

# STATEWIDE STRATEGIC PLAN 2024 - 2029



Making Virginia the Best  
State for Veterans



Virginia Department of Veterans Services




# VISION

Make Virginia the best state for service members, veterans, and their families to live, work, lead, and raise a family.


## STRATEGIC GOALS




**GOAL 1** Increase labor force participation rate for transitioning service members, veterans, and their families to maximize economic outcomes.





**GOAL 2** Make Virginia the easiest state for service members, veterans, and their families to transition, reskill, and upskill.





**GOAL 3** Attract more transitioning service members, veterans, and their families to move to Virginia through tangible economic incentives.





**GOAL 4** Honor veterans' service, sacrifice, and legacy by promoting and providing high quality programs and services.




**GOAL 5** Reduce obstacles to reliable and affordable housing options for transitioning service members, veterans, and their families.




**GOAL 6** Reduce the rate of homelessness for veterans and their families in Virginia.



# GOAL 1 ACTIONS



**Increase labor force participation rate for transitioning service members, veterans, and their families to maximize economic outcomes.**

**Action 1.1:** General Assembly amends the budget appropriation for Veterans Benefit Services to expand the Virginia Values Veterans (V3) grant program eligibility to include veterans and military spouse hires in businesses and nonprofit organizations with 300 or fewer employees and local governments of any size.

**Action 1.2:** General Assembly increases the budget appropriation for Veterans Benefit Services to \$1,000,000 for V3 grant disbursement and increases the grant amount to \$5,000 each.

**Action 1.3:** DVS partners with the Department of Workforce Development and Advancement to create a pilot job matching and resource navigation program for transitioning service members, veterans, and their families.

**Action 1.4:** General Assembly authorizes the establishment of the Military and Veterans Legislative Fellowship Program.

## Key Performance Indicators



Veteran Labor Force  
Participation  
Rate

% of Veterans Living  
Above the  
Poverty Line



# GOAL 2 ACTIONS



**Make Virginia the easiest state for service members, veterans, and their families to transition, reskill, and upskill.**

**Action 2.1:** General Assembly authorizes a workgroup convened by the Department of Workforce Development and Advancement to determine best practices and strategies to standardize services across institutions of higher education and optimize the amount of credit received for military service and training.

**Action 2.2:** General Assembly amends Virginia code to ensure that dependent children and spouses of service members and veterans residing in Virginia are eligible for in-state tuition rates regardless of length of residency.

**Action 2.3:** General Assembly optimizes the tuition assistance program for members of the Virginia National Guard.

**Action 2.4:** General Assembly authorizes Virginia joining additional reciprocal credentialing compacts, specifically teacher mobility, cosmetology, physician assistant, dentist and dental hygienist, massage therapists, social work, and any other compacts as they become available.

## Key Performance Indicators



Number of  
Compacts Joined

Dependent  
Education Benefit

Waived Veteran  
Tuition Rate

# GOAL 3 ACTIONS



**Attract more transitioning service members, veterans, and their families to move to Virginia through tangible economic incentives.**

**Action 3.1:** General Assembly authorizes the establishment of a Veteran Transition Tax Credit Program to incentivize transitioning service members to move to Virginia at end of their active-duty service, to include those who join the Virginia Army or Air National Guard and the Virginia-based Reserve Components.

**Action 3.2:** General Assembly allows Virginia procurement set asides for veteran-owned businesses operated in Virginia.

**Action 3.3:** General Assembly authorizes low or no-interest loans for veteran-owned small businesses operated in Virginia.

**Action 3.4:** General Assembly approves a Virginia constitutional amendment to standardize property tax waivers for surviving spouses of service members who died in the line of duty.



## Key Performance Indicator

Military Retirement  
Pay Exemption from  
State Income Tax

# GOAL 4 ACTIONS



**Honor veterans' service, sacrifice, and legacy by promoting and providing high quality programs and services.**

**Action 4.1:** Department of Veterans Services collaborates with Department of Education to provide training to support Purple Star Designation Programs in Virginia schools.

**Action 4.2:** General Assembly approves a budget increase for salaries for Veteran Service Representatives (VSRs) to support retention of VSRs.

**Action 4.3:** Department of Veterans Services improves partnership and influence with Department of Behavioral Health and Developmental Services to increase veteran access to behavioral health services across the Commonwealth.

**Action 4.4:** Department of Veterans Services creates a healthcare resource navigation function within the agency.

**Action 4.5:** General Assembly directs the Office of Data Governance and Analytics to create and execute a multi-agency data sharing agreement to share veteran-specific data with the Department of Veterans Services in order to expand the data-informed outreach plans for veterans.

**Action 4.6:** General Assembly approves a Department of Veterans Services budget request for marketing resources for veteran outreach.

**Action 4.7:** Department of Veterans Services develops a long-term plan and funding requests to improve agency infrastructure and capital assets throughout the Commonwealth.

## Key Performance Indicators



Veteran Spouse and  
Dependent Burial at  
No Cost

National Guard & Reserve  
(No Active Duty) Eligible  
for Burial

# GOAL 5 ACTIONS



**Reduce obstacles to reliable and affordable housing options for transitioning service members, veterans, and their families.**

**Action 5.1:** General Assembly establishes funding for veteran home improvement grants for depreciated housing in Virginia.

**Action 5.2:** General Assembly authorizes the establishment of a Veteran First Time Homebuyer Tax Credit Program in which a \$5,000 tax credit is available to military veterans who purchase a primary home in Virginia for the first time.

**Action 5.3:** Department of Veterans Services partners with Habitat for Humanity to expand Habitat for Heroes and Veterans Build to increase veteran homeownership in Virginia.

**Action 5.4:** Department of Veterans Services partners with Department of Housing and Community Development to apply for grant funding to support a Virginia Veterans Rent Relief Program.

## Key Performance Indicators



Veteran  
Homeownership  
Rates

% of Veterans  
Experiencing Housing  
Problems\*

\*Includes problems of quality, crowding, or cost

# GOAL 6 ACTIONS



**Reduce the rate of homelessness for veterans and their families in Virginia.**

**Action 6.1:** Department of Veterans Services partners with Virginia Housing to apply for U.S. Department of Veterans' Affairs Grant and Per Diem (VA GPD) Case Management grants that help veterans obtain and retain permanent housing.

**Action 6.2:** Department of Veterans Services partners with Virginia Housing to apply for grant funds to support a Virginia Veterans Mortgage Relief program that helps military families avoid foreclosure.



## Key Performance Indicator

% of Veterans  
Experiencing  
Homelessness