

# Idaho Division of Veterans Services

## Strategic Plan

2011 - 2016



### Vision Statement

**Caring for America's Heroes**

### Mission Statement

We are dedicated to serving Idaho's veterans and their families by providing superior advocacy, excellent assistance with benefits and education, high quality long-term care, and respectful interment services in a dignified final resting place.

### Values

- **Compassion for All**
- **Unending Accountability**
- **Absolute Integrity**
- **Outstanding Communication**
- **Dignity for Everyone**
- **Unconditional Honesty**

Dear Citizens,

The Strategic Plan for the Idaho Division of Veterans Services is our guidebook for the next five years. This plan helps our staff make decisions that are consistent with our vision, mission, values, and goals. It provides a way for us to hold ourselves accountable to you and to measure our performance in clear, easily understandable ways. It helps us make needed changes to better serve you.

In 2010 and 2011, the Idaho Division of Veterans Services has reached out to stakeholders digitally, by enhancing our website, expanding our public information activities and actively participating in social media, such as Facebook. We have seen significant changes in the demographics of those “following” us on these digital sources and plan to continue reaching out to veterans and other stakeholders in a technologically and sophisticated way. In addition, we are planning to transition to electronic records, consistent with the requirements of entities we partner with, such as the Department of Veterans Affairs.

The Idaho Division of Veterans Services will carry on involving veterans, their families, volunteers, employees, and citizens in our decision-making and in determining what direction we should be moving in the years ahead. We encourage you to visit our website ([www.veterans.idaho.gov](http://www.veterans.idaho.gov)) and contact us with any questions or concerns you may have. You may call us at 208-577-2310; write us at 351 Collins Road, Boise ID 83702; or e-mail us at [david.brasuell@veterans.idaho.gov](mailto:david.brasuell@veterans.idaho.gov). Together, we can form a team that continues to excel in **Caring for America’s Heroes**.

Sincerely,

*David E. Brasuell*

David E. Brasuell, Administrator  
Idaho Division of Veterans Services

*Donald G. Riegel*

Donald G. Riegel, Chairman  
Idaho Veterans Affairs Commission

## **GOALS**

- 1. Provide high quality advocacy and benefit assistance for all Idaho veterans and their families.**
- 2. Provide superior long-term care and enhanced quality of life for all Idaho State Veterans Home residents.**
- 3. Attract and retain excellent, compassionate staff and volunteers.**
- 4. Operate with the efficiency, innovation and adaptability of a well-managed business.**
- 5. Honor Idaho veterans and their families with respectful interment services in a dignified final resting place.**
- 6. Ensure high quality, well managed education and training programs for Idaho veterans.**

## **OBJECTIVES and PERFORMANCE INDICATORS**

### **1. Provide high quality advocacy and benefit assistance for all Idaho veterans and their families.**

- a. **Expand outreach activities.**
- b. **Improve capability of County Service Officers**
- c. **Expand public awareness of OVA**
- d. **Expand partnerships with other entities serving veterans**

#### **We will determine our success by measuring the:**

- ⇒ Number of Veteran benefits dollars coming into Idaho.
- ⇒ Number of claims filed with VA and other agencies.

### **2. Provide superior long-term care and enhanced quality of life for all Idaho State Veterans Home residents.**

- a. **Use best practices in all the homes' departments.**
- b. **Enhance communication with residents and families.**
- c. **Recognize and reward superior resident care.**

#### **We will determine our success by measuring the:**

- ⇒ Percent of returned customer service questionnaires from residents and families indicating satisfaction with services.
- ⇒ Number of satisfactory surveys from state and federal survey agencies with fewer tags issued than the federal or state average. A survey resulting from a complaint will be considered satisfactory if the complaint is NOT validated.

### **3. Attract and retain excellent, compassionate staff and volunteers.**

- a. **Enhance orientation for staff and volunteers.**
- b. **Increase recognition for superior staff and volunteers.**
- c. **Improve communication among all staff.**
- d. **Expand career ladder plans for staff.**

#### **We will determine our success by measuring the:**

- ⇒ Rate of Division staff turnover compared to industry average.
- ⇒ Percent of staff expressing satisfaction in annual employee questionnaire.
- ⇒ Number of new volunteers and annual volunteer hours.

**4. Operate with the efficiency, innovation and adaptability of a well-managed business.**

- a. **Expand web-based services.**
- b. **Use technology to increase staff efficiency and effectiveness.**
- c. **Implement an electronic records program**
- d. **Evaluate supervisors on fiscal accountability.**
- e. **Conduct consistent and effective marketing.**

**We will determine our success by measuring the:**

- ⇒ Percent of staff and citizens expressing satisfaction with website and available technology.
- ⇒ Percent of occupied beds in facilities.
- ⇒ Number of satisfactory audits.

**5. Honor Idaho veterans and their families with respectful interment services in a dignified final resting place.**

- a. **Operate veterans' cemetery in compliance with national cemetery program.**
- b. **Address needs of veterans in areas of state not served by existing cemetery.**

**We will determine our success by measuring the:**

- ⇒ Percent of returned customer service questionnaires from families indicating satisfaction with interment services.
- ⇒ Percent of compliance with the VA National Cemetery Administrations National Shrine for appearance.

**6. Ensure high quality, well managed education and training programs for Idaho veterans.**

- a. **Provide oversight for veterans' education programs for all Idaho Veterans.**
- b. **Coordinate educational efforts with all other Division programs.**
- c. **Provide leadership in veterans employment efforts in Idaho**

**We will determine our success by measuring the:**

- ⇒ Number of approved academic, on-the-job and apprenticeship programs.
- ⇒ Percent of compliance with VA National State Approving Authority program.