



**MINNESOTA MILITARY  
& VETERAN EXCHANGE**

**MNME 101**

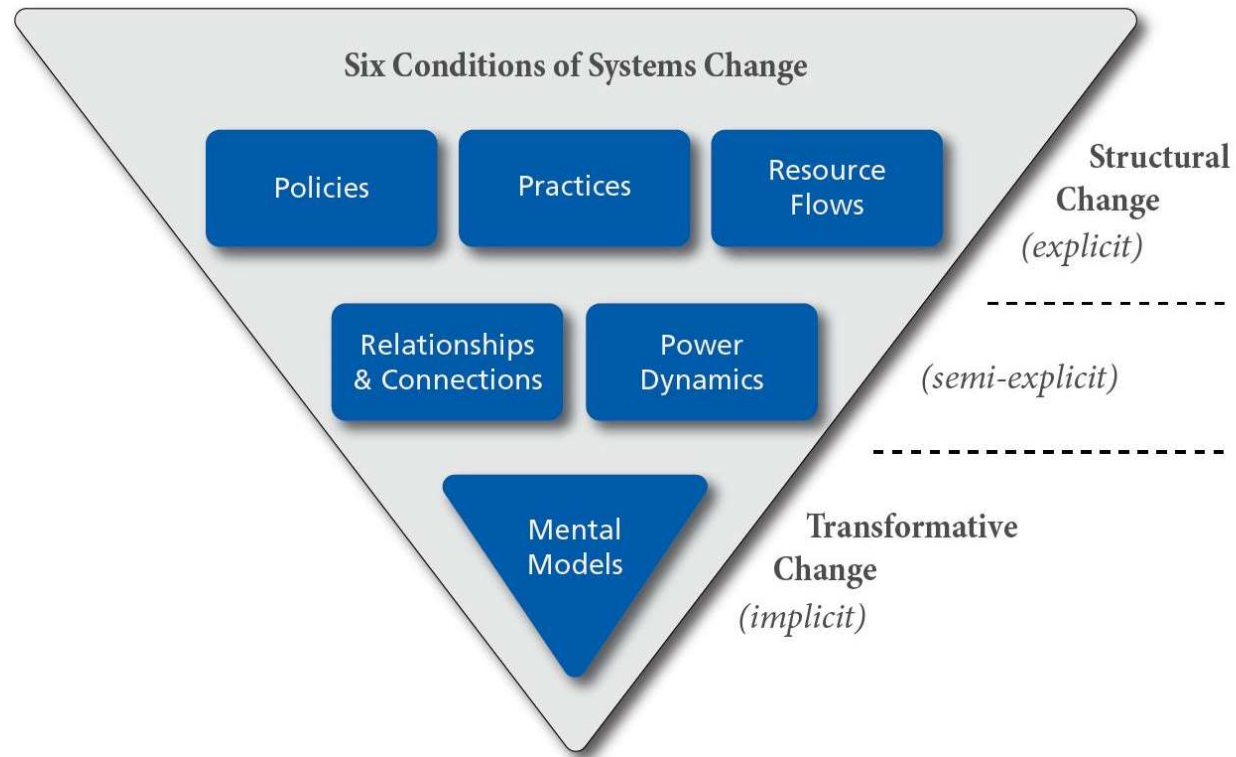
# Learning Outcomes

- What is Collective Impact and Systems Change Framework, and how can we use it to better serve MN military connected?
- History of National and MN collaboration efforts to date and creation of the MNME Project/Brand
- MNME Statewide Infrastructure and how to get involved
- MNME Website and how to create a page for your organization
- E2020 Virtual Event and how to ensure you can participate
- Strategy to advertise Military & Veteran Events in MN together
- Strategy to get every MN military connected to the right first step
- Other resources and your questions answered

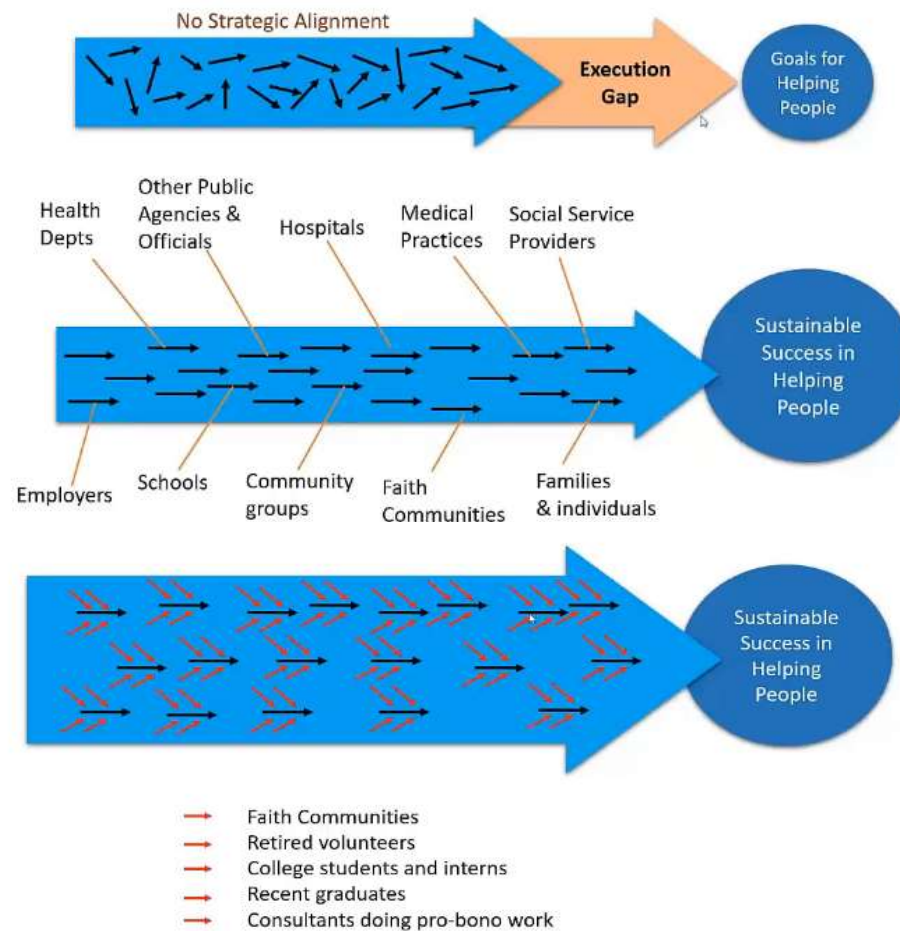
**How do we solve complex problems?**

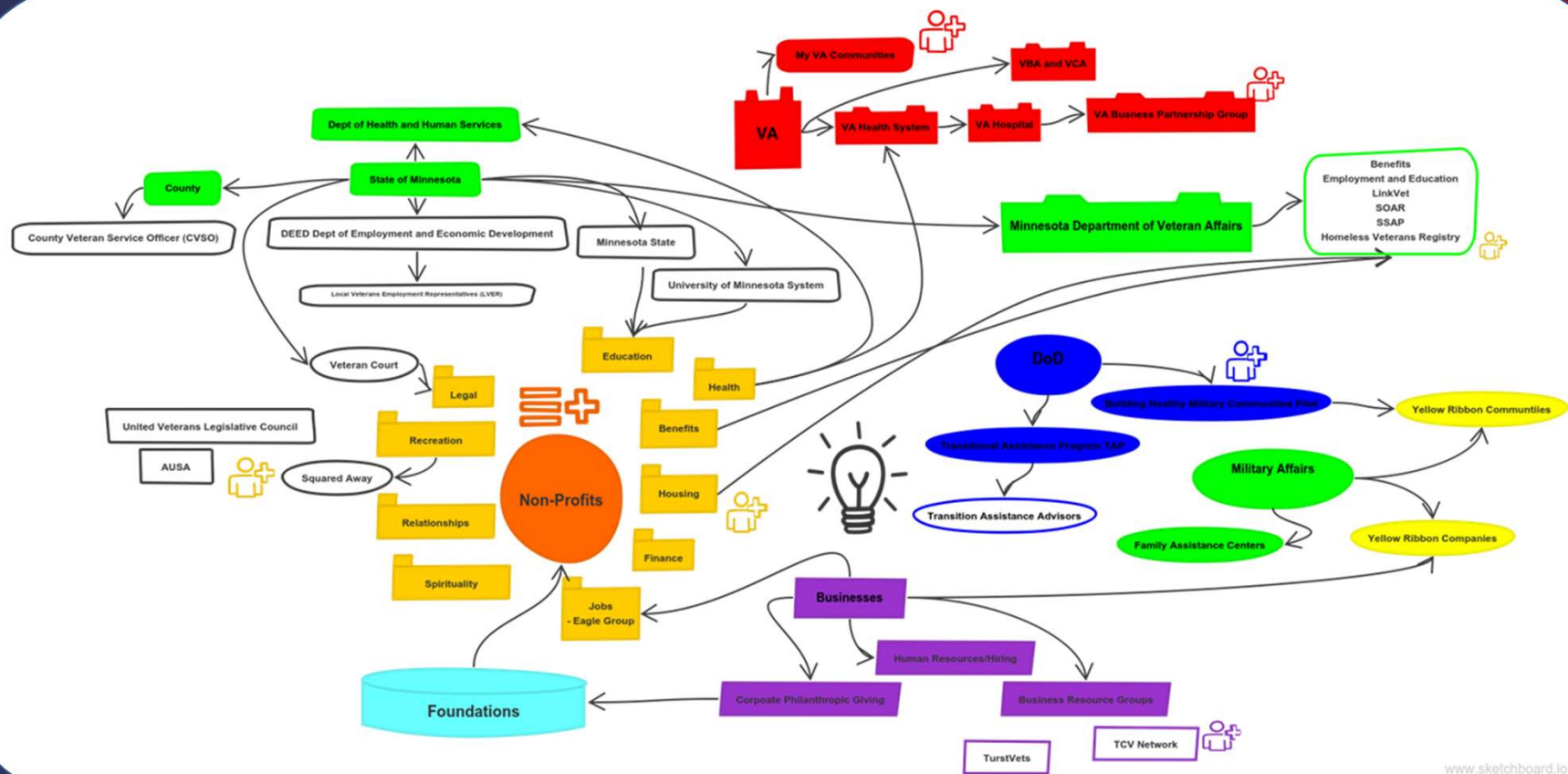
**Collective Impact and  
Systems Change  
Framework**





## Creating Value through Alignment





~1996 San Diego's  
One VA Community  
Advocacy Board

2003 Launch of  
Military Family  
Care Initiative in  
MN

2008 First **MN**  
Beyond the Yellow  
Ribbon BTYR  
Community  
Proclaimed

2010 **MN** Military  
Family Care  
Initiative joined  
BTYR

2014 Twin Cities  
Military Network  
(TCMN) Launches

Nov 2016 **MN**  
invited to Building  
Healthy Military  
Communities  
(BHMC)

Feb 2016 National  
Veteran  
Intermediary (NVI)  
launched

Jan 2016  
MyVA/CVEB model  
encouraged  
nationwide by Sec  
McDonald

2015 CT launches  
first official  
Community Veteran  
Engagement Board

Jan 2017 Project  
Got Your Back  
began mapping **MN**  
eco-system for CI

May 2017 First NVI  
Local Partner  
Combined Arms  
Houston, TX

Sept 2017 PGYB  
discovered Vetlanta  
concept

Dec 2017 initial  
**MN** Collective  
Impact Gathering

Summer 2018  
Creation of MNme  
brand

March 2019 VA  
invites Twin Cities  
to be a CVEB and  
hold VEAC event

Dec 2018 Launch of  
MNme website and  
Facebook

Fall 2018 initial **MN**  
Statewide Steering  
Team  
Conversations

Early Fall 2018  
BHMC, BTYR,  
MNME and TCMN  
align forces

July 2019 National  
Veteran  
Intermediary  
names MNme a  
statewide partner

2019-2020+  
Aligning/Creating/  
Formalizing  
Regions Statewide

Fall 2020  
E2020 Virtual Event

**Story MN and Nation**



# Strategic National Alliance



## VA Veteran Experience Office

Community engagement by independent, community-based organizations that are comprised of a collaborative network of Veterans, advocates, resources, and other stakeholders who organize in the local community to improve outcomes for Veterans, those currently serving, and their communities to create 'Veteran-friendly Communities'.



## National Veteran Intermediary

National Veterans Intermediary is for communities that collaborate or want to collaborate more effectively to serve all military, veterans, their families and caregivers across the country. Communities collaborating to support veterans come in all shapes and sizes.



## Building Healthy Military Communities

Building Healthy Military Communities (BHMC) is a pilot initiative intended to improve mission readiness, health, and well-being of geographically dispersed persons currently serving and their families through increased awareness and access to military and community resources promoting well-being. To achieve this goal, we are seeking to leverage three interventions: state coordinators, a strategic information campaign, and mobile-health technologies.

## Federal Alignment



NATIONAL  
VETERANS  
INTERMEDIARY



## Strategic State Alliance



## MNME and BTYR Regional Convening Structure



**MN  
ME**  
Collective  
Impact  
Statewide  
Infrastructure

Regional  
Task Force  
Groups  
Social  
Determinant  
of Health





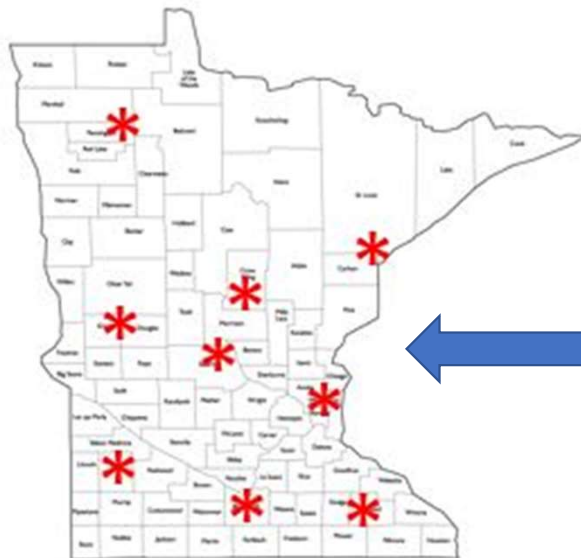
Collective  
Impact  
Statewide  
Infrastructure

Aligned to ensure communication, awareness...

## BTYR Regional Convening Structure

Northwest – Moorhead & Brainerd	Northeast – Duluth	West Central – Moorhead
North Central – Brainerd & Camp Ripley	Central – St. Cloud	East Central – Cambridge
Southwest – Montevideo	South Central – New Ulm	Southeast – Mankato
Metro 1 – Bloomington	Metro 2 – Arden Hills	Metro 3 – Inver Grove Heights & Rosemount
Metro 4 – Brooklyn Park		

## MNME Regional Convening Structure



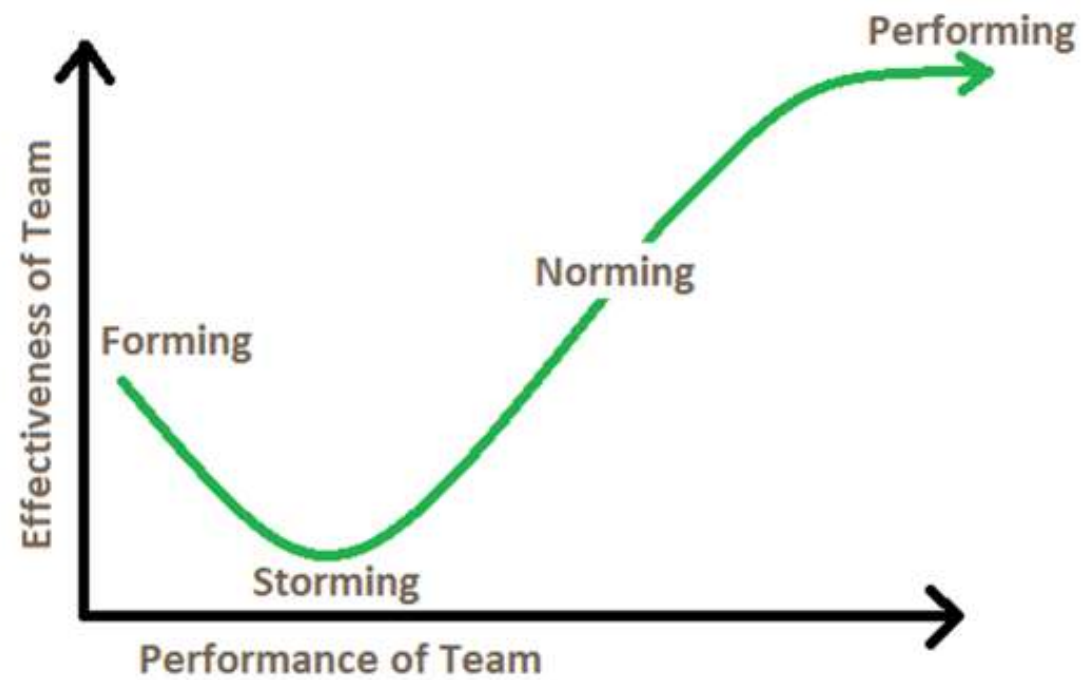
★ Office Locations for  
Yellow Ribbon Support



**Beyond the  
Yellow Ribbon**

Leverages existing  
community level  
engagement

## Tuckman's Team & Group Development Model



<https://www.thecoachingtoolscompany.com/>

## **Get Involved:**

MNME Quarterly regional gatherings with key stakeholders

## **Value:**

- Engaging, connecting, and syncing those who seek to honor and support our “military connected”
- Ensure nonduplication of services
- Awareness and sharing regional resources
- Building relationships
- Increased communication
- Accountability

# Strategy to support MN military connected

Begin here....



## **County Veteran Service Officers**

for currently serving (with Veteran status), prior service, Veterans, their families and caregivers



## Family Assistance - new name in the fall **Military and Family Readiness Specialists**

for all currently serving and their families







# 2020

Thursday, October 29<sup>th</sup>  
Virtual Event

**VA**



U.S. Department  
of Veterans Affairs



MINNESOTA MILITARY  
& VETERAN EXCHANGE

What questions do you have that you just can't seem to find the answer to? What services exist that you don't know about? We want to help.....this event is for you and/or your family!

Sign up today to let us know  
you will be attending.

<https://bit.ly/e2020MN>





**DO YOU WANT TO FIND OR PROMOTE  
MILITARY & VETERAN EVENTS?**

Get started here!

LEARN MORE

### **ADVERTISE EVENTS:**

- Eventbrite is a great way to share information about events to reach a very broad audience.
- Anyone/organization can create an Eventbrite event at no cost.
- Create your event in Eventbrite using the keyword “mnmilitaryconnected” to help advertise
  - There is a setting called listing privacy when you create an Eventbrite select: Public page: Discoverable by anyone on Eventbrite, our distribution partners, and search engines.
  - To ensure that MN Military Connected across the state can find this...please make sure you check this box!
  - You will also pick an event type and topic
- Post your event on the MNme.us Facebook page and link it to other social media

### **FIND EVENTS:**

- Go to Eventbrite and search using keyword “mnmilitaryconnected” or watch MNme.us Facebook page
- RSVP (if needed)
- Invite others and attend

**What are your questions?**

**Please consider sharing what you have learned with your networks**

- **MNME Facebook page**
- **MNME Website – [www.mnme.us](http://www.mnme.us)**
- **MNME 101**