

MN Association of County Veteran Service Officers (MACVSO)-Strategic Plan - 2024-2025					
Updated as of Aug 2025					
Status Key:	G - Good progress; goal on track	Y - Progressing but with minor problems/delays	R - Major delays; significant problems		
MACVSO Goal #1: County Veteran Service Officers operate consistently on a core set of standards					
Objectives	Point of Contact	Status	Timeframe	Notes	
Create a template for a County Veteran Service Officer (CVSO) Resource Book unique to their county	Alex Flemming, Ramsey County ACVSO	G	Spring 2025		
Establish a sub-committee to review and update the MACVSO “How to Book”	Cory Vaske, Stearns County CVSO	G	Spring 2025	Will establish a committee during Fall Conference. Plan would be to pick and assign a few topics each year for review. Changed direction on this one. The creator of the book from MDVA will keep it updated on a recurring basis. Item done.	

MACVSO Goal #2: CVSOs receive accurate and timely guidance					
Objectives	Point of Contact	Status	Timeframe	Notes	
Assist with employment issues as needed and upon request	Executive Director	G	As needed	MACVSO will provide guidance on this topic on some recurring basis. MACVSO will provide more extensive support if needed and requested.	
Create job descriptions for all positions on the eboard and district reps	Alex Flemming, Ramsey County ACVSO	G	Spring 2025		
Define caseload/formula for CVSOs for formulating CVSO staffing levels	Cory Vaske, Stearns County CVSO	G	Fall 2025	We have had a few meetings. However, we are still in the “defining the problem” phase. It is a novel topic with essentially no CVSO specific references for guidance. Update: 6-9-25- Still finding it hard to define and come up with a template. Update: 08-04-2025- We find this a too difficult task to determine without considerable outside help and substantial coordinated effort within MACVSO. We recently found out that the National Association of County Veteran Service Officers (NACVSO) plans to hire a consulting firm to develop a definition/formula for caseload. Thus, we close this task as done.	
Create a MACVSO Technical Assistant Coordinator for: Women Veterans; Justice Involved Veterans; Suicide Prevention	President and Executive Director	G	Spring 2025	Committee created at February E-Board meeting. Jenna Schmidke appointed for Women Veterans; Kristy Janigo appointed for Justice Involved Veterans; and, Tom Anderson appointed Suicide Prevention. Coordinators will be supported for training and travel expenses. Request made of the Minnesota Legislature for funding in the next Session (2025).	

MACVSO Goal #3: CVSOs receive consistent and relevant training					
Objectives	Point of Contact	Status	Timeframe	Notes	
Introduce “Smart Brevity” concept to MACVSO members	Executive Director	G	Spring 2025	Smart Brevity ( <a href="https://www.axios.com/smart-brevity">https://www.axios.com/smart-brevity</a> ) book will be provided to members at the Fall Conference. Concepts will be taught to the membership at the Fall Conference.	
Promote National Association of County Veteran Service Officers (NACVSO) training conference	Executive Director	G	Spring 2024	Opportunities for in-person and virtual attendance ( <a href="https://www.nacvso.org/events/conference---2024">https://www.nacvso.org/events/conference---2024</a> ). Done.	
Advertise quarterly the St Cloud State University (SCSU) CVSO Essentials Course	Executive Director	G	Quarterly	Plans are in the works for an expanded class in 2025. Scholarships will be available. 2/5/2025-CVSO essentials course is on hold and being re-evaluated if it will continue.	

MACVSO Goal #4: Legislators recognize and support actions and laws that benefit Veterans					
Objectives	Point of Contact	Status	Timeframe	Notes	
Yearly, continue partnerships with bona fide Veteran Legislative Committees	Kristy Janigo, Legislative Chair, Legislative committee & Executive Director	G	Yearly	For 2024 Legislative session all MACVSO have passed through Committees	
Ask MACVO membership for legislative ideas and present them at the MACVSO Fall Conference	Kristy Janigo, Legislative Chair and Executive Director	G	Fall 2024	Legislative Priorities for 2025 drafted. Will be approved by the E-Board at fall conference. 2/5/2025 completed list of issues.	
Provide full suite legislative advocacy for MACVSO from drafting bills, lobbying bipartisan coauthors, committee testimony, CTF representation, and presence at Vets Day on the Hill	Kristy Janigo, Legislative Chair and Executive Director	G	Spring 2025	Although claim sharks bill did not pass, lawmakers are now much more aware of what CVSOs do and why protecting veterans from benefits fraud is important. MACVSO technical assistance coordinator funding passed. New LSS CORE food insecurity funding passed. Funding to MDVA homeless programs maintained (not cut as originally proposed in house bill)	

MACVSO Goal #5: Community Stakeholders understand, support, and use CVSOs.					
Objectives	Point of Contact	Status	Timeframe	Notes	
Yearly attend MN Association of Counties Conference and do a formal presentation that educates County Commissioners on CVSO importance.	Executive Director	G	Yearly	Executive Director attends AMC Board of Director meetings. Executive Director, President and VP presented at AMC Futures Task Force at Camp Ripley in November. Full presentations now scheduled for 2024 Annual Conference in December. MACVSO is on the agenda for Justice Involved Veterans. 2/5/2024. Ex Dir presented at the AMC Conf Dec 2024.	
Attend scheduled CVSO VA Medical Center meetings	President and Executive Director	G	Yearly	President and Executive Director attend meetings at the Minneapolis and St. Cloud VAMCs.	
Get CVSO tab on the MDVA website on top blue banner	Executive Director	R	By Spring 2023	Request has been submitted to MDVA.	
Create an educational trifold to present to AMC newly appointed commissioners.	Executive Director	G	Fall 2024	Executive Director of MACVSO has draft tri-fold and will look into finalizing it with graphics. 01/21/2025- Done and provided to AMC to hand out to new commissioners.	

MACVSO Goal #6: Improve the sustainability of MACVSO					
Objectives	Point of Contact	Status	Timeframe	Notes	
Explore the possibility of getting corporate sponsorship and brief the eboard on pros and cons	Executive Director	y	Spring 2025	Executive Director has researched corporate sponsorship. Currently, MACVSO is a 501(c)(4) organization, which allows for unlimited lobbying. Corporate or public contributions to a 501(c)(4) are not currently tax deductible like they are for a 501(c)(3). Additionally, as a non-profit with funding only from membership fees and government grants, we currently fall outside of the regulatory requirements of registering with the Minnesota Attorney General's Office. Executive Director has recommended to the E-Board that if they want to pursue corporate sponsorship that a separate 501(c)(3) will have to be created. A cost/benefit analysis will have to be done. Executive Director currently recommends instead of corporate sponsorship we pursue additional government grants. Requests are in to start the process of funding the Technical Assistance Coordinators in next years Legislature.	