



FY 2011 PERFORMANCE PLAN Office of Veterans Affairs

MISSION

The mission of the District of Columbia Office of Veterans Affairs (OVA) is to assist, recognize, and effectively advocate on behalf of District of Columbia veterans and their families.

SUMMARY OF SERVICES

The District of Columbia Office of Veterans Affairs assists District veterans and their dependents and survivors in applying for and using Federal Department of Veterans Affairs benefits, and with service record acquisition and correction, as well as discharge upgrades. OVA also supports veterans recently released from active-duty service with transition assistance from military life to civilian life. Finally, OVA connects veterans with wrap-around District and Federal services that address homelessness, employment, ex-offender reentry and quality of life.

OBJECTIVE 1: Expand recognition of the military service of District of Columbia veterans.

INITIATIVE 1.1: Encourage consistent interaction with community-oriented District government agencies.

In FY 2011, OVA will raise awareness of veteran assistance and opportunities by linking its efforts and communications with District Government agencies that have a designated constituent base. OVA shall promote collaboration among these District agencies beyond those traditionally collaborated with in the past. This initiative will also assist in OVA outreach and awareness efforts. OVA will interface with these agencies individually. OVA shall also establish relationships through the District Health and Human Services meetings. This interaction shall be initiated by October, 2011.

OBJECTIVE 2: Connect more District of Columbia veterans to the full benefits and support made available by local and Federal government.

INITIATIVE 2.1: Utilize current electronic media to promote Federal and District government information that is essential to District veterans.

OVA shall utilize various media, including social media, to disseminate information among District veterans. New veterans initially seek information pertaining to services and benefits online, so this initiative allows OVA to meet Veterans where they are. This initiative will further educate and inform our constituent base. A social media plan, with demonstrable goals, will be established by January 1, 2011, and will be implemented by April 1, 2011.



OBJECTIVE 3: Streamline efforts to inform returning veterans of educational opportunities at state schools.

INITIATIVE 3.1: Collaborate with area trade schools and junior colleges to keep veterans informed of additional educational opportunities.

OVA shall seek no less than three new relationships with accredited educational institutions throughout the D.C. region in FY11. These relationships will vary, but could include providing a campus veteran liaison, inviting veterans to events, conducting veteran outreach and more. Encouraging trade schools and junior colleges to engage with veterans will increase opportunities and promote awareness of educational options available to District veterans. OVA will utilize current relationships to gain access to these schools. Reporting on the benefits of these new relationships will be conducted on a quarterly basis.

PROPOSED KEY PERFORMANCE INDICATORS

Measure	FY2009 Actual	FY2010 YTD	FY2010 Target	FY2011 Projection	FY2012 Projection	FY2013 Projection
Percent of veterans who rate OVA services as satisfactory or better	92	91	96	96	96	96
Number of DC veterans contacted in outreach efforts	679	315	700	700	700	700
Number of veteran events and programs coordinated in partnership with other organizations	26	18	25	25	25	25
Number of veterans assisted	927	Not Available	350	500	550	600
Percent of client response within the first five full business days	100	100	100	100	100	100
Number of veteran events produced by OVA as the lead organization	1	1	2	2	2	2
Percentage of all negative surveys directed toward OVA	Not Available	Not Available	Baseline	5 or less	5 or less	5 or less