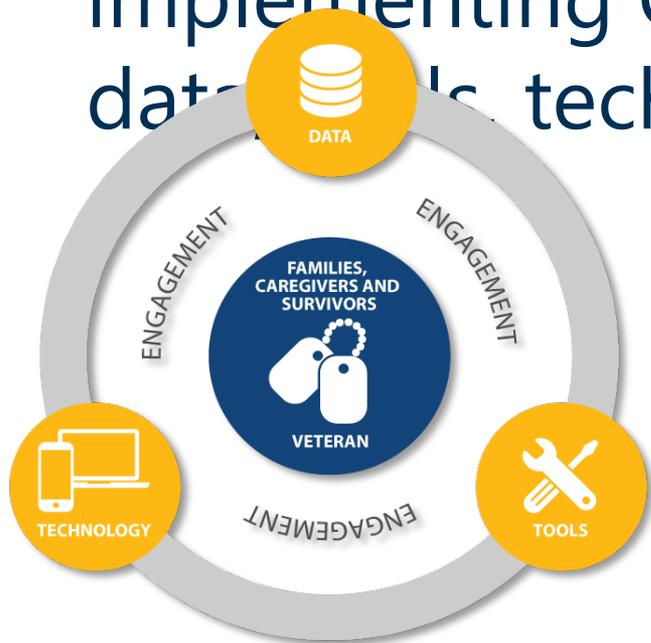


Pursuant to VA's CX Policy (August 22, 2018) VA is strategically institutionalizing CX goals in policy and operational decision-making to deliver exceptional customer experiences along 3 key pillars:

- 1) Pillar I: CX Core Capabilities & Framework**
Drives improvements to individual service recovery and systems performance improvement using industry best practices and CX insights (i.e., human-centered design (HCD), CX data)
- 2) Pillar II: CX Governance**
Hardwires CX data and insights into VA strategy, decision-making and management
- 3) Pillar III: CX Accountability**
Infuses CX into performance metrics, budget strategy, policy, and operations

VA CX Core Capabilities

Modeling after the private sector, VA is implementing CX with 4 core capabilities: data, tools, technology, and engagement.



DATA	Capture and analyze the voices of Veterans, their families, caregivers and survivors
Veterans Signals Platform VA Trust Score HCD research	
TOOLS	Build and deliver tangible CX tools and products across VA
Own the Moment CX training Red Coat Ambassadors Employee ID Badges WECARE Rounding Standard Phone Greeting Welcome Kit	
TECHNOLOGY	Deliver easy and effective Veteran experiences through all communication channels
White House/VA Hotline Unified CRM Patient Advocates Tracking System (PATS) Replacement Contact Center Modernization Digital Modernization (va.gov) Vet360	
ENGAGEMENT	Connect VA and local public / private services in a coordinated support network for Veterans, their families, caregivers and survivors
Community Veteran Engagement Boards (CVEBs) MOUs with Strategic Partners Choose Home Initiative Federal Advisory Committees – Greater Los Angeles and Veterans' Family, Caregiver, and Survivor	

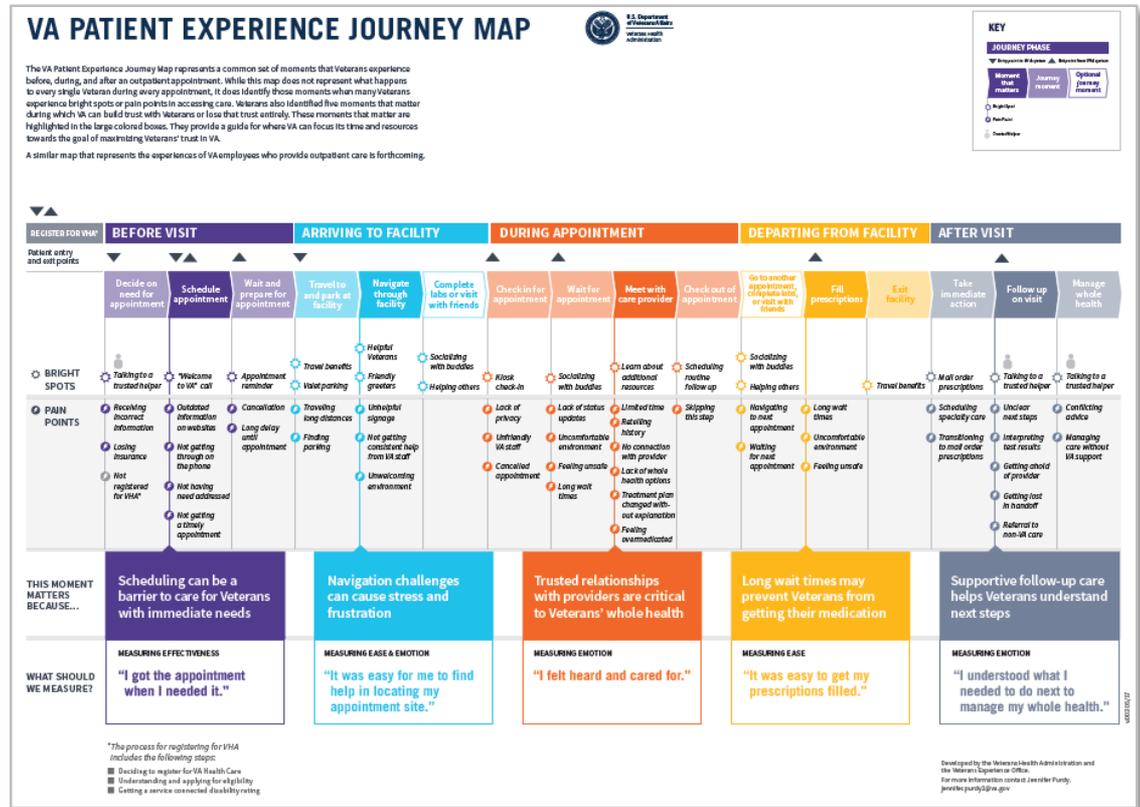
VA CX Framework & Core Capabilities in Action: Patient Experience (PX)

PX Data: HCD

Hardwiring qualitative and quantitative CX data into VA service delivery and design

PX Journey Map

- Based on interviews with Veterans from all service eras, demographics, locations
- Captures **moments that matter** most to Veterans, bright spots, pain points
- Important moments for Veterans are:
 - Pre-visit: Scheduling
 - Arrival: Navigation of VAMC
 - During appointment: Trust
 - Departure: Rx refills
 - Post-visit: Follow-up care
- Outpatient surveys measure the 5 moments that matter most to Veterans
 - 3M+ survey responses received to date
 - 68% compliments
 - 19% concerns
 - 13% recommendations
- For VA's Veteran Patient Experience Agency Priority Goal (APG) results, visit www.performance.gov



PX Data: Digital Listening

Veterans Signals Platform: Collects and analyzes CX data and insights in real-time to inform service recovery and performance improvement efforts

Administration and Program Priorities

Monitor Veteran insights identified as priorities of Administrations and program offices with immediate access to descriptive, predictive, and prescriptive analytics.

Trust Scores

Measure customer experience metrics—Ease, Effectiveness, Emotion, and Trust—at the service level and compare across business lines.

Live Feed

Review Veteran insights within seconds of a survey or any digital insight submission.

Intelligent Search

Search intelligently through insights data to monitor priorities, compliments, concerns, and recommendations; data cuts by location, age, gender, time frame; predictive analytics to identify emerging topics.

Social Media Scraping

See what conversations are taking place in social media on VA digital accounts like VA Facebook and Twitter accounts.

Emerging Topics

Monitor conversations to detect or predict what is emerging, especially before topics Veterans discuss intensify.

The Ask from the VEO:

How might we measure the Veteran's experience.

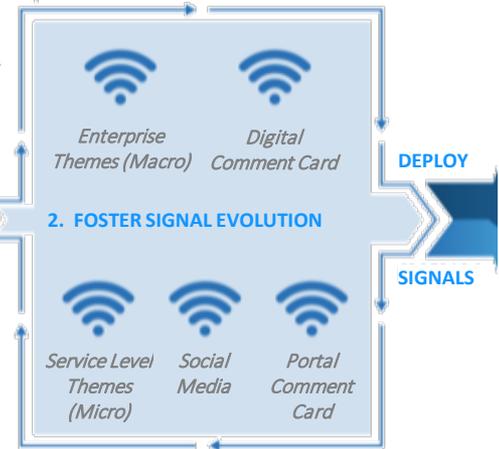
1. IDENTIFY SIGNALS

Implementation Process:

Use design thinking to identify the Moments that Matter (MTM) to develop measurements.

Identify Veteran Insights

To better understand Veteran feelings towards effectiveness, ease, emotion, and trust.



Continually Revisit New Signals

In order to discover emerging tools and evaluation methods.

VEO is supporting VHA, VBA, NCA, and the Board with this capability

PX Tools

VEO has developed 5 foundational PX tools, which are being deployed across VHA

For the Employee Experience



Own the Moment CX Training

- Sets CX behavioral standards for employees
- 80K employees trained



WECARE Leadership Rounding

- Trains leaders in industry best practice of regular rounding

For the Customer Experience



Red Coat Ambassadors Program

- Outfits volunteers with recognizable Red Coats to greet and assist Veterans with wayfinding services, and information about services and programs
- Deployed at 147 VHA sites



Standard Phone Greeting

- Sets consistent phone experience with a simple, 4-part greeting that ensures that Veterans know where they have called and understand how the employee can assist



Employee Name Badges

- Identifies employees' personal connection to VA mission and why they Choose VA
- 340K deployed across all VA Administrations

The next set of Patient Experience tools are under development and testing, to include for Inpatient Experience.



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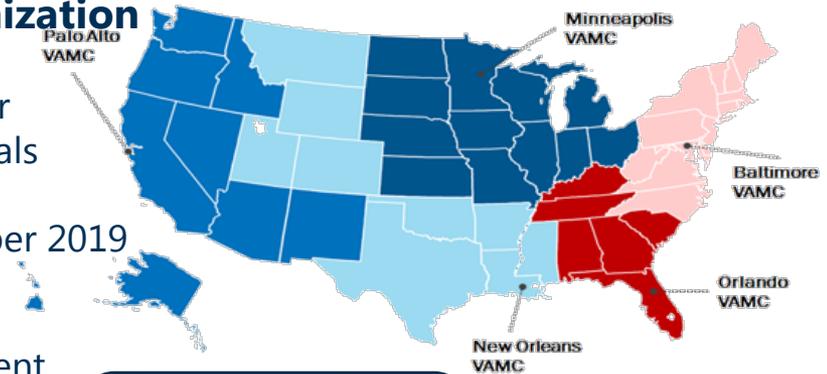


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PX Technology

Patient Advocate Tracking System (PATS) Modernization

- Replaces legacy system
- Introduces real-time customer experience feedback for routing and triaging by integrating with Veterans Signals platform
- 5 pilot sites – began phased national roll-out September 2019

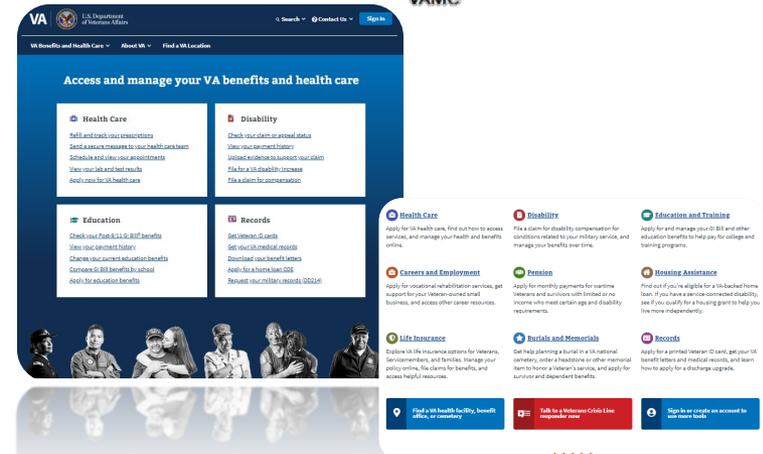


Contact Center Modernization

- Deploying common Customer Relationship Management (CRM) software platform across VA contact centers
- For the first time, Veterans can now update an address by phone and online, and updates will be captured across VHA and VBA systems

Digital Modernization

- Relaunch of VA.gov as redesigned based on Veteran feedback and preferences
- Veteran profile and self-service



PX Engagement

Choose Home Initiative

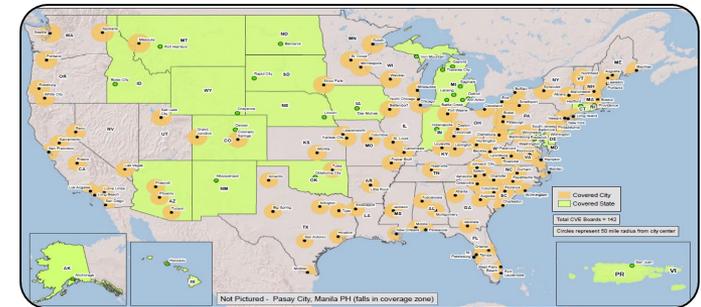
- Based on insights from the Veteran Journey Map, creates comprehensive, integrated alternatives to nursing home placements
- Allows Veterans who are aging, or have complex care needs, to Choose Home

Veterans' Families, Caregivers and Survivors Federal Advisory Committee (FAC)

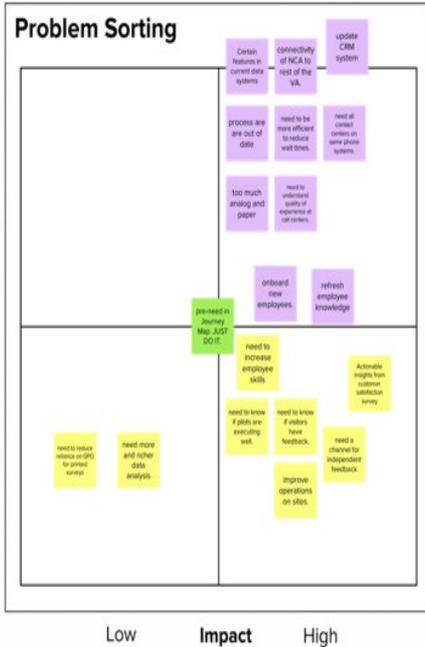
- First FAC of its kind to establish listening channel for Veteran family members, caregivers, and survivors
- Comprised of Veteran representatives and national leaders
- Chaired by Elizabeth Dole

Community Veteran Engagement Boards (CVEBs)

- Local community listening and information distribution channels
- 156 established across the US
- 12.5M Veterans and 50M Veteran family members, caregivers and survivors in catchment areas



VEO Support of VBA, NCA, and the Board



Notional VEO/NCA Roadmap

KEY: CX Data CX Tools CX Tech CX Engagement Icon placement indicates project start date/kickoff

Project & Priority Level	Q1 FY19	Q2 FY19	Q3 FY19	Q4 FY19	Q1 FY20	Q2 FY20
Call Center Modernization & Experience (High Impact/High Urgency)	NCA Contact Centers phone survey: LIVE NOW (10/17 - 09/18) NCA Scheduling Contact Centers phone survey (11/18 - 02/19)			Knowledge M		
Call Center Employee CX Training (High Impact/Lower Urgency)		Own the Moment – Field Programs (11/18 - 03/19)				
Customer Feedback & Measurement (High Impact/Lower Urgency)			HCD: Cemetary Visitor Exper HCD: Weekend Burial I CX Measurement: NCA			
“Just Do It” tasks	VAWK/QSG Update: Memorial Services (10/18 - 02/19) Outreach: Pre-need Program Awareness Campaign (11/18 - 02/19)	Journey Map Update: Pre-need (01/19 – 03/19)				
Lower Impact/Lower Urgency	Data Analysis (04/2018 - Ongoing)					

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PROJECT CHARTER

This project charter document describes the purpose and the approach of the project, and lists the names of the project sponsor, project manager, and of all stakeholders. It also includes the initial estimate for the project budget, and will document formal acceptance of the project upon signature. This document will be created by the Veterans Experience Office Portfolio Management Intake Division in coordination with the Executive Sponsor/designee and identified members of the project team.

PROJECT NAME	Own the Moment for National Cemetery Administration Workshops		
RESPONSIBLE VEO EXECUTIVE	Michael Galloucis	EXECUTIVE SPONSOR	Kimberly Wright
PROJECT MANAGER	Brian Lambert	VA ADMIN/OFFICE	NCA Field Programs
PROJECT START DATE	November 1, 2018	PROJECT END DATE	March 31, 2019

BUSINESS CASE	BUSINESS BENEFITS AND OUTCOMES (ROI)
NCA is continually ranked highly in customer satisfaction among the nation's top corporations and federal agencies. To maintain the Administration's outstanding customer satisfaction scores and to standardize the customer experience (CX) across the enterprise, NCA is seeking a program to ensure all leaders and staff are empowered with the most up-to-date CX principles, concepts and practices in line with the Secretary's CX priorities and OMB's A-11 directives.	ROI for the CX enterprise: Exposure to the tools that VEO can offer to NCA. This can open discussions between senior VEO and NCA leadership to find innovative ways to provide Veterans, Family Members and Survivors with exceptional customer service. ROI for the Client: NCA employees with an increased awareness of exceptional CX concepts and principles capable of improving on the already high CX scores. ROI for the Directorate/Division/Team Members: Team members will become better facilitators and establish relationships with NCA employees where a commitment to excellence can be fostered; potentially leading to future projects in support of NCA.

SCOPE STATEMENT

The BX Directorate will provide three hour comprehensive customer experience workshops to NCA employees at NCA sites across the United States beginning in 1st Quarter, FY19 to ensure all NCA employees have the knowledge and skills to deliver an exceptional customer experience to Veterans, Family Members and Survivors.

KEY DELIVERABLES

- OTM for NCA Curriculum, Slides, Videos, and Facilitator's Guide
- Certify OTM for NCA Facilitators
- OTM for NCA Pulse Page
- Conduct OTM for NCA Workshops
- Periodic in-progress reviews and after-action reviews to pulse the effectiveness of the OTM Workshops

VEO supports VBA, NCA, and the Board with the core CX capabilities of data, tools, technology, and engagement.

VA CX Governance Model

Hardwires and institutionalizes customer experience data and insights into VA strategy and decision-making

Senior Leadership

VA senior leadership considers and ultimately approves recommendations

Matrixed Integrated Project Teams (IPTs)

Matrixed IPTs with subject-matter experts from across VA develop recommendations and strategies

Veteran Experience Data & Insights

Gather customer experience data & insights through qualitative interviews (HCD), real-time surveys and other feedback channels, and business challenges in need of resolution drive priorities



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VA CX Accountability



- President's Management Agenda (OMB A-11 Circular)
- VA Agency Priority Goal (APG)
- VA CX Policy (August 22, 2018)
- VA Trust score
- Amendment to 38 C.F.R. Part 0 to include CX Principles

- SES performance plans
- Transactional surveys



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President's Management Agenda (PMA)

Cross-Agency Priority (CAP) Goal: *Improving Customer Experience with Federal Services**

VA/VEO is the **Lead Agency Partner** for the CX CAP Goal, working closely with OMB on the CAP Goal strategy of providing a modern, streamlined, and responsive customer experience across government, comparable to leading private sector organizations

VEO support includes:

- **Implementing A-11 guidance across VA through Veterans Signals**
- Providing key insights and lessons learned **in standing up a CX capability in government using industry best practices**
- Advising on standard, **government-wide CX metrics to be included in forthcoming OMB A-11 Circular**
- Hosting cross-agency discussions on **VA's real time CX measurement and data analytics capabilities**
- Supporting the **design of a Federal CX framework** to institutionalize CX capabilities in the Federal government
- Providing human-centered design support to **map the first-ever cross-Agency Veteran journey map**



*CAP Goal Action Plan available at: www.performance.gov/CAP/action_plans

Deep Dive: OMB A-11 Circular

A-11 provides guidance to agencies on establishing the Federal Government's CX framework and how to effectively manage CX improvement efforts

Purpose: Institutionalize reporting and monitoring of customer experience metrics for high-impact service providers, including VA, SSA, DoL, DoE, HHS, HUD, and other sister Agencies

CX Reporting Requirements:

- 1) Collect customer feedback **across multiple CX domains:**
 - *Overall:* Satisfaction, Confidence/Trust
 - *Service:* Quality
 - *Process:* Ease/Simplicity, Efficiency/Speed, Equity/Transparency
 - *People:* Employee Helpfulness
 - Measurement should occur in real-time, by transaction and organizational unit, using a 5-point Likert scale
- 2) Submit **quarterly CX data dashboards to OMB**
 - First reporting due Q2 FY2019
 - VEO supports VHA and VBA to meet this requirement, in addition to NCA and the Board
- 3) Conduct **annual CX self-assessment and action plan** to be published in the Agency's annual performance report and on Performance.gov

Resources and References

For more information about:

- **VA:** <https://www.VA.gov>
- **VA Welcome Kit:** <https://www.VA.gov/Welcome-Kit/>
- **VEO:** <https://www.VA.gov/VE/>
- **Community Resources, Information, and Toolkits:**
<https://www.VA.gov/VE/Engagement/Resources.asp>

References

- **President's Management Agenda (PMA):**
www.Whitehouse.gov/wp-content/uploads/2018/03/Presidents-Management-Agenda.pdf
- **OMB A-11 Circular, § 280:** www.Whitehouse.gov/wp-content/uploads/2018/06/a11.pdf
- **38 C.F.R. Part 0 Amendment (May 20, 2019):**
<https://www.federalregister.gov/documents/2019/05/20/2019-10261/core-values-characteristics-and-customer-experience-principles-of-the-department>
- **SECVA CX Policy (August 22, 2018):**
vaww.Insider.VA.gov/wp-content/uploads/2018/08/Customer-Service-Policy-Statement-SECVA-Signed.pdf
- **VA APG:** www.Performance.gov/Veterans_Affairs/APG_VA_3.html
- **VA Strategic Plan:** www.VA.gov/OEI/docs/VA2018-2024strategicPlan.pdf



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Voluntary Services

Bobbie Kay Scoggins
Chief – Voluntary Services
VA North Texas Health Care System
Bobbie.Scoggins@VA.GOV



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VA Voluntary Service

- What is VAVS
- Benefits and Engagement Opportunities
- Volunteer Impact and Patient Experience
- Volunteers are Key Contributors
- Volunteers and Health Care Outcomes
- What's your Why?



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VA Voluntary Service

- Veterans Affairs Voluntary Service (VAVS)
- Founded in 1946
- Provide for our nation's Veterans while they are cared for by VA health care facilities
- Largest centralized volunteer program
- More than 7,400 national & community organizations
- Over 760 million hours of service since 1946

VAVS National Impact

- Over 75,000 Volunteers
- Over 12 Million Volunteer Hours
- Saving the VA More than \$232 Million Annually
- Over \$77 Million in Gifts & Donations Annually



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Volunteer Today!

Benefits of Volunteering:

- Network
- Meet new friends
- Learn new skills
- Gratitude for helping others
- Personal mission or purpose



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Volunteer Engagement Opportunities

Outreach Volunteer Opportunities:

- Education/College Fairs
- Corporate Fairs
- Community Health Fairs
- Cancer Screenings
 - Breast/Cervical
- Women's Health Programs
 - Maternity Program / Cancer / Preventive
- Homeless Programs
- Suicide Awareness Programs
- Faith Based Community Partners



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Corporations and Outreach Opportunities

- Business practices with respect for the community
- Supporting philanthropic programs to better their communities
- Employee-based volunteer programs strengthen employee relationships

Volunteers Impact on Patient Experience

- Can volunteers influence patient perceptions?



Volunteers Improving Patient Experience

- The Beryl Institute
- An overview of the volunteer role and its potential to impact the healthcare experience overall
- Contributing topics to an organization's journey to patient experience excellence includes:
 - managing, recruiting and retaining volunteers
 - encouraging staff involvement
 - highlighting the value of volunteer programs



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Volunteers are Key Contributors

- Require additional supervision and time
- Underutilized and contributions are unaccounted for or under-recognized
- *“nice to have”* ... to an essential member of the health care delivery team
- Large responsibility providing emotional support to patients and family members
- Facilitate recreational activities and assist staff with administrative tasks
- Enable clinical teams to do more in meeting patient needs



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Volunteers are Key Contributors

Evidence based outcomes of how Volunteers strategically support patient outcomes :

- Reducing avoidable readmissions
- Improving the patient experience
- Improving Patient Satisfaction scores
- Enhancing community engagement
- Improving quality
- Increasing health care access
- Lowering health care costs
- Improving patient safety



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Volunteers are Key Contributors

How can Volunteers assist
with this change?



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Volunteers and Health Care Outcomes

Triple Aim Framework

- Improving the patient experience of care
- Improving the health of populations
- Reducing the per-capita cost of health care



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Volunteers and Health Care Outcomes

Case examples:

- Bed Safety/Fall Prevention
- Veterans Health Administration Volunteer Transportation Network
- Congestive Heart Failure Volunteer Intervention Program



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Collaborating with Volunteers

- Focus On Community
- Collaborate with Internal and External Partners



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What's your Why?

I would like you to focus on 3 things about yourself personally when viewing this video:

- ❖ What is your Passion?
- ❖ What is your Purpose?
- ❖ What's your Why?

Video Presentation- What's your Why?

<https://www.youtube.com/watch?v=JZIV4qY08QU>

Question & Answer



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NETWORKING BREAK

**Please Engage Our Presenters
&
Meet Fellow MVPCs**



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National Outreach Training

Jeanette Mendy
Deputy Director
VA National Veterans Outreach



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Question & Answer



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LUNCH BREAK

Please Return by 12:30PM



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Office of Patient Advocacy

Ann E. Doran

Executive Director

VHA Office of Patient Advocacy

– and –

D'Rondrell Hamner

Program Manager

VHA Office of Patient Advocacy



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Department of Veterans Affairs

Veterans Health Administration Office of Patient Advocacy

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OFFICE OF PATIENT ADVOCACY MISSION

*HONOR AMERICA'S VETERANS THROUGH THE DELIVERY OF
WORLD CLASS ADVOCACY SERVICES TO ADVANCE AND
INFLUENCE THE HEALTH CARE OF OUR VETERANS*



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BACKGROUND ON OPA

- **Problems identified:**

- Increase in number of congressional complaints regarding Opioids/VA Choice/Caregivers
- No organizational systematic process for responding to these complaints
- No organizational systematic review of the issues with positive resolution for Veterans

- **Comprehensive Addiction and Recovery Act of 2016**



- **OPA was stood up to:**

1. Develop and standardize a Veteran-centered complaint resolution process
2. Identify trends at the local, VISN and National level and ensure system improvements are taken to reduce trends

OVERARCHING GOALS



PEOPLE: Regain the Trust of our Veterans by providing world class customer service while resolving their concerns expeditiously



PROCESS: Systemically analyze trends and evaluate opportunities to improve processes and provide guidance on the journey towards high reliability



TECHNOLOGY: Modernize systems to provide accurate, aggregate, and trended patient complaint data to leadership at all levels (VAMC, VISN, VACO)



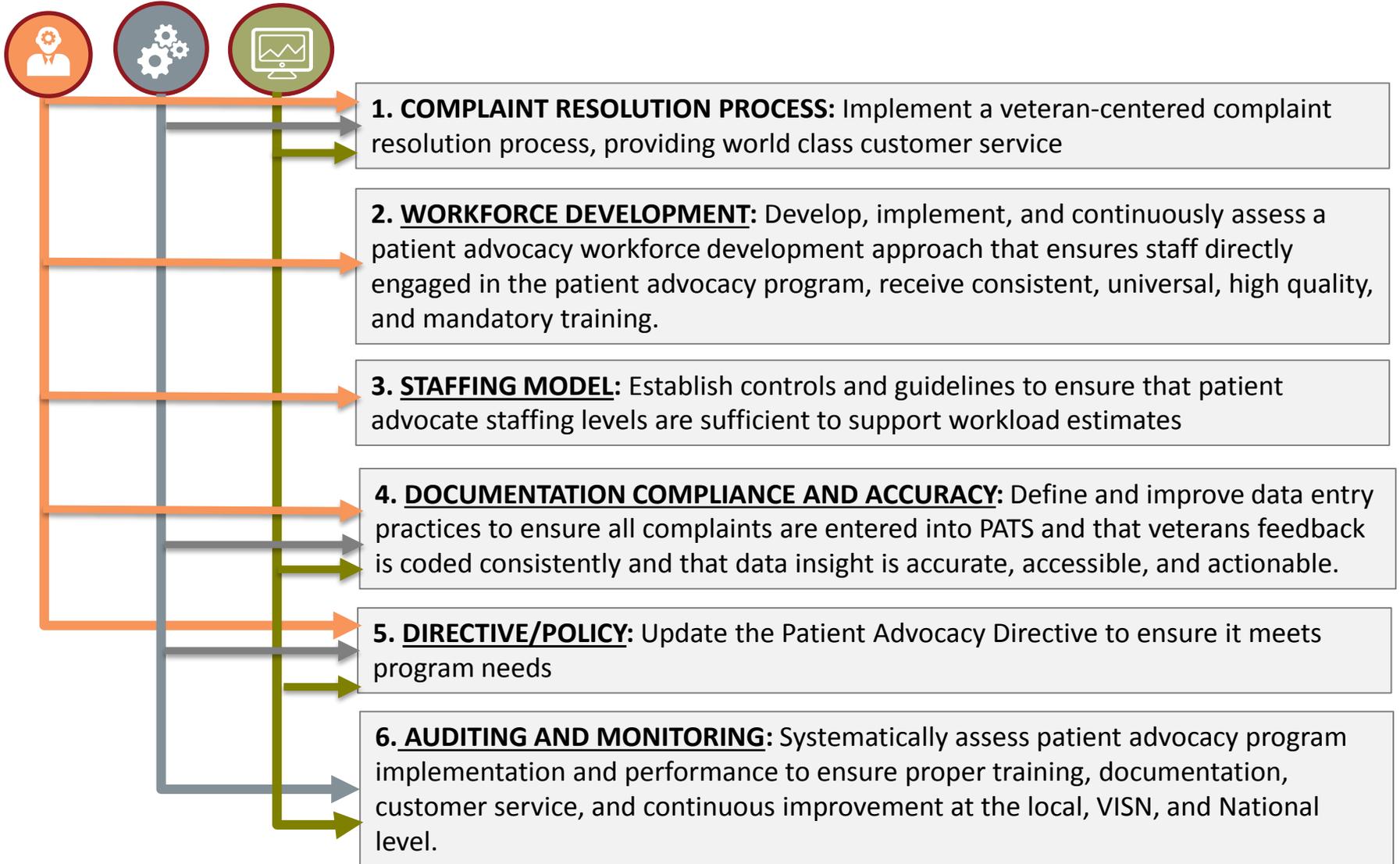
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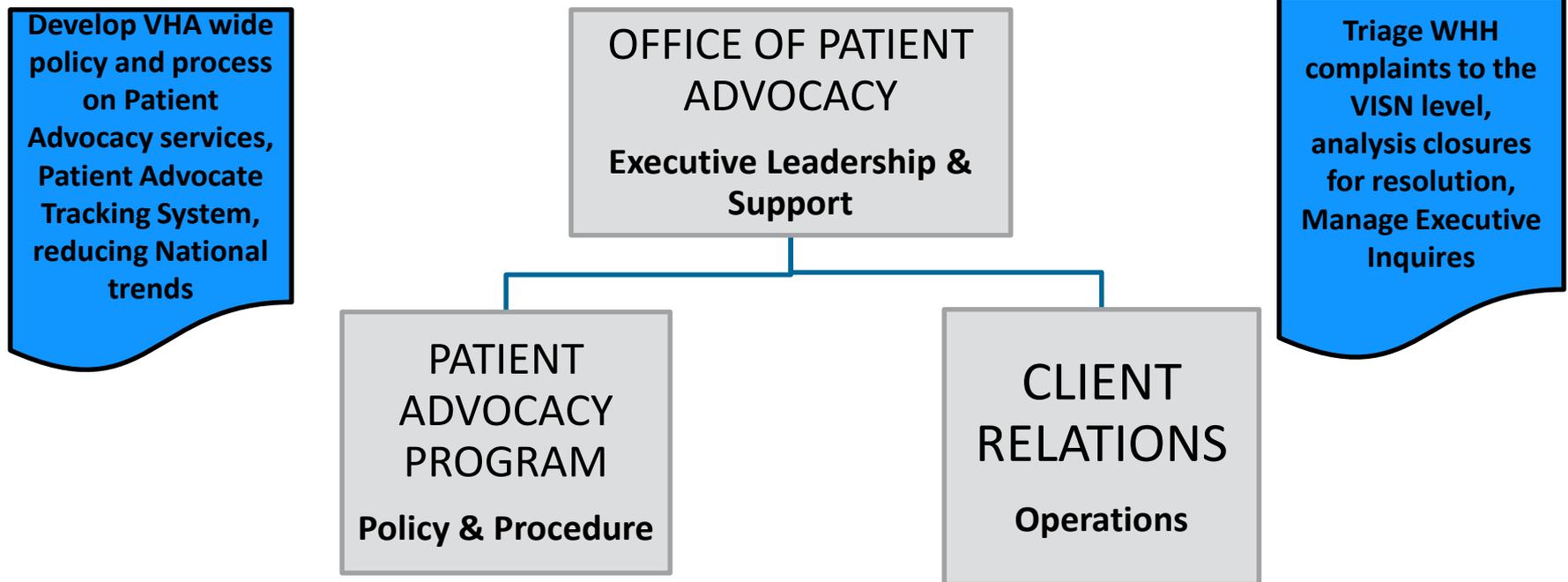
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SIX PRIORITY AREAS



OFFICE OF PATIENT ADVOCACY & OFFICE OF CLIENT RELATIONS MERGER

- April 2019 - VHA Office of Client Relations reports to the Office of Patient Advocacy, which aligns policy and operations to improve resource efficiencies and streamline processes.



INITIATIVES CURRENTLY IN PROGRESS



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PATIENT ADVOCATE TRACKING SYSTEM REPLACEMENT (PATS-R) IMPLEMENTATION

- Cultural Transformation at its best!
- Requires the Medical Centers to implement Service Level Advocates- providing resolution of issues at the lowest level (and earliest moment) possible
- **Patient Advocacy is Everyone's Responsibility**
- Improves Veteran satisfaction, service recovery and the Veteran Experience
- Will provide comprehensive trended data on patient compliments and complaints – at the local, VISN and National level



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PATS-R WILL IMPROVE THE VETERAN EXPERIENCE

- Real time feedback allows for faster continuous improvements in targeted areas
- Compiling a Veteran's record of interactions will provide faster and more effective service recovery for the Veteran
- Eliminates redundant data entry through system integrations
- Improves the quality of the information provided/actions taken
- Provides single consolidated view of patient information (medical and demographics)

Our shared responsibility and commitment to the Veterans:

Ensuring that Veteran complaint data is collected, trended, analyzed, and communicated at least quarterly among management.



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VETERAN CENTERED COMPLAINT RESOLUTION PROCESS

Objective:

Define Patient Advocate complaint resolution and service recovery future-state processes, roles & responsibilities, and identify future strategic recommendations.



**PATIENT ADVOCACY
SERVICE PROCESS
MANAGEMENT**

OPA Keys to Success

Developing and delivering training based on clear protocols and standard operating procedures

Providing knowledge management resources, including tools and references;

Generating organizational awareness about the processes and protocols through all employee orientation; and

Empower employees to perform complaint resolution and service recovery as close to the point of service as possible.

Systemically operationalizing continuous process improvement from PATS-R data

Employees must be empowered to not only identify systemic issues, but to have the authority to communicate these to service leadership



**CONNECT
& CARE**
EMOTION



**UNDERSTAND
& RESPOND
TO NEEDS**
EFFECTIVENESS



**GUIDE THE
JOURNEY**
EASE

VEO slides by Mr. Kawa Shwaish

KEY WORKSHOP THEMES

Service recovery and positive Veteran experience can be achieved with good customer service even when there are barriers to achieving the desired outcome
(Complaint Resolution)

Contacting the Veteran with the resolution and verifying that the Veteran was notified with the resolution **prior to closing the case.**

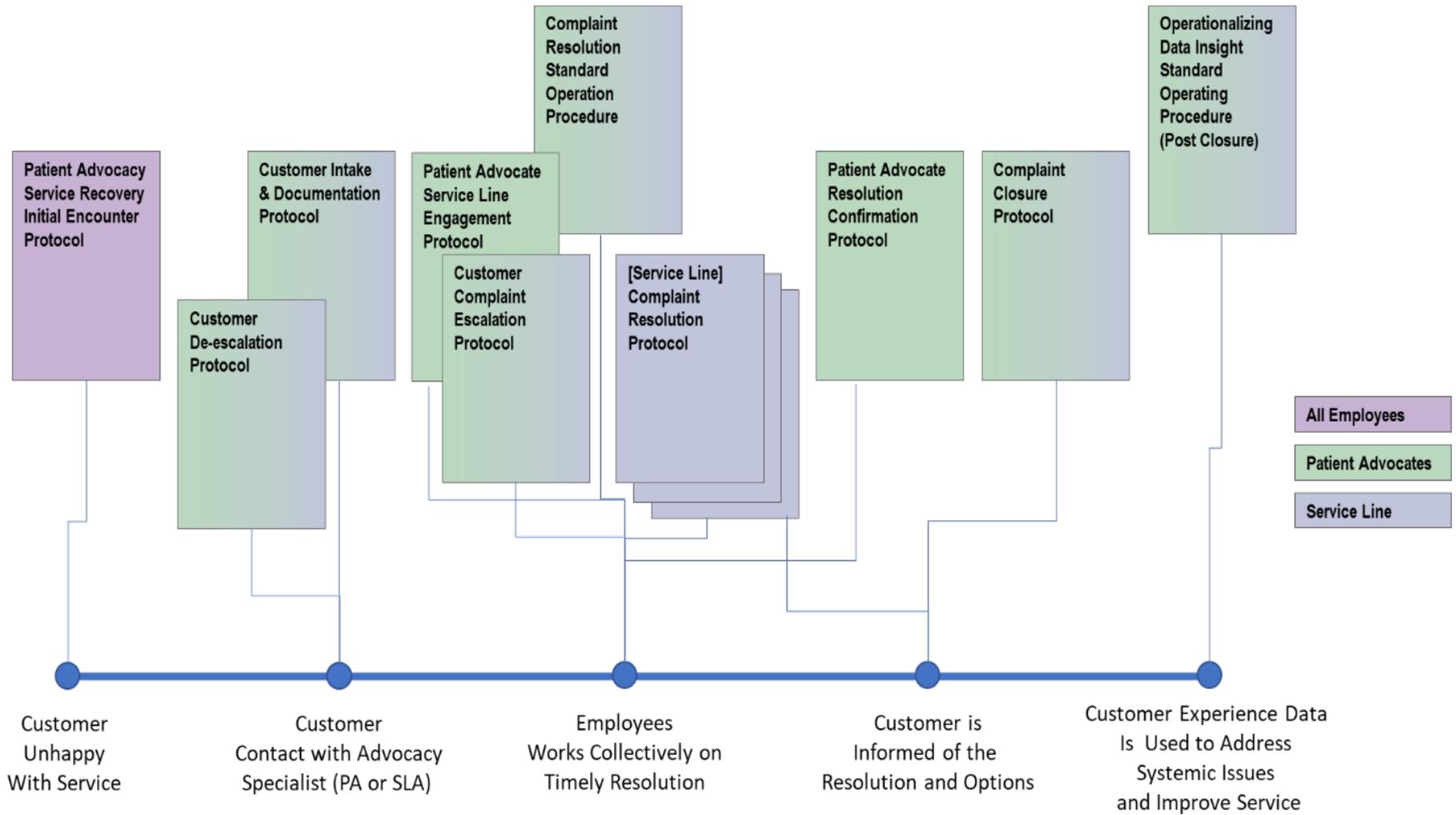
Veteran's satisfaction is a measure of VA's ability to manage expectations and perform effective complaint resolution and service recovery and can be used to empower staff and inspire systemic improvement.

Patient Advocacy includes emotionally and psychologically challenging encounters and **requires a supportive work environment and community of practice.**

Protected time for developing the skills required to address the complexity of complaint resolution management need to be uncompromised. The process requires knowledge of a complex process and ongoing awareness on national and local policy and a wide range of services and policies at any given facility.

VEO slides by Mr. Kawa Shwaish

VETERAN CENTERED COMPLAINT RESOLUTION PROCESS



VEO slides by Mr. Kawa Shwaish

STAFFING MODEL

To support VA facility Executive Leadership in creating a model Patient Advocacy driven culture, the VHA Office of Patient Advocacy (OPA) partnered with the Center for Healthcare Organization and Implementation Research (CHOIR) to better understand the current state of Patient Advocacy in VHA and develop Patient Advocacy staffing and reporting line recommendations.

The recommendations put forth identified roles existing within a facility and appropriate training and oversight of their roles and responsibilities, as specified in *VHA Directive 1003.04, VHA Patient Advocacy*.

In addition, the recommendations are strengthened when a facility has created a strong culture of shared responsibility among staff, where everyone feels personally responsible for addressing patient issues and concerns within the service line from which the concerns emerge.



***Patient
Advocacy is
Everyone's
Responsibility***

FUTURE NATIONAL PROJECTS

- Taxonomy for PATS Issue Codes
- VA-wide Beryl Institute Membership & Engagement
- VA-wide Process Improvement Projects
 - Patient Billing
 - Medication
- VA Patient Rights and Responsibilities Update



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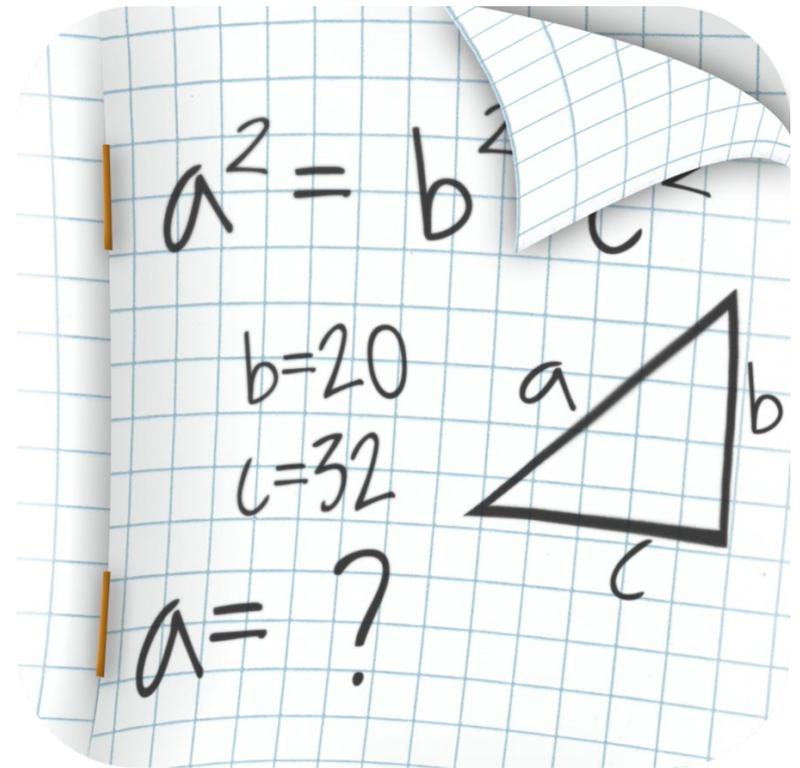
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What is a Patient Advocate?

- Represents the patient (and caregiver) on a variety of difficult and complex issues/concerns
- Acts to resolve problems and identify institutional barriers
- Partners with Service-Line Advocates (SLAs) to resolve issues at the Point-of-Service
- Collaborates with Program Managers to communicate concerns and identify trends



Is this Collaboration Important?



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It's About Data & Improvement Opportunities

Fiscal Year	17	18	19 (FYTD)
RI08: Discrimination Concerns	3	260	255
FR10: Special Emphasis/Diversity Concerns	0	0	0

PATS data can be used for a number of process improvement activities.

- Trend Reporting
 - Leadership
 - Governance Structure
- Environmental Scans
- Strategic Planning
- Program Improvement Initiatives



I
C
R
E

Patient Advocacy is Everyone's Responsibility.



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Question & Answer



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Special Tax Considerations for Veterans

Jeffery Jackson
Senior Tax Analyst
Internal Revenue Service
Jeffery.Jackson@IRG.GOV



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AGENDA



- Special Tax Consideration for Veterans
- Disabled Veteran Resources
- Tax Exclusion for Veterans Education Benefits
- Earned Income Tax Credit (EITC)
- Volunteer Income Tax Assistance (VITA)
- Military OneSource



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Special Tax Considerations for Veterans

Veterans may be eligible to claim a federal tax refund based on:

- Percentage of disability **or**
- The Combat-Disabled Veteran
- Special tax considerations for disabled Veterans occasionally result in a need for amended returns.



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National Disability Institute Veterans Program

- Millions of Veterans in the U.S. have disabilities (with nearly half of all Veterans returning from conflicts with service-connected disabilities).
- There are also a lot of crossovers in both challenges faced and resources available to persons with disabilities and Veterans.



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National Disability Institute Veterans Program (cont.)

- NDI and IRS have partnered since 2004 to ensure free tax preparation services are available and utilized by Americans with disabilities and Veterans with and without disabilities to improve their economic self-sufficiency.
- This education and outreach offers the opportunity to provide access to financial education and resources available for enhancing the overall future financial outcomes for members of these communities.



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Tax Exclusion for Veterans Education Benefits

The IRS excludes this income from taxation.

Publication 970, Tax Benefits for Education, the authoritative source for all education tax matters, covers this tax exclusion.



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Earned Income Tax Credit (EITC)

- Eligibility Requirements
- Basic EITC Statistics
- Benefits

Tax Preparation Services

- Each year, millions of people have their taxes prepared for free by IRS volunteers.
- The Volunteer Income Tax Assistance (VITA) and Tax Counseling for the Elderly (TCE) programs have helped people for more than 40 years.
- Since the inception of the Memorandum of Understanding, over 1.3 million free tax returns have been prepared for Veterans at nearly 8,000 free tax preparation sites across the country.



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VITA and TCE Tips

- VITA - Volunteer Income Tax Assistance
- TCE - Tax Counseling for the Elderly
- Trained and certified
- Free E-file



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Military One Source

Military OneSource Resources for Transitioning Service Members and Families

- Free resources
- MilTax,
- MilitaryOneSource.mil.



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Center for Health Equity Research & Promotion

Leslie Hausmann, PhD.

Associate Professor of Medicine & Core Investigator

VA Pittsburgh Healthcare System

Leslie.Hausmann@VA.GOV



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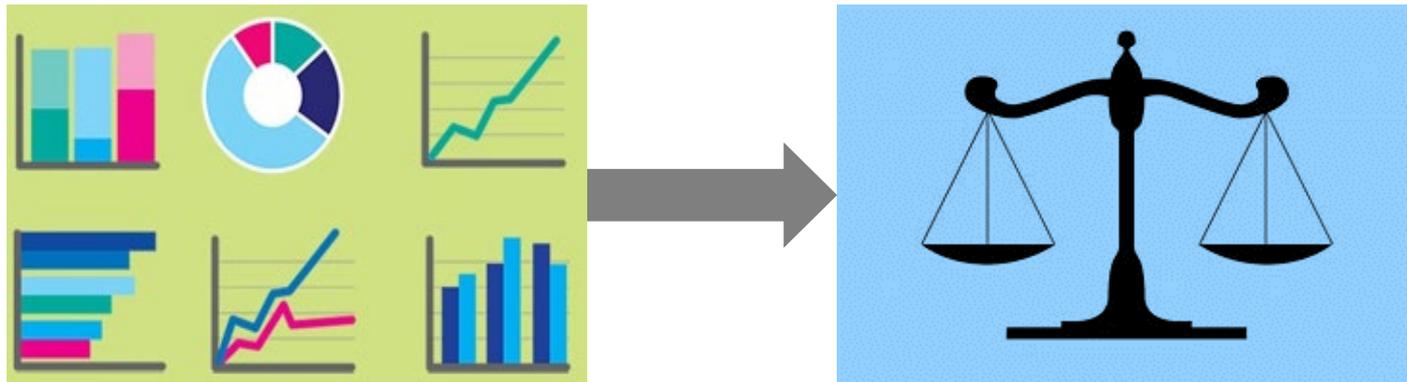
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Using Data to Drive Health Equity

Leslie R.M. Hausmann, PhD
VA Pittsburgh Healthcare System
Center for Health Equity Research and Promotion

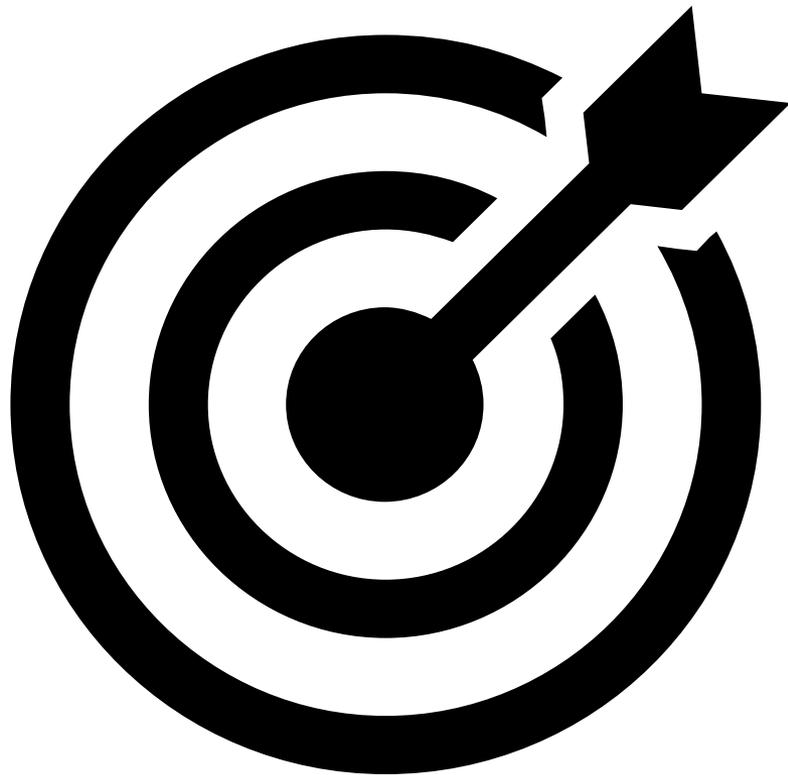


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BEGIN A
CONVERSATION
ABOUT HOW WE
CAN WORK
TOGETHER TO
IMPROVE MINORITY
VETERAN HEALTH



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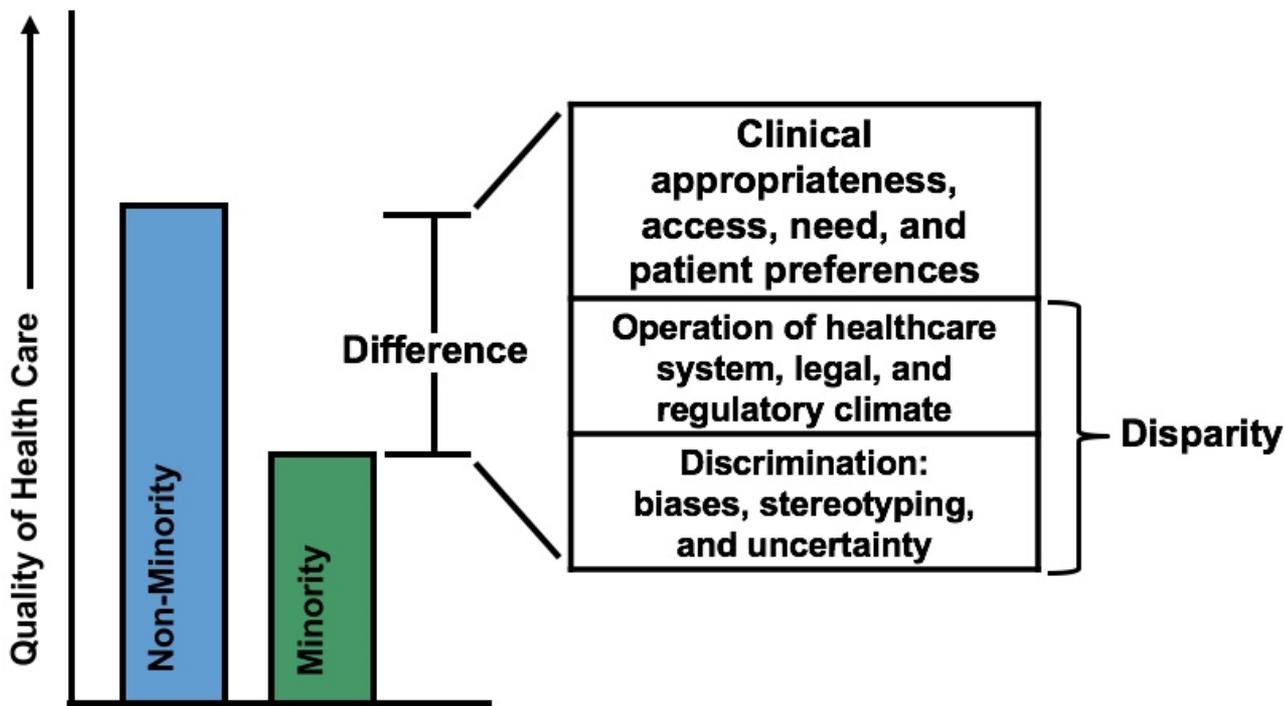
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CENTER FOR HEALTH EQUITY
RESEARCH AND PROMOTION

VA HSR&D CENTER OF INNOVATION



Health disparity:
A particular type of health difference that is closely linked with social, economic, and/or environmental disadvantage (Healthy People 2020)



Smedley et al., *Unequal Treatment*, 2002



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VA researcher dedicated to identifying and eliminating health disparities among Veterans



Janke Mains-Mason, BS

Masters student working towards equity and justice in our healthcare and educational institutions



Leslie Hausmann, PhD



Carolyn Lamorte, LCSW

Research staff and social worker with a direct practice background related to social justice





Population of 1,777
96.2% white race
\$38,224 median income
<10% have 4-year college degree



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Machinist
Labor Union Steward
Vietnam Era Army Veteran



Factory Worker
Nurse (LPN)



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CENTER FOR HEALTH EQUITY
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VA HSR&D CENTER OF INNOVATION

**Veterans Health
Administration**

Office of Health Equity



Developing **tools** to
identify disparities and
support **equity-focused quality improvement (QI)**



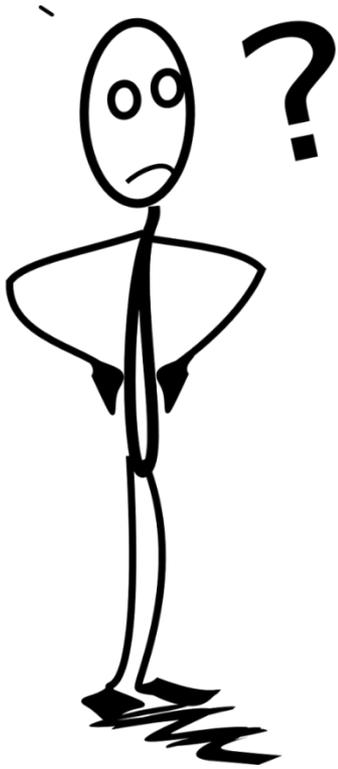
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Equity-focused QI...



...is when the reduction of a disparity is the explicit goal of a QI initiative



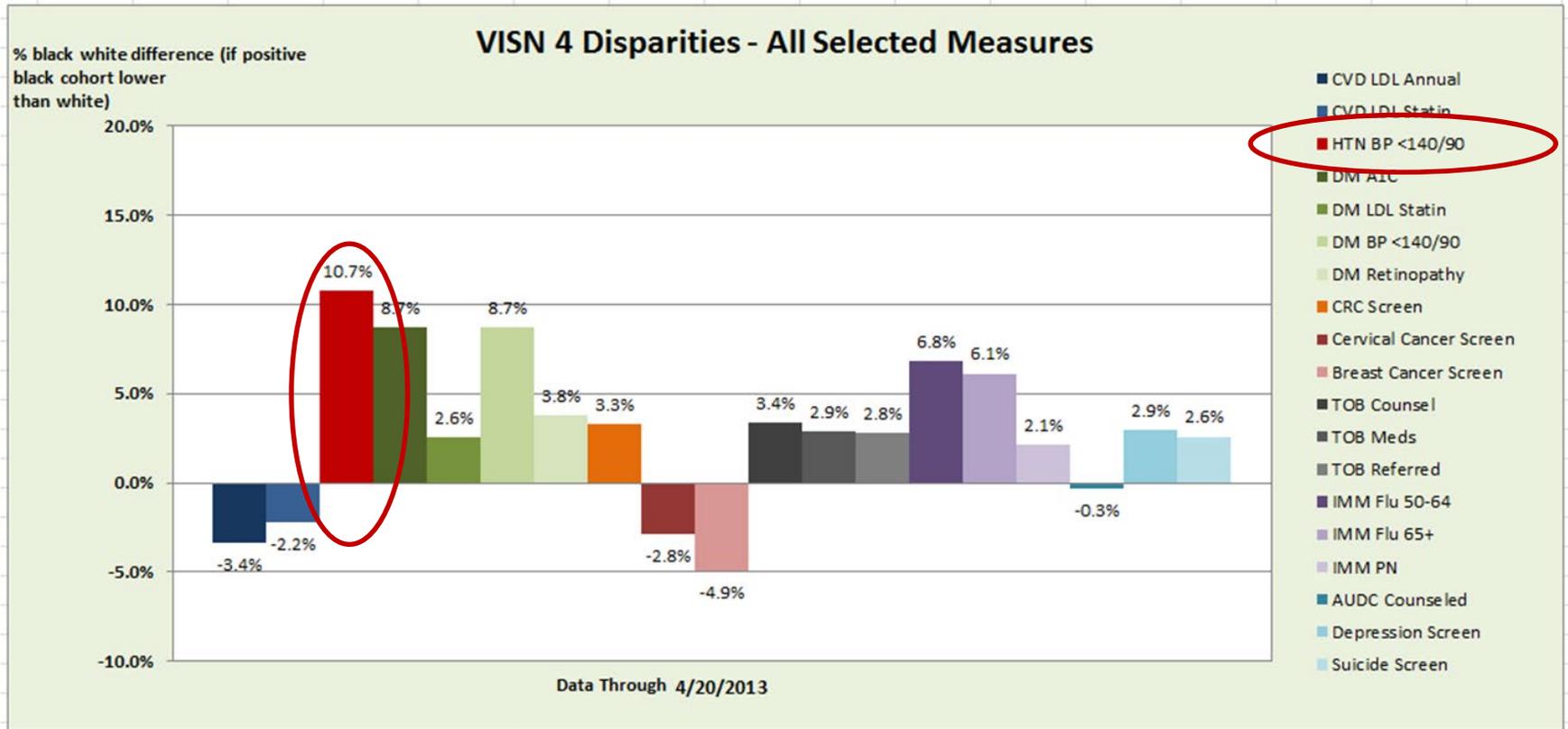
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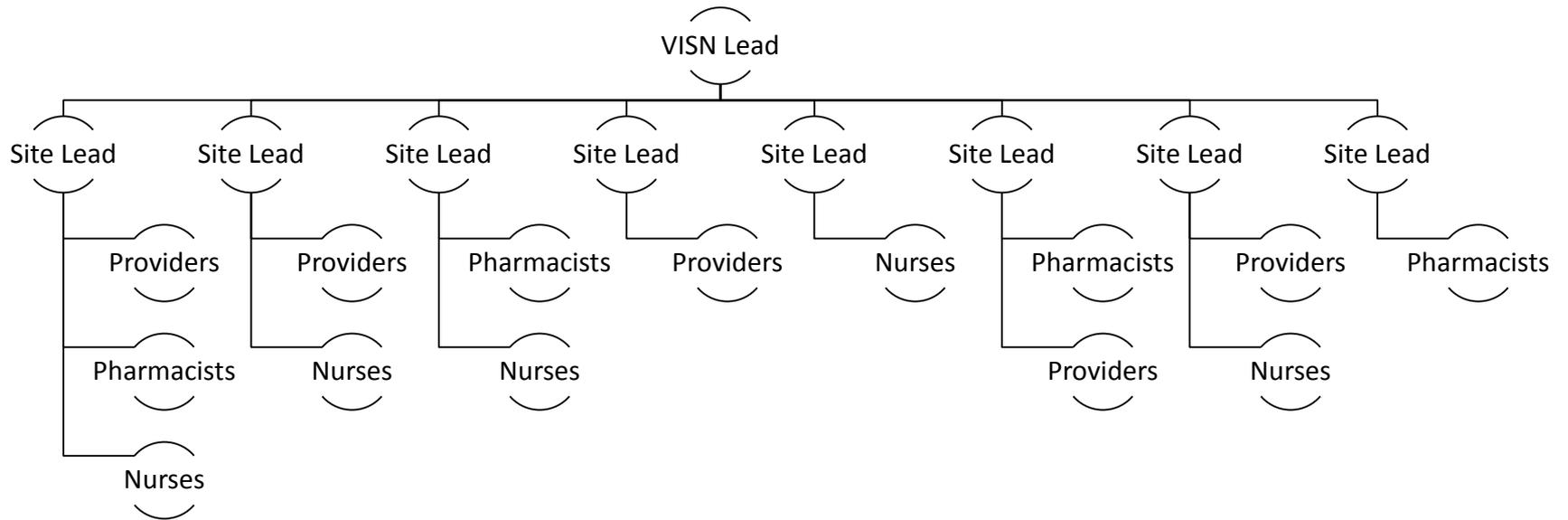
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An Example from VISN4

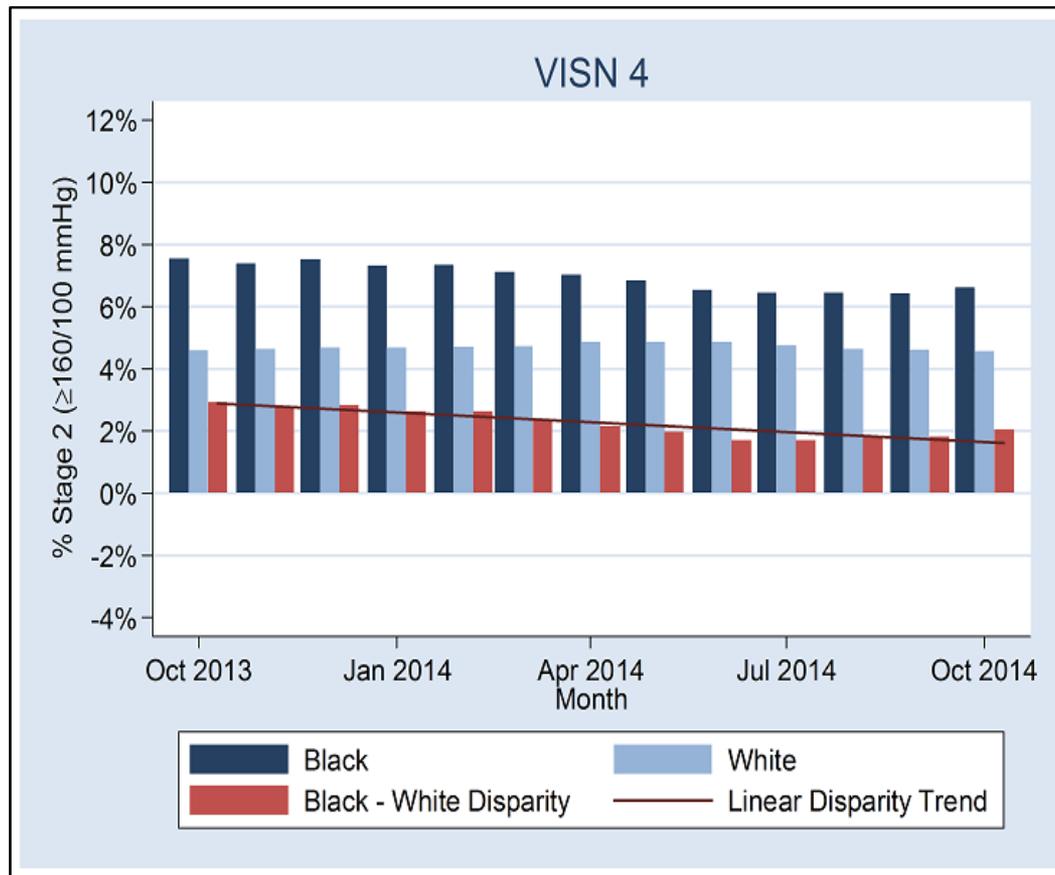


Black-White Differences in 19 Primary Care Quality Measures as of April 20, 2013

VISN4 Disparity QI Strategy



Time Trends in Stage 2 HTN among Black and White Veterans in VISN4



Stage 2 HTN = average BP $\geq 160/100$ mmHg



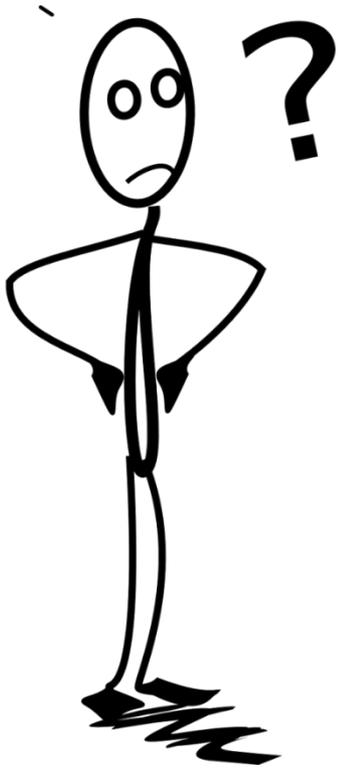
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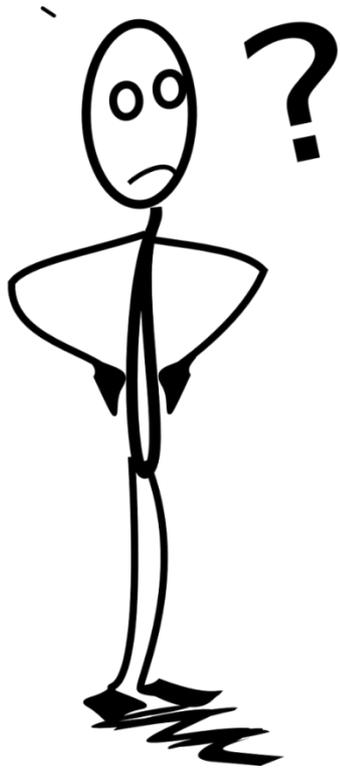
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Why was the VISN4 disparity QI initiative successful?



- Leadership support
- Site-level disparities data
- Flexibility across sites





How could the initiative have been **MORE** successful?

- Better tracking tools
- Stronger site champions
- Veteran engagement



Research to Impact for Veterans (RIVR)

5-year project to integrate equity into QI efforts in VISN4 by:

- Building a user-centered **equity dashboard** to track disparities based on **race/ethnicity, gender,** and **urban/rural residence**
- Developing a process that seamlessly **integrates** the dashboard into workflow

How are Veterans with diabetes in our facility doing at controlling HbA1c?

How are **African American** Veterans with diabetes in our facility doing at controlling HbA1c?

What can we do to reduce a health disparity in HbA1c based on race?





We interviewed stakeholders and potential users at 4 VA Medical Centers of varying complexity

Medical Center	Complexity Rating
VA Pittsburgh Healthcare System	1a – High Complexity
Philadelphia VA Medical Center	1b – High Complexity
Wilmington VA Medical Center	2 – Medium Complexity
Coatesville VA Medical Center	3 – Low Complexity



Professional Role	#
Chiefs of Staff	4
Service Line Chief	2
Associate Director	1
Director Primary Care Service-Patient Care Services	1
Primary Care Operations Manager	1
Business Manager	1
Clinical Nurse Specialist	1
Nurse Manager	2
Physician	7
Pharmacist	1
Clinical Psychologist	1
Quality Performance Specialist	1

We interviewed staff in medical center executive leadership, and from a variety of roles



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Equity-focused QI Themes

≡ Awareness of staff about health disparities at their facility varies

None Identified (7)

Suspected or Observed (6)

Formally Identified (3)

≡ Equity-focused QI has several challenges

Generic QI efforts are often the default

Resources and leadership buy-in to address the disparity are often lacking



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== Disparity data is infrequently reviewed

Only 18% of interviewees reported routinely looking at measures broken down by disparity-related variables

== Staff do not want a separate QI tool for health equity

A separate tool about disparities might be useful to some people, but service lines want their own tools and the disparities data would need to be incorporated into those tools.

- Business Manager



== Staff are interested in health disparities, but it's not high on their priority list

If you want physicians to review these data, it is not going to happen because of competing priorities for their time. Everyone agrees it's something we should do, but you've got to find the best way to work it into the process.

- Physician

== If staff do find a disparity, they are not sure what action to take

I'm not sure what I would do. If we had a disparity, I would not recommend only focusing on the group with the disparity and ignore the other patients who were not doing well on that metric. I would need guidance on how to address that specific disparity while also addressing all outliers.

- Nurse Manager



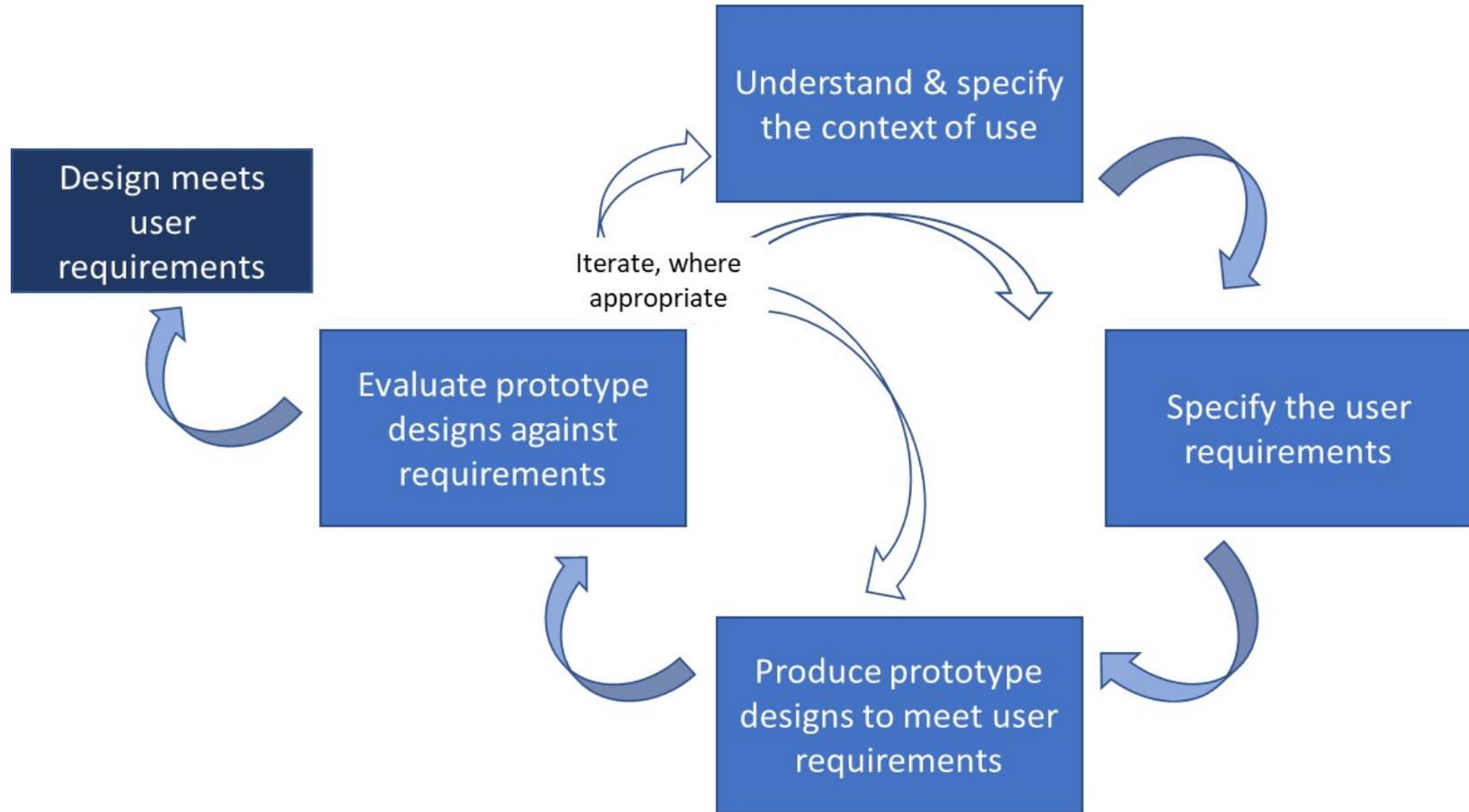
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Building better tools to identify disparities through user-centered design



Step 1: Where does our facility rank?



- Facility Comparisons
- Facility Deep Dive
- Patient Outliers
- Facility Trends
- Quality Improvement Resources

Facility
Timeframe
Measures

Outliers:

Distance from Target by Facility/Division

Measure	Facility/Division	Average Patients Per Month	Score	Distance from Target
Statn1_ec Statin therapy for patients with cardiovascular disease National Target: 79% VISN Score: 75% Preferred Direction: Higher	[-] VA Pittsburgh Healthcare System	3,063	75%	- 4%
	University Drive	591	81%	+ 2%
	Heinz	679	80%	+ 1%
	Belmont	322	73%	- 2%
	Westmorland	537	65%	- 14%
	Beaver	425	73%	- 6%
	Washington	257	72%	- 7%
	Fayette	252	74%	- 5%
Statn2_ec	[+] VA Pittsburgh Healthcare System	3,063	80%	0%
Statn3_ec	[+] VA Pittsburgh Healthcare System	3,063	83%	+ 5%
Statn4_ec	[+] VA Pittsburgh Healthcare System	3,063	81%	+ 1%

Step 2: Does our facility have disparities?



- Facility Comparisons
- Facility Deep Dive
- Patient Outliers
- Facility Trends
- Quality Improvement Resources

Division
 University Drive

Measure
 Statin1_ec

Timeframe
 FY2018 Q1

Measure Details

Description: Statin therapy for patients with cardiovascular disease

Target: 79%

Preferred Direction: Higher

Outliers: XX%

Distance from Target and Population Size by Patient Demographics

RACE

	Average Patients Per Month	Score	Distance from Target
White	6,194	79%	0%
Black	1,140	60%	- 19%
Hispanic	45	83%	+ 4%
Asian	10	75%	- 4%
AI/AN	13	69%	- 10%
NH/PI	22	80%	+ 1%

GENDER

	Average Patients Per Month	Score	Distance from Target
Male	5,694	76%	- 3%
Female	845	75%	- 4%

GEOGRAPHICAL LOCATION

	Average Patients Per Month	Score	Distance from Target
Urban	6,875	79%	0%
Rural	345	60%	+2%

MEASURE 4

Step 3: Who is affected by the disparity?



- Facility Comparisons
- Facility Deep Dive
- Patient Outliers
- Facility Trends
- Quality Improvement Resources

Division

VA Pittsburgh Healthcare System

Provider

Dr. George

Measure

Statn1_ec

Patient Outliers by Measure

Patient Name	SSN	Gender	Race	Geographical		Statn1_ec	VARIABLE	VARIABLE
				Location				
Doe, John	0123	M	White	Rural		Not Met		
Dot, Janice	4356	F	Black	Urban		Not Met		
Eden, Ester	1245	F	White	Urban		Not Met		
Earing, Helen	7845	F	White	Urban		Not Met		
Gregg, Tom	7699	M	White	Rural		Not Met		
Miller, Michelle	9870	F	Asian	Urban		Not Met		
Thomas, Candy	2358	F	Black	Urban		Not Met		
Smith, Cindy	8098	F	White	Rural		Not Met		
Westmorland, Tom	4432	M	White	Urban		Not Met		
White, Ron	8503	M	Black	Urban		Not Met		
Washington, George	8859	M	White	Urban		Not Met		



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The path ahead...

- In 2020, begin a series of equity-focused QI demonstration projects using the dashboard
- Work with QI champions to identify areas for improvement and track intervention progress
- Refine our dashboard and the process for engaging QI champions to reduce disparities

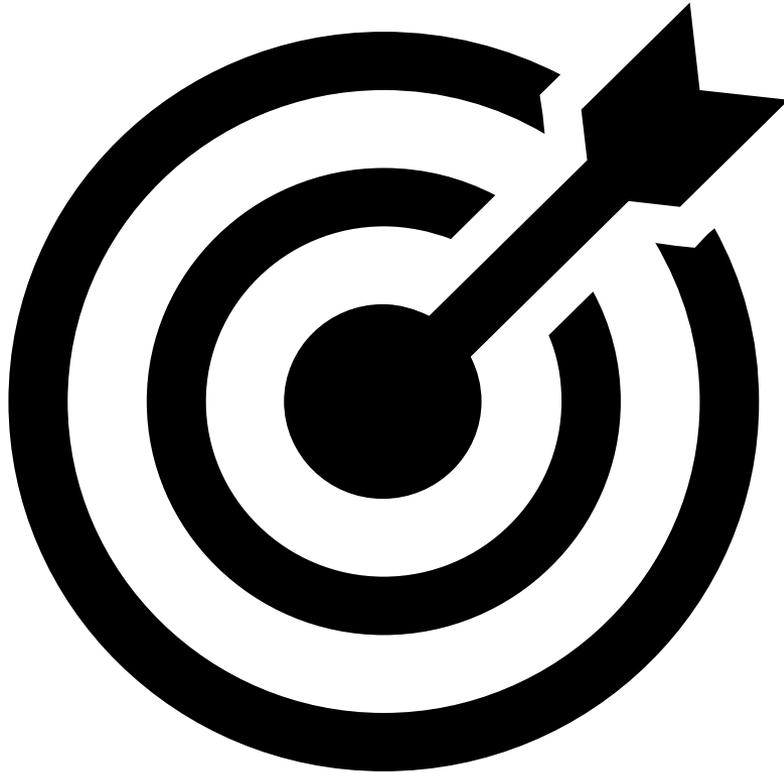


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What health or healthcare issues are the most important to Veterans you work with?

Who are the critical stakeholders to involve when conducting equity-focused QI?

What are your ideas for ways to engage others in your facility in the effort to reduce disparities?

How might we incorporate Veteran perspectives into this effort?



Please introduce yourself. We want to meet you!



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Carolyn M. Lamorte
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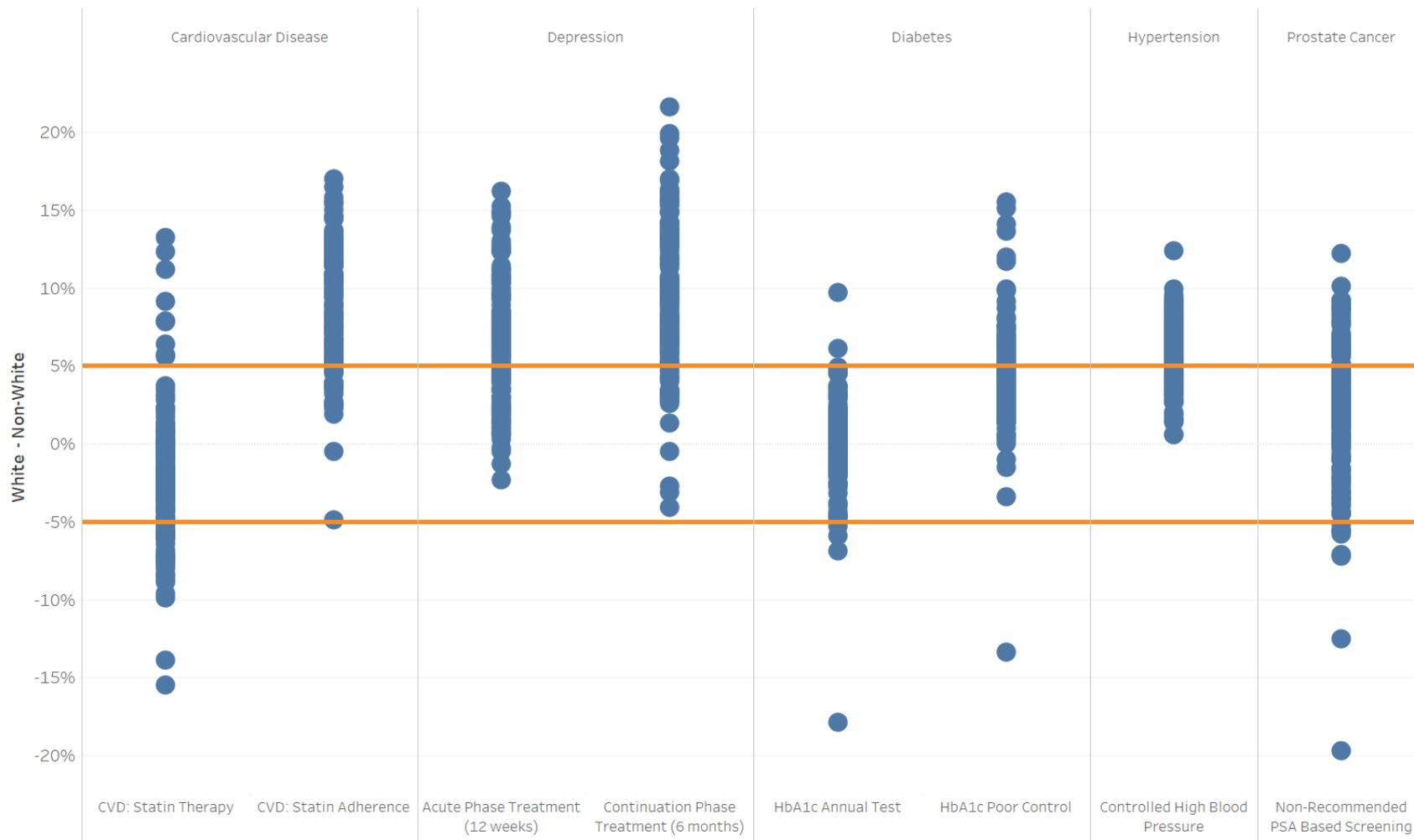
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Current Race Differences in Quality

Differences in Outcome by Measure



Difference for each Mnemonic broken down by Group. Details are shown for Facilityname. The data is filtered on Nonwhite Count, which ranges from 30 to 20600. The view is filtered on Mnemonic and Facilityname. The Mnemonic filter keeps 8 of 28 members. The Facilityname filter excludes Null and Unknown.



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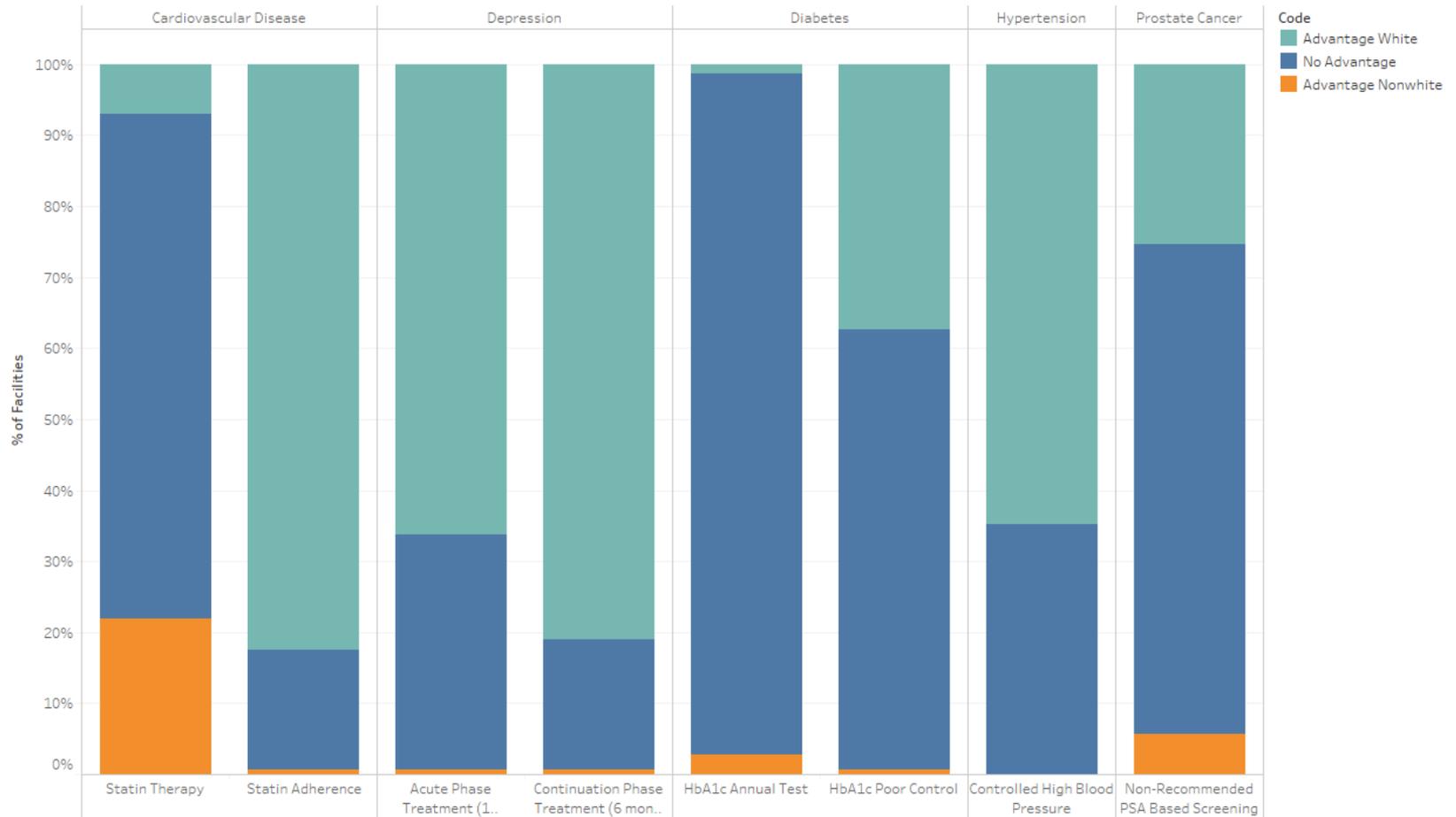
VA



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% of VAMCs with at least 5-point differences in performance favoring White Veterans or favoring Veterans of Color

White vs Nonwhite



% of Total Number of Records for each Mnemonic broken down by Group. Color shows details about adv. The data is filtered on Facilityname, which excludes Null and Unknown. The view is filtered on Mnemonic and adv. The Mnemonic filter keeps 8 of 28 members. The adv filter excludes Null.



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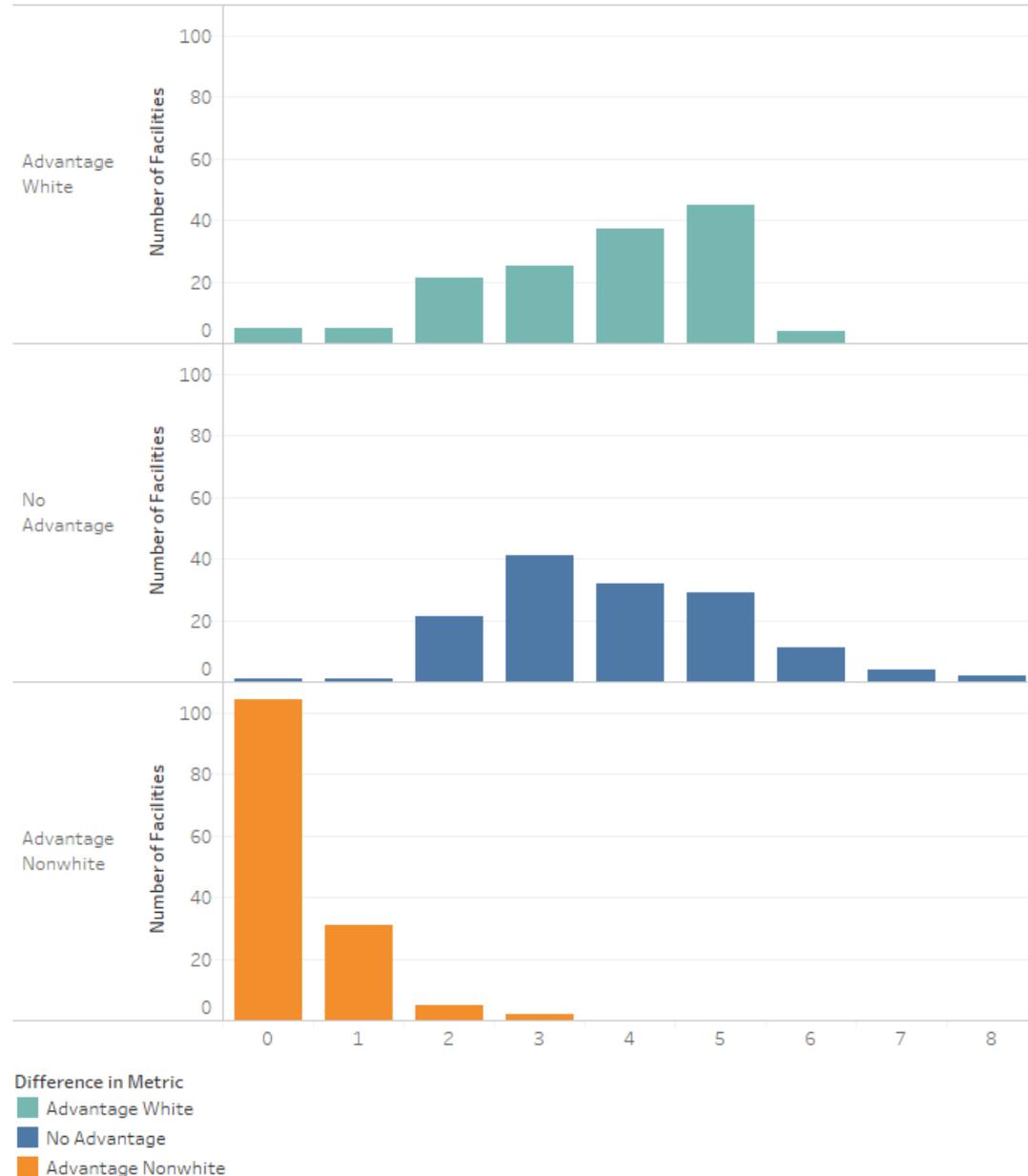
% of VAMCs with 0 to 8 measures that...

Favor White Veterans

Show no differences larger than 5 points

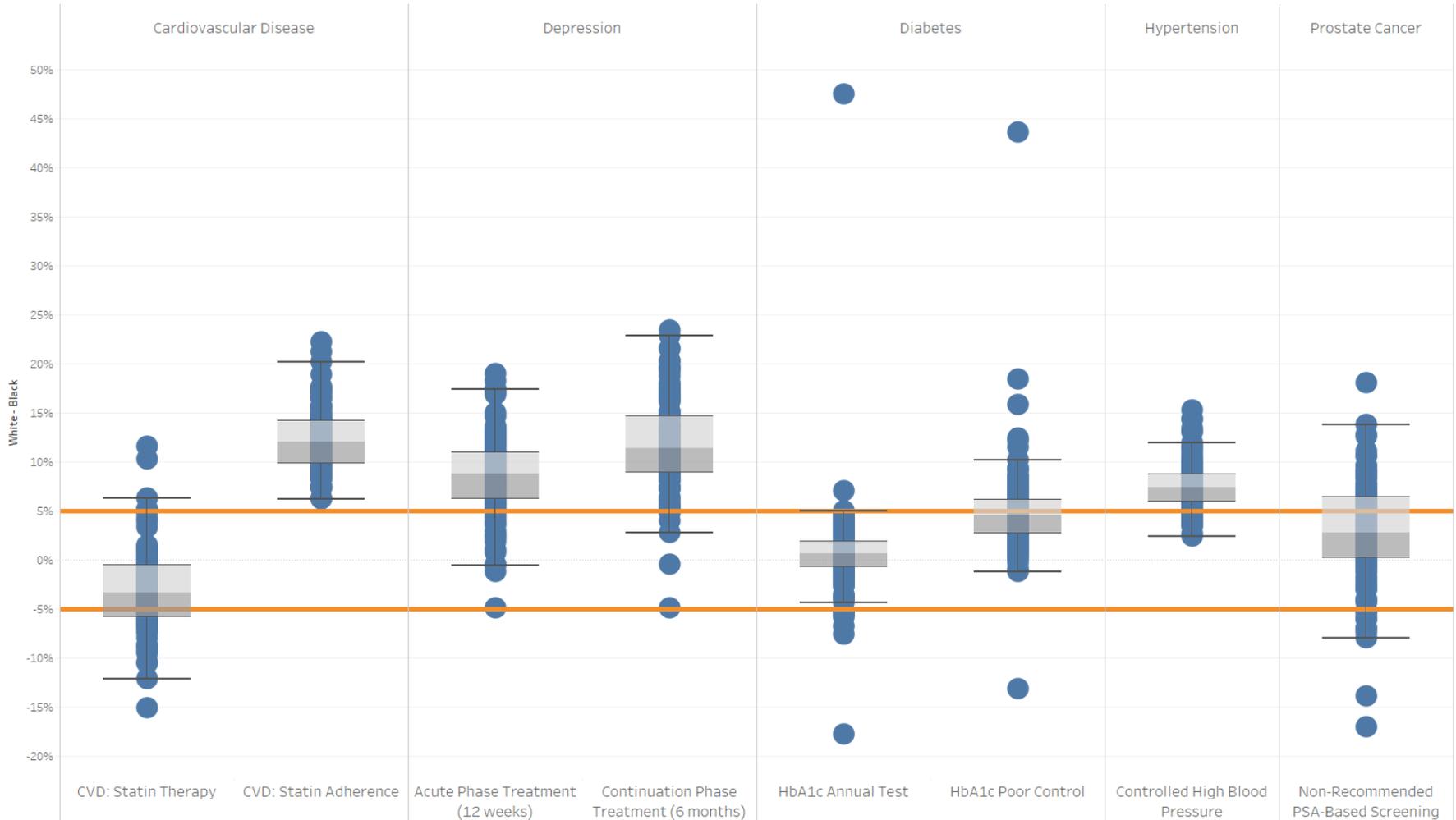
Favor Veterans of Color

White vs. Nonwhite



Current White-Black Differences in Quality

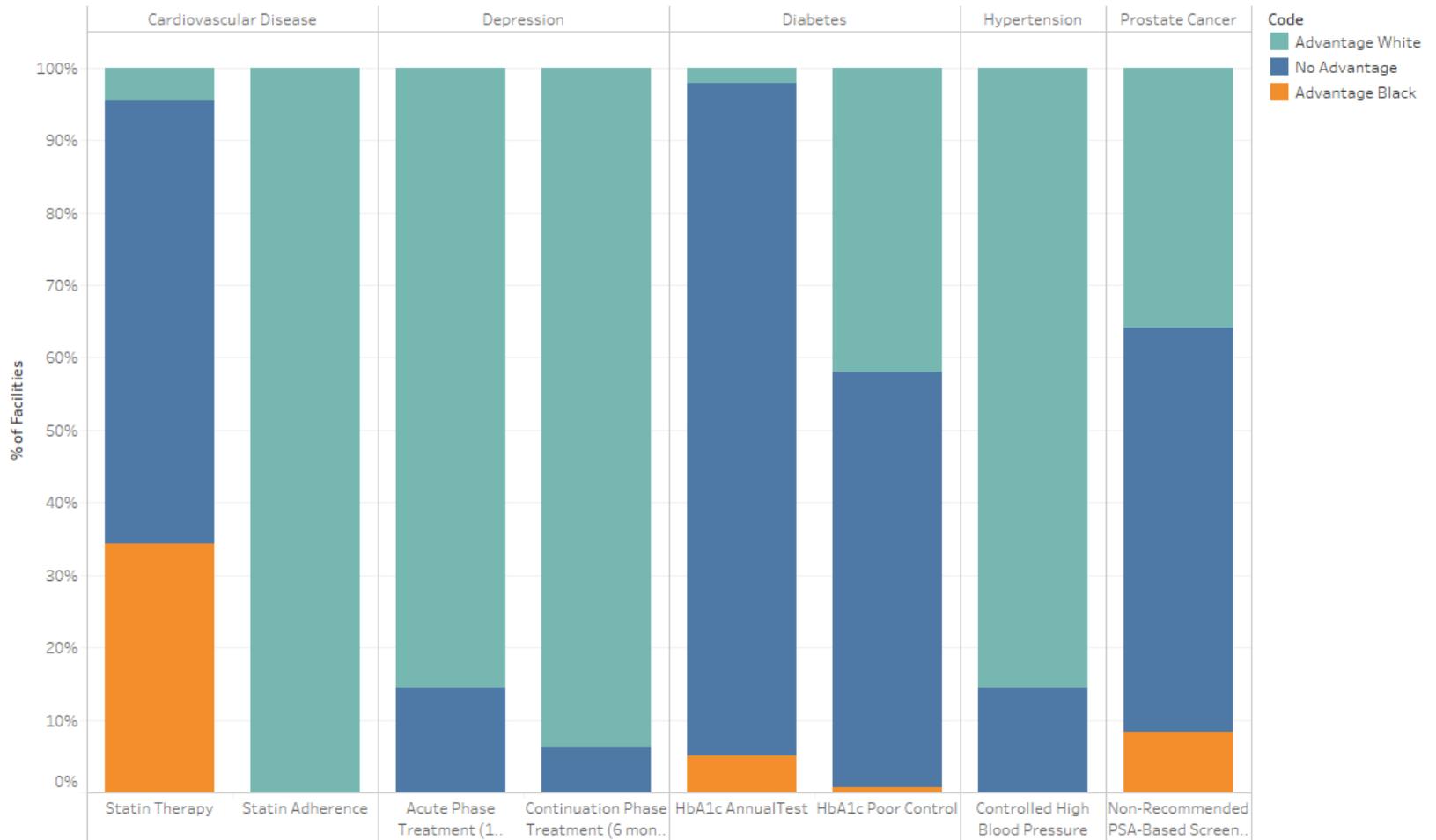
Difference in Outcome by Measure



Sum of delta2 for each Mnemonic broken down by Group. Details are shown for Facilityname. The data is filtered on minimum of Nonwhite Count, which ranges from 30 to 16,699.33.

% of VAMCs with at least 5-point differences in performance favoring White Veterans or favoring African American Veterans

Black vs White



% of Total Count for each Label broken down by Label (group). Color shows details about Code.



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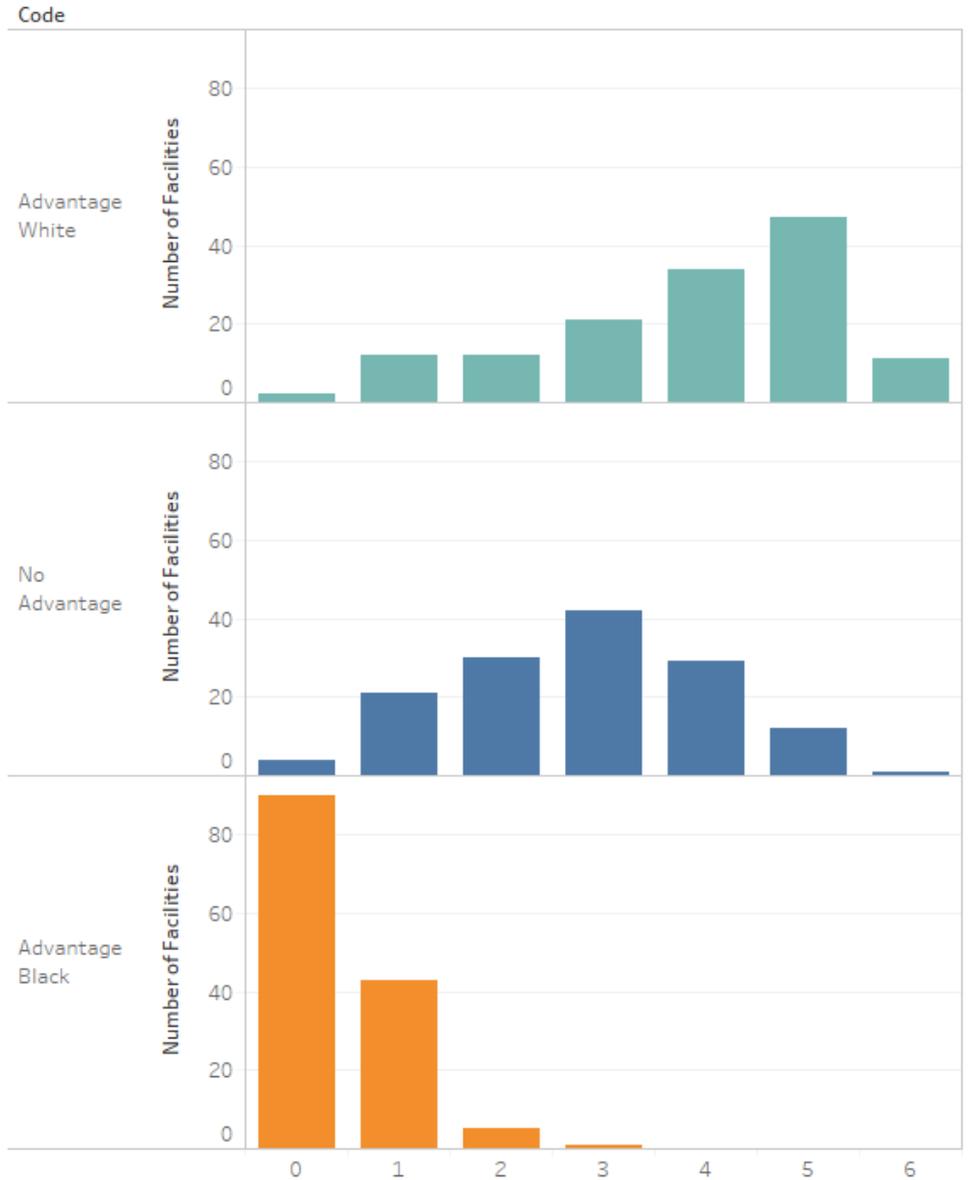
% of VAMCs with 0 to 6 Measures that...

Favor White Veterans

Show no differences larger than 5 points

Favor African American Veterans

White vs. Black



Difference in Metric
Advantage White
No Advantage
Advantage Black

NETWORKING BREAK

**Please Engage Our Presenters
&
Meet Fellow MVPCs**



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National Minority Veterans Summit

Standard Operation Plan

Presenters

Ron Sagudan, CMV Asian and Pacific Islander Veterans Liaison

Julian Wright, VBA VACO MVPC Liaison

Victor Nunez-Ortiz, MVPC, Central Western Massachusetts VAMC

September 26, 2019



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Standard Operation Plan

Operations Element

- Develop a written Operation Plan outlining outreach and activities to be conducted targeting minority Veterans
- Meet with facility Director/Director Designee at least once a quarter

Program Objectives

- Provide actionable objectives
- Provide detailed information about outreach events

Responsible and Resources

- Who are the responsible party(ies) for completing duties of objectives
- Coordinators request time and funding for outreach events

Department of Veterans Affairs

Operations Element	Program Objectives /Proposed Outreach	Responsible Official(s)	Target Date/ Frequency	Estimated Costs (Yearly)	Estimated Staff Hours
I. Training	1. Participate in quarterly MVPC Tri-Administration Conference calls	MVPC	As scheduled	Funding as needed	1 hour. per quarter
	2. Conduct information sessions/briefings on VA benefits for minority Veterans groups	Facility Director/MVPC	Quarterly	None	1.5 hrs. once a quarter
	3. Complete TMS training that support performance as a MVPC i.e. customer service training	MVPC	Annually	None	N/A
II. Program Development	1. Participate in minority Veterans committees and faith-based groups	MVPC	Monthly	None	1 hour per month
	2. Contact administration liaisons and/or Center for Minority Veterans (CMV) analysts for assistance with minority Veterans outreach	MVCP	On-going	None	N/A
	3. Support and initiate activities that inform and sensitize facility staff to the unique needs of minority Veterans	MVPC	On-going	None	3-4 hrs. a month
III. Organization, Visibility, and Communication	1. Maintain and update bulletin board and brochures on Minority Veterans Program throughout the facility	MVPC, Public Affairs/Media	On-going	None	approx. 2 hours per month
	2. Partner with MVPC counterparts to participate in targeted minority outreach	MVPC	On-going	Funding as needed	2-3 hrs. per month
	3. Participate in special emphasis month observances in catchment area	MVPC	On-going	Funding as needed	1.5 hrs. per month



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SOP - VA Central Western Mass

Objectives	Strategies	Proposed Outreach	Target Date & Frequency	Estimated Staff Hours	Estimated Cost
<p>MVPC Objective 1.1 To encourage the full use of VA services by minority veterans through the development of partnerships with community, municipal, state and private organizations in the catchment area of Central/Western MA.</p>	<p>Partner and collaborate with community and faith-based organizations.</p> <p>Connect with: DVS, DAV, VFW's, Military Order of the Purple Heart, American Legion, local churches, NAACP, libraries and cultural centers.</p> <p>Request VA, VBA and NCA literature in languages that represent the targeted veterans.</p> <p>Enhance awareness of benefits and services. Identify local barriers to access. -Conduct Focus groups. -Review Veteran Satisfaction surveys. -Capture employee views and perceptions.</p>	<p>1.Participate in outreach engagement committee meetings to coordinate MVP's participation.</p> <p>2. Disseminate literature to potential new enrollees.</p> <p>3.Collaboration with VA, VBA, DOD, NCA and community stakeholders.</p> <p>-Active participation in Stand Downs</p> <p>-Conduct presentations at local organizations to promote the VA.</p> <p>-Participation at the Big E</p> <p>-Asian American Cultural Center</p> <p>-Veterans of Foreign Wars Post Meetings</p>	<p>Ongoing</p> <p>Monthly</p> <p>Ongoing</p> <p>Yearly</p> <p>When Requested</p> <p>Yearly</p> <p>TBD</p> <p>TBD</p>	<p>5 hours per week, to cover all objectives</p>	<p>.25 FTE Travel Costs</p>



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SOP - VA Central Western Mass

Objectives	Strategies	Proposed Outreach	Target Date & Frequency	Estimated Staff Hours	Estimated Cost
<p>MVPC Objective 2.1 Identify gaps in transition assistance for all service members and veterans.</p>	<p>Establish rapport with NCA counterparts, local military bases/units and veterans organizations.</p> <p>Coordinate/collaborate about educational information distributed about transition. Develop rapport with active duty, reserve, and National Guard.</p> <p>Investigate other sources of media to project interest to Minority Veterans in consultation with Public Affairs Office.</p>	<p>Continue current efforts through identified strategies as defined in this objective. Work with Public Affairs and facility committees to identify gaps in services.</p>	<p>Ongoing & Monthly</p>	<p>5 hours per month, to cover all objectives</p>	<p>.25 FTE Travel costs</p>
<p>MVPC Objective 3.1 Train VA employees focusing on the needs of Minority Veterans.</p>	<p>Participate in New Employee Orientation Programs. Assist in implementing a Cultural Competency Training Program that would help staff better understand and serve minority populations.</p>	<p>Encourage mandatory participation in Cultural Competency Training Programs. Disseminate information about minority Veteran interests via:</p> <ul style="list-style-type: none"> -Outlook email -Weekly bulletin -Screen saver -TMS trainings and others. 	<p>Ongoing</p>	<p>1-2 hours per week</p>	<p>.25 FTE Travel costs</p>



Question & Answer



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National Minority Veterans Summit

Track and Trending Reports

Presenters

D'Andrea Jacobs, CMV Hispanic Veterans Liaison

Catherine Walker, NCA VACO MVPC Liaison

Vanetta Jamison, MVPC, Cleveland RO

September 26, 2019



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Track & Trending Definition

- Track & Trending Reports **capture** and **track** any trends noticed by the MVPC at the outreach events **completed that quarter**.
- This report indicates how the MVPC **followed up** on the issue and **how** the issues were **resolved**.



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Track & Trending Purpose

- **Review** and **evaluate** statistical and narrative information of the facility to determine use of services and benefits by the minority Veteran populations
- Analyze **trends** and **patterns** and works with facility management officials to alter perceptions and/or correct deficiencies



Department of Veterans Affairs

Track & Trending Report Example

Date	Name of Event	Issue/Trend	Follow-up	Resolution
4/17/19	Y-Haven Homeless Outreach	Veterans filing claims and forgetting to update address upon being housed at the homeless shelter or moving from the shelter.	When meeting with Veterans that are housed at all shelters, consistently informing them to keep their address current with us and all VA providers.	Share with all shelters that are on our outreach schedule so that counselors and participants are aware of the importance of having a current address on file with VA/VBA/VHA.
4/26/19	Breaking Down Barriers Job Fair	Many dependents were not aware of their eligibility to apply for VA Benefits.	Contact made with agency hosting event to ensure that PCT would be invited to future events.	Investigate other opportunities to be available in nontraditional settings to discuss VA benefits.
4/29/19	Community Resource and Referral Center	Veterans unaware of the ability to add dependents to the award upon achieving 30% SC.	Pamphlets, fact sheets, and info sessions made available for perusal.	Question/inform Veterans when filing claim and informing of the possibility to add dependents to award.
5/18/19	Lake Erie Native American Council (Pow-Wow)	Many tribal members were not aware of VA benefits or how to apply.	Resource pamphlets and assistance to participants regarding the process.	Increase outreach to community events that are targeting the special emphasis groups.
6/9/19	Family Day, HHC 2nd Psychological Operations Group	Informing and assuring the military members of the importance of submitting a claim within one year of discharge and seeing medic during tour.	Attending future events at the Army Reserve Center to provide information regarding VA benefits.	Contact area wide Army Reserve base to set up outreach opportunities.



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National Minority Veterans Summit

Locating Census Information Using American Fact Finder

Presenters

Dwayne E. Campbell, CMV Hispanic Veterans Liaison

Tony Powell, VHA VACO MVPC Liaison

September 26, 2019



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https://factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml#

The screenshot displays the American FactFinder website interface. At the top, the United States Census Bureau logo is on the left, and navigation links for Feedback, FAQs, Glossary, and Help are on the right. A central navigation bar includes links for MAIN, COMMUNITY FACTS (highlighted), GUIDED SEARCH, ADVANCED SEARCH, and DOWNLOAD CENTER. Below this, a heading reads "Community Facts - Find popular facts (population, income, etc.) and frequently requested data about your community." A search input field contains "e.g., Atlanta, GA" and a "GO" button. A red arrow points to a blue circular icon to the left of the search field. On the left side, a vertical menu lists various data categories: Population, Age, Business and Industry, Education, Governments, Housing, Income, Origins and Language, Poverty, Race and Hispanic Origin, Veterans, and Show All. A second red arrow points to the "Veterans" category. The main content area shows results for "United States". It features a "Population" dropdown menu set to "Census 2010 Total Population", with "Bookmark/Save" and "Print" options. The population value is displayed as "308,745,538" with the source "2010 Demographic Profile". Below this, a section titled "Popular tables for this geography:" lists several data tables from the 2010 Census, 2017 American Community Survey, and 2018 Population Estimates Program. At the bottom of the page, there are social media links and a footer with accessibility and privacy information.

United States Census Bureau

AMERICAN FactFinder

Feedback FAQs Glossary Help

MAIN COMMUNITY FACTS GUIDED SEARCH ADVANCED SEARCH DOWNLOAD CENTER

Community Facts - Find popular facts (population, income, etc.) and frequently requested data about your community.

Enter a state, county, city, town, or zip code: GO

Population

Age

Business and Industry

Education

Governments

Housing

Income

Origins and Language

Poverty

Race and Hispanic Origin

Veterans

Show All

United States

Population

Census 2010 Total Population

Bookmark/Save Print

308,745,538 Source: 2010 Demographic Profile

Popular tables for this geography:

2010 Census

- General Population and Housing Characteristics (Population, Age, Sex, Race, Households and Housing, ...)
- Race and Hispanic or Latino Origin
- Hispanic or Latino by Type (Mexican, Puerto Rican, ...)
- Households and Families (Relationships, Children, Household Size, ...)
- Compare States for Population, Housing, Area, and Density
- Compare Cities and Towns for Population, Housing, Area, and Density

2017 American Community Survey

- Demographic and Housing Estimates (Age, Sex, Race, Households and Housing, ...)

2018 Population Estimates Program

- Annual Population Estimates

Census 2000

- General Demographic Characteristics (Population, Age, Sex, Race, Households and Housing, ...)
- Compare States for Population, Housing, Area, and Density
- Compare Large Cities and Towns for Population, Housing, Area, and Density

Want more? Need help? Use Guided Search or visit Census.gov's Quick Facts.

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AMERICAN FactFinder

Feedback FAQs Glossary Help

MAIN COMMUNITY FACTS GUIDED SEARCH ADVANCED SEARCH DOWNLOAD CENTER

Community Facts - Find popular facts (population, income, etc.) and frequently requested data about your community.

Enter a state, county, city, town, or zip code:

Population

Age

Business and Industry

Education

Governments

Housing

Income

Origins and Language

Poverty

Race and Hispanic Origin

Veterans

Show All

20002

Population

Census 2010 Total Population

52,370

Source: 2010 Demographic Profile

Bookmark/Save Print

Popular tables for this geography:

2010 Census

- General Population and Housing Characteristics (Population, Age, Sex, Race, Households and Housing, ...)
- Race and Hispanic or Latino Origin
- Hispanic or Latino by Type (Mexican, Puerto Rican, ...)
- Households and Families (Relationships, Children, Household Size, ...)

2015 American Community Survey

- Demographic and Housing Estimates (Age, Sex, Race, Households and Housing, ...)

2016 Population Estimates Program

- Annual Population Estimates

Census 2000

- General Demographic Characteristics (Population, Age, Sex, Race, Households and Housing, ...)

Want more? Need help? Use Guided Search or visit Census.gov's Quick Facts.

https://factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml#

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The screenshot shows the American FactFinder interface. At the top, there's a navigation bar with 'United States Census Bureau' logo, 'AMERICAN FactFinder' title, and a search input field with 'KANSAS' entered. The navigation bar includes links for 'MAIN', 'COMMUNITY FACTS', 'GUIDED SEARCH', 'ADVANCED SEARCH', and 'DOWNLOAD CENTER'. Below the navigation bar, a 'Community Facts' section provides instructions: 'Find popular facts (population, income, etc.) and frequently requested data about your community.' A search input field is present with the text 'Enter a state, county, city, town, or zip code:' and a 'GO' button. On the left side, there's a vertical menu of categories: Population, Age, Business and Industry, Education, Governments, Housing, Income, Origins and Language, Poverty, Race and Hispanic Origin, Veterans, and Show All. The 'Veterans' category is selected, and a red arrow points to it. The main content area displays '20002' and 'Veterans' with a large number '2,813' and the source 'Source: 2011-2015 American Community Survey 5-Year Estimates'. Below this, there are links for 'Bookmark/Save' and 'Print'. A section titled 'Popular tables for this geography:' lists several tables, including '2015 American Community Survey' with sub-items like 'Veteran Status (Period of Service, Sex, Age, Race, Education, Poverty, Disability, ...)' and 'Service-Connected Disability-Rating Status and Ratings for Civilian Veterans 18 Years and Over', 'Economic Census' with 'Statistics for All U.S. Firms by Industry, Veteran Status, and Gender (Number of Firms, Employees, Payroll, ...)', and 'Census 2000' with 'Veteran Status (Sex, Age, ...)'. A link for 'Want more? Need help? Use Guided Search or visit Census.gov's Quick Facts.' is also present.



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Subject	ZCTAS 20002											
	Total		Percent		Veterans		Percent		Nonveterans		Percent	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
AGE												
18 to 34 years	21,027	+/-821	43.4%	+/-1.1	479	+/-154	17.0%	+/-4.8	20,548	+/-804	45.0%	+/-1.2
35 to 54 years	15,984	+/-662	33.0%	+/-1.1	824	+/-155	29.3%	+/-4.7	15,160	+/-650	33.2%	+/-1.1
55 to 64 years	6,311	+/-409	13.0%	+/-0.8	769	+/-139	27.3%	+/-4.0	5,542	+/-404	12.1%	+/-0.9
65 to 74 years	3,095	+/-260	6.4%	+/-0.5	360	+/-80	12.8%	+/-2.9	2,735	+/-262	6.0%	+/-0.5
75 years and over	2,087	+/-212	4.3%	+/-0.4	381	+/-99	13.5%	+/-3.3	1,706	+/-187	3.7%	+/-0.4
RACE AND HISPANIC OR LATINO ORIGIN												
White alone	20,260	+/-774	41.8%	+/-1.4	938	+/-155	33.3%	+/-5.0	19,322	+/-767	42.3%	+/-1.5
Black or African American alone	24,564	+/-991	50.6%	+/-1.5	1,689	+/-257	60.0%	+/-5.7	22,875	+/-997	50.1%	+/-1.6
American Indian and Alaska Native alone	125	+/-61	0.3%	+/-0.1	0	+/-28	0.0%	+/-1.1	125	+/-61	0.3%	+/-0.1
Asian alone	1,646	+/-275	3.4%	+/-0.5	90	+/-75	3.2%	+/-2.6	1,556	+/-273	3.4%	+/-0.8
Native Hawaiian and Other Pacific Islander alone	17	+/-27	0.0%	+/-0.1	0	+/-28	0.0%	+/-1.1	17	+/-27	0.0%	+/-0.1
Some other race alone	807	+/-271	1.7%	+/-0.6	24	+/-28	0.9%	+/-1.0	783	+/-266	1.7%	+/-0.6
Two or more races	1,085	+/-211	2.2%	+/-0.4	72	+/-53	2.6%	+/-1.9	1,013	+/-207	2.2%	+/-0.4
Hispanic or Latino (of any race)	2,425	+/-411	5.0%	+/-0.8	205	+/-97	7.3%	+/-3.3	2,220	+/-385	4.9%	+/-0.8
White alone, not Hispanic or Latino	18,896	+/-747	39.0%	+/-1.4	781	+/-129	27.8%	+/-4.5	18,115	+/-736	39.6%	+/-1.4
MEDIAN INCOME IN THE PAST 12 MONTHS (IN 2015 INFLATION-ADJUSTED DOLLARS)												
Civilian population 18 years and over with income	41,960	+/-1,047	(X)	(X)	44,701	+/-3,052	(X)	(X)	41,772	+/-1,020	(X)	(X)
Male	(X)	(X)	(X)	(X)	45,048	+/-3,371	(X)	(X)	46,221	+/-2,797	(X)	(X)
Female	(X)	(X)	(X)	(X)	42,578	+/-19,540	(X)	(X)	39,709	+/-1,801	(X)	(X)
EDUCATIONAL ATTAINMENT												
Civilian population 25 years and over	42,749	+/-1,093	(X)	(X)	2,773	+/-291	(X)	(X)	39,976	+/-1,107	(X)	(X)
Less than high school graduate	4,876	+/-486	11.4%	+/-1.1	176	+/-58	6.3%	+/-2.1	4,700	+/-487	11.8%	+/-1.2
High school graduate (includes equivalency)	7,295	+/-586	17.1%	+/-1.3	732	+/-155	26.4%	+/-4.6	6,563	+/-545	16.4%	+/-1.2
Some college or associate's degree	7,447	+/-533	17.4%	+/-1.2	750	+/-173	27.0%	+/-4.8	6,697	+/-516	16.8%	+/-1.2
Bachelor's degree or higher	23,131	+/-864	54.1%	+/-1.6	1,115	+/-170	40.2%	+/-5.6	22,016	+/-841	55.1%	+/-1.6
EMPLOYMENT STATUS												
Civilian population 18 to 64 years	43,322	+/-1,145	(X)	(X)	2,072	+/-266	(X)	(X)	41,250	+/-1,157	(X)	(X)
Labor force participation rate	(X)	(X)	79.3%	+/-1.3	(X)	(X)	74.6%	+/-6.4	(X)	(X)	79.5%	+/-1.3
Civilian labor force 18 to 64 years	34,348	+/-962	(X)	(X)	1,546	+/-254	(X)	(X)	32,802	+/-962	(X)	(X)
Unemployment rate	(X)	(X)	10.3%	+/-1.1	(X)	(X)	10.6%	+/-4.8	(X)	(X)	10.3%	+/-1.1
POVERTY STATUS IN THE PAST 12 MONTHS												
Civilian population 18 years and over for whom poverty status is determined	47,187	+/-1,155	(X)	(X)	2,786	+/-301	(X)	(X)	44,401	+/-1,182	(X)	(X)



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Subject	ZCTA5 2					
	Total		Percent		Veterans	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Civilian population 18 years and over	51,950	+/-1,302	(X)	(X)	2,821	+/-342
PERIOD OF SERVICE						
Gulf War (9/2001 or later) veterans	(X)	(X)	(X)	(X)	756	+/-150
Gulf War (8/1990 to 8/2001) veterans	(X)	(X)	(X)	(X)	719	+/-153
Vietnam era veterans	(X)	(X)	(X)	(X)	713	+/-172
Korean War veterans	(X)	(X)	(X)	(X)	116	+/-54
World War II veterans	(X)	(X)	(X)	(X)	74	+/-44
SEX						
Male	24,454	+/-945	47.1%	+/-1.3	2,437	+/-331
Female	27,496	+/-905	52.9%	+/-1.3	384	+/-111
AGE						
18 to 34 years	23,252	+/-1,100	44.8%	+/-1.6	460	+/-138
35 to 54 years	16,867	+/-763	32.5%	+/-1.4	886	+/-174
55 to 64 years	6,198	+/-456	11.9%	+/-0.8	686	+/-150
65 to 74 years	3,427	+/-320	6.6%	+/-0.6	456	+/-135
75 years and over	2,206	+/-252	4.2%	+/-0.5	333	+/-90
RACE AND HISPANIC OR LATINO ORIGIN						
White alone	23,608	+/-782	45.4%	+/-1.1	1,025	+/-185
Black or African American alone	24,614	+/-981	47.4%	+/-1.1	1,633	+/-260
American Indian and Alaska Native alone	106	+/-72	0.2%	+/-0.1	0	+/-29
Asian alone	1,792	+/-321	3.4%	+/-0.6	72	+/-67
Native Hawaiian and Other Pacific Islander alone	18	+/-30	0.0%	+/-0.1	7	+/-13
Some other race alone	704	+/-213	1.4%	+/-0.4	0	+/-29
Two or more races	1,108	+/-253	2.1%	+/-0.5	84	+/-49
Hispanic or Latino (of any race)	2,727	+/-438	5.2%	+/-1.1	220	+/-100
White alone, not Hispanic or Latino	21,887	+/-745	42.1%	+/-1.2	854	+/-165



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NOTE: Please provide the following information on minority veterans in your primary service area. Please make sure **Approximate Number** column contains a numeric value. If none, please enter 0.

5. Veterans' Ethnicity Data		
Veterans' Ethnicity	Approximate Number	Source of Information and Date Information Entered
Asian American	<input type="text" value="614"/>	 American Fact Finder VETERAN STATUS 2013-2017 American Community Survey 5-Year Estimates https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml
African American	<input type="text" value="13057"/>	 American Fact Finder VETERAN STATUS 2013-2017 American Community Survey 5-Year Estimates https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml
Hispanic	<input type="text" value="1553"/>	 American Fact Finder VETERAN STATUS 2013-2017 American Community Survey 5-Year Estimates https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml
Native American	<input type="text" value="236"/>	 American Fact Finder VETERAN STATUS 2013-2017 American Community Survey 5-Year Estimates https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml
Pacific Islander	<input type="text" value="44"/>	 American Fact Finder VETERAN STATUS 2013-2017 American Community Survey 5-Year Estimates https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml
Other (Specify)	<input type="text" value="0"/>	



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National Minority Veterans Summit

Outreach Activity Information

Presenters

Denise Wright, CMV MVPC Program Manager, African American Liaison
Annie Artis, MVPC Orlando VAMC

September 26, 2019



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Section 11. OUTREACH ACTIVITY

- **Outreach Activity:** Clearly identify type of Event ie; Conference, Town Hall, Collaboration
- **Number of each activity for this period:** Accuracy is key 3 Meetings
- **Number of Veterans MVPC assisted:** How many Veterans you interacted with?
- **Number of minority veterans:** Out of the Number of Veterans you assisted how many were minority Veterans
- **Percentage of minority veterans:** This will automatically calculate once you enter Veterans Assisted and Minority Veterans
- **Enter Date of Each Event, Name of Event and Information Provided (Do not enter Successful, Positive etc)**



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Section 11. OUTREACH ACTIVITY					
Outreach Activity	Number of each activity for this period	Number of veterans MVPC assisted	Percent - age of minority veterans	Number of minority veterans	Enter Date of Each Event, Name of Event and Information Provided
Convention/Conference/Benefit Fairs & Exhibits attended	1	55	35	64	5/4/2019 Veteran Women's Tea Party. Veteran was educated by the Subject Matter Expert (SME) about women Program and Services and encouraged to enroll and attend. Veteran further received donated journals and items from Community Partners, maps, group and service information, Minority Veteran Program (MVP), upcoming events, Veteran Benefits (VBA) and National Cemetery (NCA).
Meetings with VSOs, Task Force, Veteran Groups	3	15	10	67	3x monthly meetings of Veterans Task Force Representatives discussed upcoming conferences.
Town Hall Meetings	1	35	33	94	6/15/2019 RAFMAN Veteran Town Hall Meeting 5th Annual Minority Veteran Town Hall meeting that was used to educate Veterans about the Mission Act, Burial questions and service connected benefits. Veteran received catchment map locator, group and service information, Minority Veteran Program (MVP), upcoming events and VBA and NCA information.



Choose **VA**

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Section 11. OUTREACH ACTIVITY

Outreach Activity	Number of each activity for this period	Number of veterans MVPC assisted	Percent - age of minority veterans	Number of minority veterans	Enter Date of Each Event, Name of Event and Information Provided
Homeless Veterans (meetings, conferences, counseling, and stand downs)	3	591	319	54	4/19, 5/17. 6/21/2019 Veteran Mobile Food Bank Through collaboration efforts with Soldier to Angels, the Veteran had an opportunity to take advantage of the Food Bank . Veterans further received a follow-up call from a Subject Matter Expert (SME) to address Veteran needs. Enrollment was provided for those Veterans who was not enrolled and received catchment map locator, group and service information, upcoming events and VBA and NCA information.
Education	1	200	160	80	5/10/2019 Veteran Benefits Me & You "Have You Ever Served?" Sessions provides Veteran with information about the Veteran Administration. Educated the Veteran to understand the distinction between the three.
Briefing/Presentations Conducted	1	55	100	55	4/24/19 Health Consortium Outreach & Enrollment Conference presentation. Provided enrollment information.



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Section 11. OUTREACH ACTIVITY

Outreach Activity	Number of each activity for this period	Number of veterans MVPC assisted	Percent - age of minority veterans	Number of minority veterans	Enter Date of Each Event, Name of Event and Information Provided
Women Veterans		190			4/4, 5/7, 6/4/2019 Women Events and Women Roundtable Monthly events that focus on various Women issues. Women Program Manager addresses the Women Veteran Needs and provided brochures about VA/Vet Center programs and resources.
Collaboration with VBA/VHA/NCA MVPCs	1	60	58	35	6/13/2019 - Claims Clinic and VHA Information table, exhibitors from Vet Center provided Veterans information on eligibility enrollment.
Individual interviews conducted	25	25	15	60	Quarterly: Walk-ins and phone calls about various of topics from benefits, assistance with complaints and referrals.
Other (Specify)	1	35	57	20	4/9/19: Participated in the Post-Traumatic Stress Disorder Recovery Rehabilitation Program at the VA Health Care Clinic.



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Question & Answer



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National Minority Veterans Summit

New Minority Veterans Reporting System

Presenter

Jordan Ketner, VBA System Developer

September 26, 2019



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MVPC & MVPC Leadership & Facility Information



Center for Minority Veterans
Department of Veterans Affairs

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The goal of the Minority Veterans Program Coordinator (MVPC) is to promote the use of VA benefits, programs and services for the following minority groups: Asian American/Pacific Islander, African American, Hispanic, and Native American (American Indian, Alaskan Native and Native Hawaiian).

MVPC & MVPC Leadership Information: [Open Employee Information Window](#)

Facility & Administrative Information: [Open Facility Window](#)

MVPC & MVPC Leadership Information:

Minority Veterans Program Coordinator (MVPC) Information:

* Name & Title: GAL:

* Role:

* Facility:

* Grade:

* Phone Number:

MVPC Facility State(s) of Jurisdiction (multiple selections allowed): [Open State\(s\) Window](#)

Alternate MVPC Information:

Name & Title:

Email:

Leadership Information:

Facility Director Name:

Director Email:

Facility Director Designee(s):	Email Address(s):
*Name & Title	*Find in GAL
<input type="text"/>	<input type="text"/>

Regional / District Director Name:

Regional / District Director Email:

Regional / District Director Designee(s):	Email Address(s):
*Name & Title	*Find in GAL
<input type="text"/>	<input type="text"/>

[Save & Collapse Employee Window](#)

Facility & Administrative Information:

Complete Facility Information to the best of your abilities.
- If any questions result in a 'No' a brief explanation is required -

[Explain Section](#)

<input type="button" value="Yes"/>	<input type="button" value="No"/>	MVPC duties part of position description (PD) or performance plan (PP)?
<input type="button" value="Yes"/>	<input type="button" value="No"/>	MVPC Meets With Facility Director/Designee At Least Once Per Quarter?
<input type="button" value="Yes"/>	<input type="button" value="No"/>	Do you currently have an Operations Plan ?
<input type="button" value="Yes"/>	<input type="button" value="No"/>	Do you currently have a Track and Trending Report ?

[Save & Collapse Facility Window](#)



Choose VA

VA



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Census Ethnicity Information:

* MVPC Activities / Outreach Jurisdiction:

Please select your most appropriate State of Jurisdiction for MVPC related Activities / Outreach (One selection allowed):
 Choosing your state of jurisdiction, once, automatically links the related Minority Veteran Census Data for the State; alleviating the need for the MVPC to lookup and report such figures individually four times a year.

- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire

Displaying Census Data for: **California**

-State Ethnicity Statistical Breakdown-

White alone Total Population: 18,385,954
 # Veterans: 1,261,362 # Nonveterans: 17,124,592
 % Veterans: 6.86 % Nonveterans: 93.14

Black of African American Total Population: 1,747,546
 # Veterans: 153,162 # Nonveterans: 1,594,384
 % Veterans: 8.76 % Nonveterans: 91.24

Hispanic or Latino Population: 10,349,649
 # Veterans: 262,046 # Nonveterans: 10,087,603
 % Veterans: 2.53 % Nonveterans: 97.47

Asian Alone Total Population: 4,475,230
 # Veterans: 105,983 # Nonveterans: 4,369,247
 % Veterans: 2.37 % Nonveterans: 97.63

Native Hawaiian and Other Pacific Islander alone Population: 116,750
 # Veterans: 7,273 # Nonveterans: 109,477
 % Veterans: 6.23 % Nonveterans: 93.77

American Indian and Alaska Native alone Population: 220,728
 # Veterans: 14,399 # Nonveterans: 206,329
 % Veterans: 6.52 % Nonveterans: 93.48

Some other race alone Total Population: 3,763,312
 # Veterans: 65,178 # Nonveterans: 3,698,134
 % Veterans: 1.73 % Nonveterans: 98.27

Two or more races Total Population: 1,030,967
 # Veterans: 54,076 # Nonveterans: 976,891
 % Veterans: 5.25 % Nonveterans: 94.75

-Total State Population & Gender Statistics-

State Population: 29,740,487
 # Veterans: 1,661,433 # Nonveterans: 28,079,054
 % Veterans: 5.59 % Nonveterans: 94.41

State Male Population: 14,598,904
 # Veterans: 1,533,006 # Nonveterans: 13,065,898
 % Veterans: 10.50 % Nonveterans: 89.50

State Female Population: 15,141,583
 # Veterans: 128,427 # Nonveterans: 15,013,156
 % Veterans: 0.85 % Nonveterans: 99.15



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* **Type of Collaboration / Partnership:** UNDO

* Entity Name	* POC Name	* POC Contact (phone #, Email Address, etc.)

Save & Submit (will close form)

Please Note: Save & Submit Remains Disabled Until All Required Fields Hold Data

* **Type of Outreach Activity:** UNDO

* Event Name:		* Intended Audience:
* Event Date:		<input type="checkbox"/> African Americans <input type="checkbox"/> Asian Americans, Pacific Islanders <input type="checkbox"/> Hispanic Americans <input type="checkbox"/> Native Americans (American Indians, Alaska Natives, Native Hawaiians) <input type="checkbox"/> Women Veterans
* # of Veteran Interactions / Assisted		* Veterans Race/Ethnicity
* # of Minority Veterans		<input type="checkbox"/> African Americans: <input type="checkbox"/> Asian Americans, Pacific Islanders: <input type="checkbox"/> Hispanic Americans: <input type="checkbox"/> Native Americans (American Indians, Alaska Natives, Native Hawaiians): <input type="checkbox"/> Women Veterans:
* Level of Effort (in hours) <input type="checkbox"/> Example		<small>Enter statistics to the best of your knowledge</small>
Actual Event Hours (Only) 0.00	Total Effort Hour(s) (Cumulative) 0.00	
* Type of Information Provided		

Track & Trending to this MVPC Outreach Event

Save & Submit (will close form)

Please Note: Save & Submit Remains Disabled Until All Required Fields Hold Data

Minority Veterans Program Coordinator MVPC PROGRESS Tracking System

+ New Item



- Outreach
- Operations
- Track & Trending
- Collaborations & Partnerships

Center for Minority Veterans // Department of Veterans Affairs
Program Readiness & Outreach Gathered Reliably Every Single Second (PROGRESS)

View Track and Trending Report Template:

* Name of Event:	* Date of Event:	* Issue (trend):	* Follow-up:	* Resolution:

View Operations Plan Template: UNDO

Operations Element: **Training**

* Program Objectives / Proposed Outreach	* Responsible Official(s)	* Date of Occurrence	* Estimated Costs (Yearly)	* Estimated Staff Hours
	<input type="checkbox"/> MVPC <input type="checkbox"/> Public/Media Affairs <input type="checkbox"/> Facility Director		\$.00 <small>*Whole #'s only</small>	

Save & Submit (will close form)

Please Note: Save & Submit Remains Disabled Until All Required Fields Hold Data



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Outreach Activities:

Minority Veterans Program Coordinator (MVPC) PROGRESS Tracking System

+ New Item



- Outreach
- Operations
- Track & Trending
- Collaborations & Partnerships

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* Type of Outreach Activity:

- Briefings/Training
- Burial Ceremonies
- Ceremonies
- Claims Clinics
- Collaboration with VBA/VHA / NCA
- College Campus Military Event
- Convention/Conferences
- Faith Based Veterans Events
- Film Screenings (Veterans Focused only)
- Individual Interactions with Veterans
- LGBTQ Veterans Events
- Meetings with Community Partners (Veterans Focused only)
- Meetings with Veterans Service Organizations (VSO)
- MVPC Quarterly Calls
- Newcomers Orientation Presentation
- Radio Station Appearances (Veterans Focused only)
- Special Emphasis Program
- Stand Downs/Homeless
- Tour of Facility
- Town Halls
- Transition Assistance Program (TAPS) Event
- Veterans Focused Council/Committee Meeting
- Veterans Task Force Meetings
- Visits to Cemetery (Veterans Only)
- Weekly/Quarterly Meeting Pertaining to Veterans
- Women Veterans Events

* Type of Outreach Activity: UNDO

* Event Name:			
* Event Date:			
* # of Veteran Interactions / Assisted			
* # of Minority Veterans			
* Level of Effort (in hours) Example			
<i>[Only]</i>		<i>[Cumulative]</i>	
Actual Event Hour(s)	0.00	Total Effort Hour(s)	0.00
* Type of Information Provided			

- * Intended Audience:
- African Americans
 - Asian Americans, Pacific Islanders
 - Hispanic Americans
 - Native Americans (American Indians, Alaska Natives, Native Hawaiians)
 - Women Veterans

[+ Track & Trending to this MVPC Outreach Event](#)

Save & Submit (will close form)

Please Note: Save & Submit Remains Disabled Until All Required Fields Hold Data

Outreach Activities:

* Type of Outreach Activity:	
* Event Name:	<input type="text"/>
* Event Date:	<input type="text"/>
* # of Veteran Interactions / Assisted	<input type="text"/>
* # of Minority Veterans	<input type="text"/>
* Level of Effort (in hours)	<input type="text"/> Example
<i>[Only]</i>	<i>[Cumulative]</i>
Actual Event Hour(s)	Total Effort Hours
<input type="text"/> 0.00	<input type="text"/>
* Type of Information Provided	<input type="text"/>
<p>Save & Submit (will close window)</p>	

- Briefings/Training
- Burial Ceremonies
- Ceremonies
- Claims Clinics
- Collaboration with VBA/VHA / NCA
- College Campus Military Event
- Convention/Conferences
- Faith Based Veterans Events
- Film Screenings (Veterans Focused only)
- Individual Interactions with Veterans
- LGBTQ Veterans Events
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- Veterans Task Force Meetings
- Visits to Cemetery (Veterans Only)
- Weekly/Quarterly Meeting Pertaining to Veterans
- Women Veterans Events



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NEW OUTREACH ACTIVITIES LIST

Briefings/Training
Burial Ceremonies
Ceremonies
Claims Clinics
Collaboration with VBA/VHA / NCA
College Campus Military Event
Convention/Conferences
Faith Based Veterans Events
Film Screenings (Veterans Focused only)
Individual Interactions with Veterans
LGBTQ Veterans Events
Meetings with Community Partners (Veterans Focused only)
Meetings with Veterans Service Organizations (VSO)
MVPC Quarterly Calls
Newcomers Orientation Presentation
Radio Station Appearances (Veterans Focused only)
Special Emphasis Program
Stand Downs/Homeless
Tour of Facility
Town Halls
Transition Assistance Program (TAPS) Event
Veterans Focused Council/Committee Meeting
Veterans Task Force Meetings
Visits to Cemetery (Veterans Only)
Weekly/Quarterly Meeting Pertaining to Veterans
Women Veterans Events



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Operations Plan:

**Minority Veterans Program Coordinator (MVPC)
PROGRESS Tracking System**

+ New Item



Outreach

Operations

Track & Trending

Collaborations & Partnerships

Center for Minority Veterans // Department of Veterans Affairs

Close DRAFT Template Window

Operations Plan: *DRAFT / Examples*

View Operations Plan Template: UNDO

Operations Element: X Training

* Program Objectives /Proposed Outreach	* Responsible Official(s)	* Date of Occurrence	* Estimated Costs (Yearly)	* Estimated Staff Hours
	<input type="checkbox"/> MVPC <input type="checkbox"/> Public/Media Affairs <input type="checkbox"/> Facility Director		\$.00	
<i>*Whole #'s only</i>				

Save & Submit (will close form)

Please Note: Save & Submit Remains Disabled Until All Required Fields Hold Data

*Operations Element	Program Objectives / Proposed Outreach	Responsible Official(s)	Target Date/Frequency	Estimated Costs (Yearly)	Estimated Staff Hours
I. Training	1. Attend training programs that will benefit the Minority Veterans Program.	MVPC	On-going	Funding as needed	N/A
	2. Participate in quarterly MVPC Tri-Administration Conference calls	MVPC	As scheduled	Funding as needed	1 hour. per quarter
	3. Conduct information sessions/briefings on VA benefits for minority Veterans groups	Facility Director/MVPC	Quarterly	None	1.5 hrs. once a quarter
	4. Complete TMS training that support performance as a MVPC i.e. customer service training	MVPC	Annually	None	N/A
<i>Excel will automatically 'Group' by *Operations Element</i>					
II. Program Development	1. Support and initiate activities that inform and sensitize facility staff to the unique needs of minority Veterans	MVPC	On-going	None	3-4 hrs. a month
	2. Partner with VBA/VHA/NCA MVPC's in your area	MVPC	On-going	None	N/A
	3. Participate on Groups or Committees	MVPC	On-going	None	N/A
	4. Participate in minority Veterans committees and faith-based groups	MVPC	Monthly	None	1 hour per month
	5. Contact administration liaisons and/or Center for Minority Veterans (CMV) analysts for assistance with minority Veterans outreach	MVPC	On-going	None	N/A
<i>Excel will automatically 'Group' by *Operations Element</i>					
III. Organization, Visibility, and Communication	1. Maintain and update bulletin board and brochures on Minority Veterans Program throughout the facility.	MVPC, Public Affairs/Media	On-going	None	approx. 2 hours per month
	2. Partner with MVPC counterparts to participate in targeted minority outreach	MVPC	On-going	Funding as needed	2-3 hrs. per month
	3. Participate in special emphasis month observances in catchment area	MVPC	On-going	Funding as needed	1.5 hrs. per month

Ongoing Document Product: As items are continuously added to our system, they will automatically be categorized, controlled and recorded in an online Excel 'List Format'.

DRAFT

Minority Veterans Program Coordinator (MVPC)
PROGRESS Tracking System

+ New Item



- Outreach
- Operations
- Track & Trending**
- Collaborations & Partnerships



Center for Minority Veterans // Department of Veterans Affairs

Track and Trending Report:

View Track and Trending Report Template:

* Name of Event:	* Date of Event:	* Issue (trend):	* Follow-up:	* Resolution:

Please Note: Save & Submit Remains Disabled Until All Required Fields Hold Data

Close DRAFT Template Window

Track & Trending Report: *DRAFT / Examples*

Name of Event	Date	Issue (trend)	Follow-up	Resolution
NAACP	August 10, 2019	Veterans were not aware of NCA's Presidential Memorial Certificate or Bronze Medallion	w/NCA representative to obtain informational literature and learn more about this benefit	Ensure that each outreach event facility take part in I provides this information
Stand Down	September 1, 2019	Several homeless Veterans attending this event from the same homeless shelter were not enrolled in the VA medical facility	w/homeless shelter for this area to ensure they are visiting this shelter	Ensure that homeless coordinator has contacted the homeless shelter to identify Veterans at this shelter or is visiting.
Conventions	Jan 2, 2020 thru March 30, 2021	Veterans attending these events are not aware of the different VA programs, State Loan Guaranty programs and eBenefits.	Provided pamphlets and other literature to help Veterans and stakeholders gain a clear and concise understanding of VA benefits and services.	Ensure Service members, Veterans and their dependents are receiving information.

Ongoing Document Product: As items are continuously added to our system, they will automatically be categorized, controlled and recorded in an online Excel 'List Format'.

DRAFT



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Collaboration / Partnerships:

Minority Veterans Program Coordinator (MVPC) PROGRESS Tracking System

+ New Item



- Outreach
- Operations
- Track & Trending
- Collaborations & Partnerships**



Center for Minority Veterans // Department of Veterans Affairs

* **Type of Collaboration / Partnership:** UNDO

* Entity Name	* POC Name	* POC Contact (phone #, Email Address, etc.)

Collaboration / Partnership Description *(if any, not required)*:

Save & Submit (will close form)

Please Note: Save & Submit Remains Disabled Until All Required Fields Hold Data



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* MVPC Lookup:

MVPC Reporting Process:

MVPC Lookup:

Choose Quarterly Reporting Period:



Minority Veteran Program Coordinator (MVPC) Quarterly Report Workflow

MVPC Creates Quarterly Report With MVPC Submitted for Approval With Facility Director Facility Director Approves With Regional / District Director Regional / District Director Approves With VACO VACO Approves Report

Report Status:

MVPC Lookup:

Outreach Activity Data Matrix:

1st Qtr: FY20	# Activity Complete During Qtr.	# Veteran Interactions / Assisted	# Minority Veterans Reached
* Briefings/Training Conducted ⁰⁵			
* Burial Ceremonies ⁰⁵			
* Ceremonies ⁰⁵			
* Claims Clinics ⁰⁵			
* Collaboration with VBA/INCA/VHA ⁰⁵			
* College Campus Military Event ⁰⁵			
* Conventions/Conferences ⁰⁵			
* Faith Based Veterans Events ⁰⁵			
* Film Screenings (Veterans Focused only) ⁰⁵			
* Individual Interviews Conducted with Veteran ⁰⁵			
* LGBTQ Veterans Events ⁰⁵			
* Meetings with Community Partners (Veterans Focused only) ⁰⁵			
* Meetings with VSOs ⁰⁵			
* MVPC Quarterly Calls ⁰⁵			
* Newcomers Orientation Presentation ⁰⁵			
* Radio Station Appearances (Veterans Focused only) ⁰⁵			
* Special Emphasis Program ⁰⁵			
* Stand Downs (Homeless Veterans) ⁰⁵			
* Tour of Facility ⁰⁵			
* Town Halls ⁰⁵			
* Transition Assistance Program (TAPS) Event ⁰⁵			
* Veterans Focused Council/Committee Meeting ⁰⁵			
* Veterans Task Force Meetings ⁰⁵			
* Visits to Cemetery (Veterans Only) ⁰⁵			
* Weekly/Quarterly Meeting Pertaining to Veterans ⁰⁵			
* Women Veterans Events ⁰⁵			
Grand Totals			

Please Note: Totals & Percentages Auto Populate

MVPC Program Assessment

To the best of your knowledge, did you have sufficient Budget/Resources for a successful program this quarter?

Time: Yes No

Travel: Yes No

Supplies: Yes No

Equipment: Yes No

Technology: Yes No

Leadership Engagement

Did MVPC meet with Facility Director or Designee during this reporting quarter? Yes No

* MVPC Quarterly Meeting Comments:

Please be as descriptive as possible

Save & Submit

Please Note: Save & Submit remains disabled until all required fields hold data.

What happens when I 'Save & Submit'?

Facility Director Approval Section:
Regional / District Director Approval Section:
VACO Approval Section:

MVPC Reporting Process: Continued

[Launch your personalized Outreach Activities Report](#)

*Clicking the hyperlink in launches your personalized Outreach Activities report which will aid you in completing your quarterly report.

**The Activities Report truncates all outreach data; leaving a single heading per outreach activity.

***Enter in 3 values into the Outreach Matrix (as shown in the image):

- **Total [Count]** Per Outreach Activity
- **Total [Sum]** Minority Veterans seen during the quarter
- **Total [Sum]** Veteran Interactions / Assisted

Created By	TYPE	Outreach Activity	Event Name	Date of Event	Number of Minority Veterans	Number of Veteran Interactions / Assisted	Type of Information Provided
					Sum = 9	Sum = 707	Sum = 1,685
* Outreach Activity : Briefings/Training (1)					Count = 1	Sum = 40	Sum = 65
Ketner, Jordan, VBAVACO	Outreach	Briefings/Training	test briefing	8/9/2019 12:00 AM	40	65	pamphlets
▶ Outreach Activity : Burial Ceremonies (1)							
▶ Outreach Activity : Ceremonies (1)							
▶ Outreach Activity : Claims Clinics (1)							
▶ Outreach Activity : LGBTQ Veterans Events (1)							
▶ Outreach Activity : Meetings with Veterans Service Organizations (VSO) (1)							
▶ Outreach Activity : Town Halls (1)							
* Outreach Activity : Women Veterans Events (2)					Count = 2	Sum = 345	Sum = 630
Ketner, Jordan, VBAVACO	Outreach	Women Veterans Events	women	8/16/2019 12:00 AM	345	630	info
Ketner, Jordan, VBAVACO	Outreach	Women Veterans Events	Womens Veterans Symposium	8/15/2019 12:00 AM	25	30	pamphlets and conversations

[Return to Quarterly Report](#)

Question & Answer



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Cultural Awareness

Beatrice Bernfeld

Director of Diversity & Inclusion

VA National Cemetery Administration

Beatrice.Bernfeld@VA.GOV

202-461-7129



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Self Awareness

- Conscious experience provides only a small window into how the mind works.
- Recognize the window through which you see the world.



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Implicit Attitudes

- Social Attitudes
 - Gender – Career
 - Race
 - Age
 - Sexuality
- Mental Health
 - Depression
 - Substance Abuse
 - Anxiety



<https://implicit.harvard.edu/implicit/>

Question

- While driving on a highway, a father and son are involved in a terrible accident. The fire department is the first respondent at the scene.
- As the man is carefully removed from the wreckage, one of the firefighters exclaims, “That’s my husband!”
- Who is this firefighter?



Who is Right?



https://www.youtube.com/watch?v=NW5s_-NI3JE

<https://www.youtube.com/watch?v=Mh4f9AYRCZY>



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Bias and Your Brain



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Who's in Charge?



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Moving the Elephant

Give the rider directions

Motivate the elephant

Clear the path.



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Think About It

Stroop Effect

YELLOW BLUE ORANGE
BLACK RED GREEN
PURPLE YELLOW RED
ORANGE GREEN BLUE
BLUE RED PURPLE
YELLOW RED GREEN



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Think About It

Stroop Effect

YELLOW BLUE ORANGE
BLACK RED GREEN
PURPLE YELLOW RED
ORANGE GREEN BLUE
BLUE RED PURPLE
YELLOW RED GREEN



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Bias

- Unconscious Bias
 - Happens automatically
 - Guides our day to day interactions
 - Brain makes quick decisions
- Conscious Bias
 - Actively making a choice
 - Slow down the reaction time



Similarity Bias

“People like me are better than others.”

- In Group / Out Group
- Mitigate: Pay attention (and bring your team’s attention) to the goals, values, experiences, and preferences that you share with the outgroup.



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Expedience Bias

- **Confirmation Bias:** Seeking and finding evidence that confirms your beliefs and ignoring evidence that does not.
- **Belief Bias:** Deciding whether an argument is strong or weak on the basis of whether you agree with its conclusion.
- **Availability Bias:** Making a decision based on the information that comes to mind most quickly, rather than on more objective evidence.



Experience Bias

My perceptions are accurate.

Blind Spot: Identifying biases in other people but not in yourself.

False Consensus Effect: Overestimating the universality of your own beliefs, habits, and opinions.

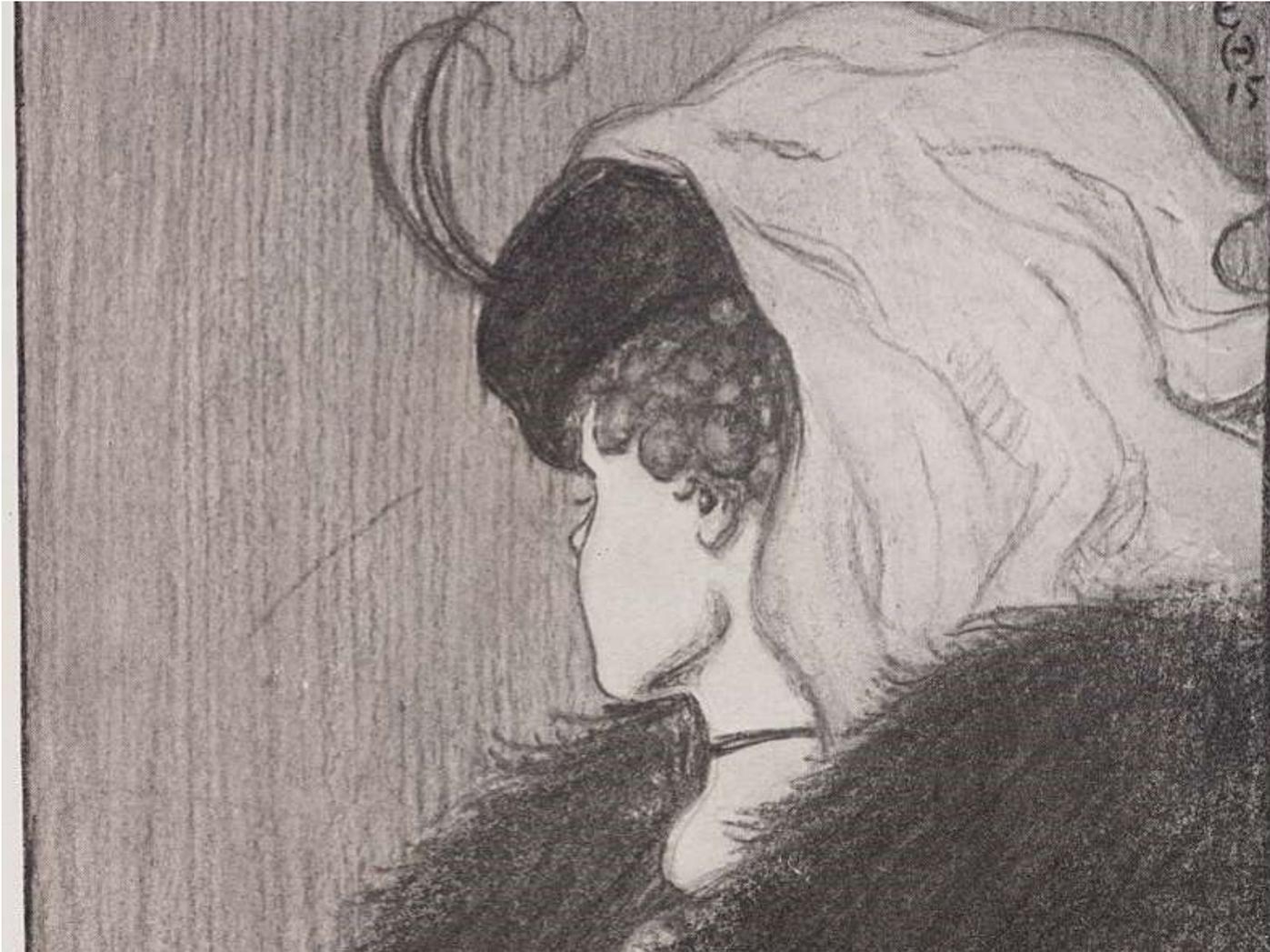
Mindbugs: A mindbug is an ingrained habit of thought that leads to errors in how we perceive, remember, reason and make decisions.

Implicit Bias



- Who seems more trustworthy?
- Who will be more competent on the job?
- Who is more likely to dominate the others?

What Do You See



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How many passes?

- <https://www.youtube.com/watch?v=vJG698U2Mvo>



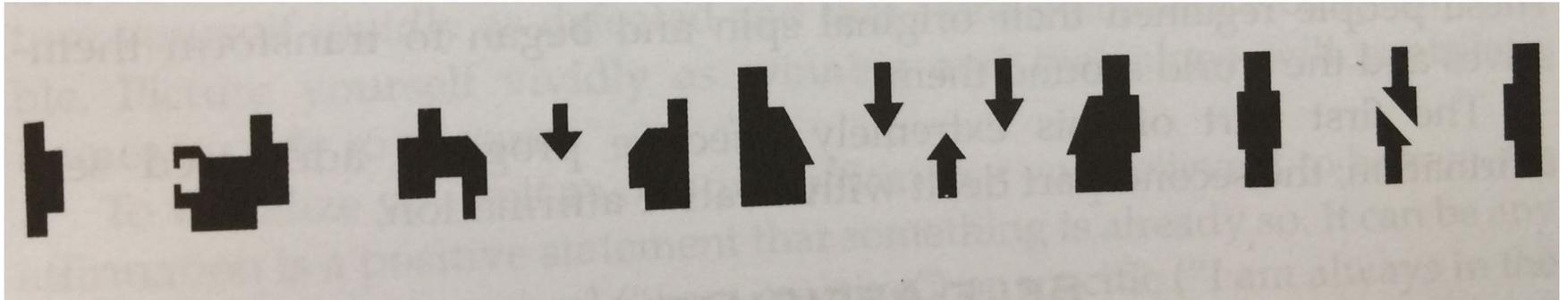
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Can you read this?



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Distance

- **Affective Forecasting:** Judging your future emotional states based on how you feel now. (“I feel miserable about it, and I always will.”)
- **Sunk Costs:** Having a hard time giving up on something (a strategy, an employee, a process) after investing time, money, or training, even though the investment can’t be recovered. (“I’m not shutting this project down; we’d lose everything we’ve invested in it.”)



Safety

Painful memory is stronger than Pleasant

Where were you when the towers were hit?

Avoiding a loss is more powerful than achieving a gain



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Perspective

We see the world not as it is
but as we are –
or as we are conditioned to see it.



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Next Steps

- Bias is universal.
- It is difficult to manage for bias while making a decision. Design practices and processes in advance.
- Place a premium on cognitive effort over intuition or gut instinct.
- Cultivate an organization-wide culture

Next Steps

- Don't just join the gym,
use what you've learned



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Question & Answer



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Wrap Up

Stephen B. Dillard
Executive Director
VA Center for Minority Veterans



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The CMV *Thanks You* for All That You Do as MVPCs



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NCA MVPCs ONLY

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