

Strategic Plan

2020-2025

Montana Veteran

Affairs Division

Honor Through Service



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MISSION STATEMENT

Mission Statement

Promote the general welfare of Montana veteran and their families.

THRU:

Establishing a statewide network of services for discharged veterans and their families.

Providing services and assistance for all Montana veterans and surviving spouses and dependents; in coordination with associated federal and state agencies, veterans services organization, private organizations and individuals.

Management, operation and maintenance of Montana's state veteran's cemetery program.

Assist and advise the general public, governmental agencies, and elected officials regarding veterans' services, programs, initiatives and policy.



SWOT ANALYSIS

Strengths

- Dedication to the vision and purpose of MVAD
- Talented, hard-working staff

Weakness

- Limited resources
 - Staffing
 - Revenue

Opportunities

- Build a network of veteran's services through the state
- Bring together resources such as:
 - County veteran service officers
 - Independent Claims Agents
 - Tribal Veteran Representatives

Threats

- Future Budget Cuts
- Services outgrowing available staff

Increase and Improves Services at the State Cemeteries

Eighteen Month Plan:

- 1.1 Increase revenue through donations using public relations platforms and messaging.
- 1.2 Improve Recruiting practices for Cemetery Groundskeepers to attract qualified staff.
- 1.3 Improve operations and evaluation of cemetery activities through hands-on management and improved SOP
- 1.4 Standardize and implement new web-based service desk/portal for all 3 state cemeteries.

Five Year Plan:

- 1.5 Spur revenue by looking to legislature to pass an increase of patriotic license plate costs
- 1.6 Streamline NCA grant process and reduce complexity by communicating with all levels of grant operations



Expand Veterans Service Role

Two Year Plan

- 2.1 Collaborate with SAVA Committee on HJ23, study the structure of MVAD.
- 2.2 Develop network and teambuilding with other service organizations, i.e. County VSO's and National Service Organizations.
- 2.3 Expand and improve electronic claims processing by evaluating program effectiveness annually.
- 2.4 Broaden and expand outreach services across the state.

5 Year Plan

- 2.5 Increase service to veterans in Eastern Montana by opening an office in Eastern Montana with one FTE.
- 2.6 Collaborate with other state agencies to broaden services to veterans in our Montana Veteran Homes.

Strengthen Leadership

Two to Five Year Plan

- 3.1 Provide state sponsored leadership course to all supervisors
- 3.2 Develop leadership and management skills across agency to support retention rate
- 3.3 Increase awareness regarding cultural sensitivity.
- 3.4 Through strong leadership, continue to improve career ladder program

Improve Communication and Messaging

Two to Five Year Plan

- 4.1 Redesign Department and Division website to include email hyper-links for each office and cemetery for accessibility to larger audience of veterans and family members.
- 4.2 Increase regularity of conference calls with agency leadership, e.g. Bureau and Section Chiefs.
- 4.3 Collaborate with Director's Office (budget, payroll, deputy director) to receive regular department updates i.e. deadlines, events, etc.

Primary Business of MVAD consists of the following:

Oversee the State of Montana's provision of veterans services, as provided by the Montana Veterans Affairs Division.

Build a strong program capable of serving the needs of veterans and family members.

Work with legislature to study all MVAD programs. Improve public perception through consistent processes and strong leadership.

Two Operations:

Veteran Services

Operations Funded by:

General Funds

License Plate Revenue (SB401)

Patriotic License Plate

State Veteran Cemeteries

Operations Funded by:

License Plate Revenue

Federal Plot Allowance

Donations

