



## Appendix 3 to Veteran's Advisory Board Strategic Plan 2026-2028

### Goal 3: Expand Awareness and Communication

**Objective 3.1: Create greater community awareness of issues important to veteran groups through outreach and influence opportunities**

#### **Initiatives**

**3.1.1** Conduct regular briefings to mayor and City Council on veteran issues and activities of the VAB and other veteran organizations. **Ongoing**

**3.1.2** Offer to brief local service organizations on veteran issues. **Ongoing**

**3.1.3** Meet regularly with DVS, providing them feedback on local veteran issues and opportunities to meet veteran needs. **Ongoing**

**Objective 3.2: Strengthen and expand communication related to veteran issues on city web pages, social media platforms and other communication venues.**

#### **Initiatives**

**3.2.1** Establish a communication and outreach committee on the VAB to coordinate messaging on veteran issues across all local communication platforms. **Ongoing**

**3.2.2** Create periodic articles on veteran issues and opportunities for incorporation on city web pages, social media platforms and local print media. **Ongoing**

**3.2.3** Offer local media the opportunity to interview VAB members on community issues of importance to veterans. **Ongoing**