



STRATEGIC PLAN

2023-2028



Military Veterans
of America





TABLE OF CONTENTS

**Welcome Message From
Our Chief Executive Officer**

3

Vision, Mission, and Values

4

Health Care Advocacy

5-6

Academic Advising

7-8



Welcome Message From Our Chief Executive Officer

Welcome from Military Veterans of America (MVoA). We are a national nonprofit organization composed of volunteers, military spouses, Veterans, and leaders providing high quality services to assist those that have served us.

After receiving a less than optimal *Transition Assistance Program* briefing, I received few resources before and after discharge from the military. I relied heavily on Google searches. These searches and a medical condition which required attention led me to a nearby VA medical center for care. After this visit, I enrolled at VA for health care and was provided with an initial primary care appointment. This ultimately led to other visits as VA practiced a Whole Health approach to care.

After serving our nation as a VA employee for more than seven years, I came to the conclusion that every Veteran has a different story. We all served in different conflicts and different branches of service.

However, we remained one military and made the ultimate sacrifice to keep our nation free and protect our land from enemies both foreign and domestic. We're a better nation because of our men and women in uniform.

To bridge the gap between large and small Veteran nonprofit organizations, we decided to focus on quality rather than quantity. Our unique approach to providing services aligned with the pandemic. Rather than opening an office or requesting Veterans go to an office to receive services, we offer virtual assistance to anyone across the nation.

We offer 2 types of services for Veterans. From our **Health Care Advocacy** program to providing **Academic Advising**, we pride ourselves in going above and beyond to serve each individual based on their unique needs.

The 1:1 assistance model from start to finish provides a personable experience. We strive to reach a 100% satisfaction rate. All services are free of charge.

Consider us as a network of professionals who will create the resources you need. We'll always be available, and we'll always put your mission first.

Military Veterans of America is honored to serve you.

A handwritten signature in black ink, appearing to read 'Andrew Vernon'.

Andrew Vernon, MHA, M.Ed.
Chief Executive Officer



OUR VISION, MISSION, AND VALUES

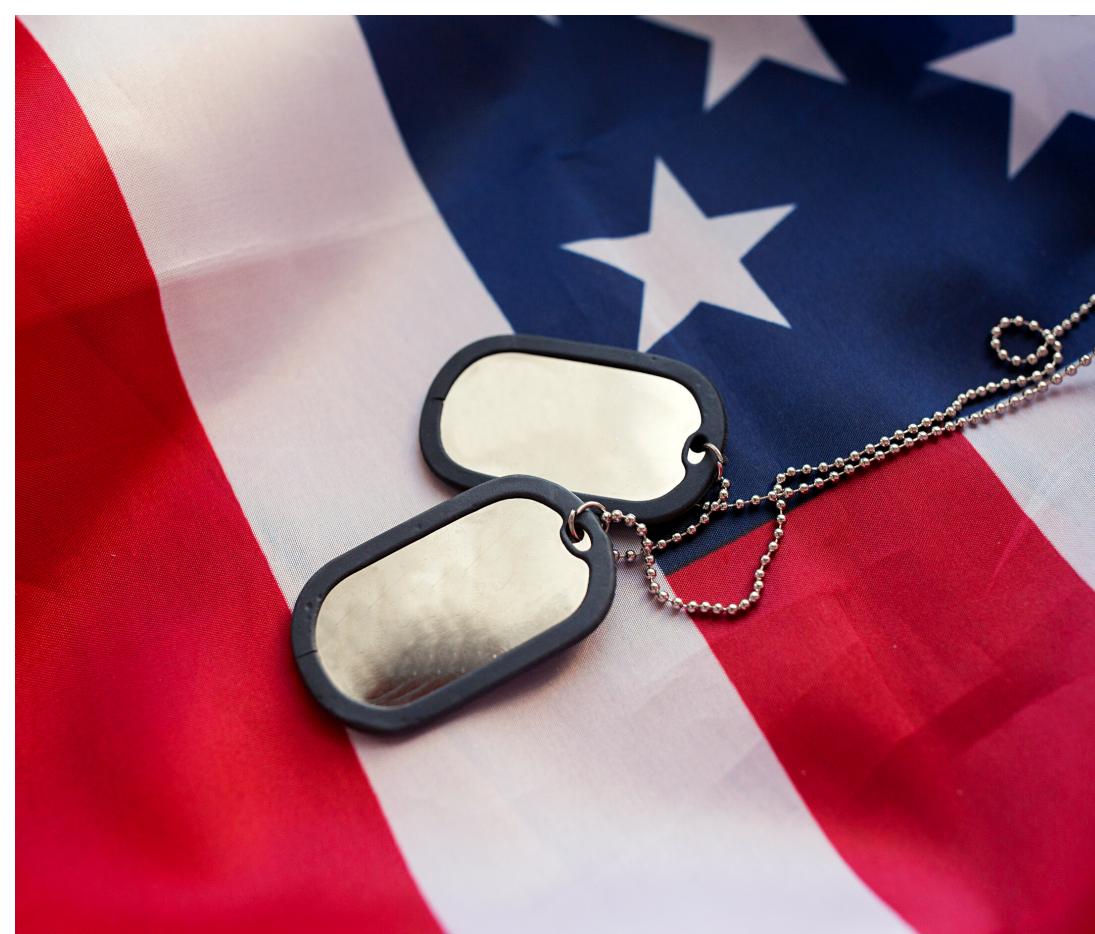
Vision Statement

By 2028, MVoA will serve thousands of Veterans and partner with several like-minded organizations to support the future expansion and sustainable success of our programs.



Mission Statement

To accomplish our Vision, we will offer Health Care Advocacy and Academic Advising to Veterans and communities across the nation through education and outreach, legislative efforts, and benefit guidance for more effective and meaningful outcomes.



Values

Our values - V.A.L.O.R. - guide our organization daily to execute our mission and pursue our vision.

- V** *eterans First*
 We listen to the needs of Veterans and provide services accordingly.
- A** *dvocacy*
 We will advocate for all Veterans who seek our assistance until we achieve reasonable outcomes.
- L** *earning Environment*
 Both educating others and learning from them are integral to the programs and services we provide. Continuous learning allows us to adapt to the ever-changing needs of those we serve.
- O** *pen Communication*
 We foster open communication between all we serve and our partners to ensure their individualized needs are being met.
- R** *espect*
 We respect service to our nation and strive to honor individual goals, needs, and preferences in all we do.





Health Care Advocacy

Health Care Advocacy is a sought-after service in the areas of VA health care enrollment, benefits, and patient advocacy. Our approach towards Health Care Advocacy is to not only be a voice for our Veterans, but to also act as patient advocates while they receive care from VA as well as community hospitals. Each Veteran we've helped has had a successful outcome. This is a testament to our knowledge of health policy and management, the VA Healthcare System, and our willingness to work from start to finish.

HEALTH CARE ADVOCACY



HEALTH CARE ADVOCACY

OBJECTIVES

1. **Legislative Partnerships:** Position our organization and advocacy team to assist members of Congress to improve areas of health care by the end of 2028.
2. **Patient Advocacy:** Partner with 10 community hospitals by 2028 to advance the Veteran-patient experience. We'll also assist over 1,500 Veterans and families by 2028 with their individual experiences.
3. **VA Healthcare Enrollment and Benefits:** Educate and guide 2500 Veterans through VA health care enrollment, while also encouraging use of other VA benefits by 2028.



Strategies for Legislative Partnerships

1. Hold focus groups with Veterans to listen to their concerns. This will allow us to provide input into legislation and be advocates for the Veterans we serve.
2. Build robust relationships with state and federal offices that consistently champion bipartisan Veteran legislation. This can be done through committee outreach and scheduling meetings with individual office staffers.
3. Partner with other reputable nonprofit organizations such as Iraq and Afghanistan Veterans of America, The American Legion, and Minority Veterans of America to support reasonable legislation so we can showcase our strengths to help expand and increase MVoA's outreach on a national and international stage.

Strategies for Patient Advocacy

1. Strategically connect with community hospitals and clinics in different geographic locations that serve large populations of Veterans through VA community care. We will help educate so they understand Veteran needs, as issues and concerns arise.
2. Create patient experience videos with Veterans explaining their individual stories, and publish them on our website. This will allow community hospital and clinic employees to watch the videos as they look to improve their patient care experience scores.
3. Make on site presentations about Veterans, Veteran culture, and best practices to optimize and increase patient experience scores.

Strategies for VA Health Care Enrollment and Benefits

1. Become an officially recognized Veteran Service Organization (VSO) through the US Department of Veterans Affairs by the end of 2026 to build trust with the Veteran community and help them get the benefits they've earned.
2. Create a mandatory training program focused on the VA benefits process for all team members and volunteers so they are prepared to accommodate Veterans from initial intake to claims submission and appeals.
3. Create an internal tracking system to follow progress of all benefit claims by the end of 2026. This will enable the team to measure our success rates while reviewing areas we can do better.



Academic Advising

Obtaining a proper education after military service can be challenging for Veterans. We inform them about their educational benefit options. We also provide a thorough assessment to ensure they're entering the best academic environment and studying a program that will allow them to be successful in the future. We explore each Veterans' unique knowledge, skills, and abilities so that they will receive an education that is most beneficial to them.

ACADEMIC ADVISING



ACADEMIC ADVISING

OBJECTIVES

1. **Ensuring Successful Transitions From Military to Academic Environments:** We will ensure 600 Veterans leave military service and are accepted and acclimated to their academic environments by 2028.
2. **Expanding Knowledge and Utilization of Veteran Educational Benefits:** We will assist 5 Veterans a week and 1,200 by the end of 2028 with understanding their education benefits and guiding them through the application processes.
3. **Academic Partnerships:** Partner with 3 large colleges and universities along with their Veteran Academic Resource Centers to reach more of the Veteran community by the end of 2028.



Strategies for Ensuring Successful Transitions from Military to Academic Environments

1. MVoA will actively partner with academic institutions to participate in on-campus Veteran-centric activities and meetings to provide academic guidance.
2. MVoA will host 1 Career Readiness webinar per month. These webinars will be designed to cover the principles of getting a job, while understanding the unique challenges they must overcome to establish a career commensurate with their education and experience.
3. Veterans will be given the opportunity to reach out to a transition mentor and career coach to advise them on the best way to achieve their professional goals.



Strategies for Expanding Knowledge and Utilization of Educational Benefits

1. MVoA will host 1 Academic Webinar per month. These webinars will help Veterans learn about their educational benefits.
2. MVoA provides Academic Counseling for Veterans who choose to use their educational benefits. The counseling gives Veterans a clear plan for determining strengths, skills, and interests outside of the military. We assist with finding the appropriate academic setting, completing the college application, coordinating interviews between academic personnel and Veterans, and more.
3. We will use a "warm-handoff" approach to notify the Veterans school of choice about their interest to submit an application.



Strategies for Academic Partnerships

1. Attend career fairs either in person or virtual on a biannual basis to establish positive relationships with academic institutions through 2028.
2. Connect with academic institution career advisors and/or career service department heads to establish either formal or informal partnerships.
3. Utilize academic institution job sites as a pathway to introducing our organization, offering internships, and other opportunities.



Dedicated to Serving Our Nation's Heroes



www.militaryvetsofamerica.org

