



Beyond the Yellow Ribbon
www.BeyondtheYellowRibbon.org

Yellow Ribbon Recognition Program 16 Step Process

Desired End-state: *Establish and sustain a comprehensive support network that connects and coordinates agencies, organizations and resources for the purpose of meeting the needs of service members, veterans and military families across the state of Minnesota.*

Step 1

Initial Engagement Meeting:

Who: Director of Military Outreach (DMO) and Community Point of Contact (if identified) engage local city/county leadership.

What: Engage leaders at a leader meeting or a requested meeting with the city/county leaders such as the mayor, city/county administrator, council members or county commissioners.

- What is the Yellow Ribbon Recognition Program?
- Why Become a Yellow Ribbon Community?
- How can you become a Yellow Ribbon Community?

Objective: *Inform and educate leadership and request partnership. Identify community point of contact to create Steering Committee.*

Step 2

Plan for Yellow Ribbon Kick-Off Meeting

Who: Community Point of Contact (POC), Local Military POC, Key Area Community Representatives, Family Assistance Center (FAC), Family Readiness Support Assistant (FRSA), County Veteran Service Officer (CVSO), Employer Support of the Guard and Reserve (ESGR) Representative, Department of Economic and Employee Development (DEED) Veteran Employment Representative and applicable local Service Providers.

What: Prepare, coordinate and plan for Yellow Ribbon Community Kick-off meeting. Begin to form Yellow Ribbon Steering Committee.

- Set kick-off meeting date, time, location
- Identify and personally invite potential influencers from all key areas
- Identify and personally invite known military families and unit leadership
- Invite all community
- Invite local press/communication personnel
- Plan logistics (location, refreshments, PR, etc),
- Communicate status with Director of Military Outreach or local unit representative

Objective: *Create energy and community excitement and market Yellow Ribbon Community Kick off Meeting. Engage Key Areas to form Yellow Ribbon Steering Committee.*

Step 3

Yellow Ribbon Kickoff

Who: Key community influencers, all community, local Military leadership and Key Support Partners (listed in Step 2), Yellow Ribbon Steering Committee and Director of Military Outreach (DMO).

What: Execute Yellow Ribbon Kick Off Meeting (Approx 90 minute presentation)

- Introduce Yellow Ribbon Recognition Program
- History and definition of a Yellow Ribbon Community/County
- Introduce Yellow Ribbon Steering Committee
- Create awareness of the needs of service members, veterans and military families in local area
- Overview of Yellow Ribbon Recognition Program process
- Synchronize and connect current community support activities
- Brainstorm: Gap areas, identify anchor events, ideas for further support
- Set next meeting (preplan)
- Add representatives to Yellow Ribbon Steering Committee to complete all key areas
- Call to Action

Objective: *Create awareness for the needs of the service member, veterans and military families and influence the community to develop a sustainable action plan that supports the target group. Complete formation of Yellow Ribbon Steering Committee from all Key Areas. Educate Steering Committee on Action Plan creation process.*

Step 4

Plan Key Area Meetings.

Who: Yellow Ribbon Steering Committee

What: Plan all upcoming Key Area Meetings

- Personal Invites/ Reminder contacts (personal)
- Set and schedule meetings
- Communicate status with Yellow Ribbon Outreach Coordinator/Military POC

Objective: Organize Steering Committee agendas and set tasks for engaging key areas throughout the community.

Step 5-12

Execute Key Area Meetings

Who: Yellow Ribbon Steering Committee and community members interested in or vested in the key area.

What: Execute each of the Key Area Meetings by inviting influencers from each key area to brainstorm and capture all current military support activities. Facilitate meetings to develop Yellow Ribbon support action items and commitments for each key area. Identify partnership opportunities between key areas and challenge key areas to attain highest level of support.

Ensure minimum requirements of the Yellow Ribbon Recognition Program are being fulfilled and that identified needs of service members, veterans and military families in local area are being met. (Note: Some key areas may require more than one meeting).

Objective: Each key area develops sustainable services, resources, activities and partnerships that go over and above to honor, support and recognize service members, veterans and military families.

Step Five: Key Area Meeting One: *Yellow Ribbon Steering Committee*

Steering Committee completes the Yellow Ribbon Steering Committee action plan section. Meet Steering Committee minimum requirements and develop commitment to action plan items and committee sustainability. Action items will be completed while simultaneously engaging other key areas. Yellow Ribbon Steering Committee will repeat this exercise with key community/county areas:

Step Six: Key Area Meeting Two: *City Leadership*

Examples:

- Mayor and City Council
- City Administrator and Staff/County Leaders
- State Legislators
- Key community influencers

Step Seven: Key Area Meeting Three: *K-12 Education/Community Youth Programs/Community Ed*

Examples:

- Superintendent and School Board (Public, Private and Charter Schools)
- Educators and school staff
- Youth Sports Programs/Community Youth Programs
- Community Ed Leaders/ County Extension Office
- YMCA
- Daycare Providers/Preschools
- 4-H Clubs/ Boy Scouts/Girls Scouts/Civil Air Patrol/Boys and Girls Club

Step Eight: Key Area Meeting Four: *Public Safety/Judicial*

Examples:

- Police Chief and Staff
- Fire Chief and Staff
- Explorer Posts
- EMT Leaders and Staff
- Local Prosecutors/Defenders/Judges/Lawyers

Step Nine: Key Area Meeting Five: *Businesses and Employers*

Examples:

- Community business leaders including small business owners
- Local Business Associations
- Chamber of Commerce/Rotary Clubs
- Workforce Centers
- HR Representatives or Professional Associations
- Local College Career Centers

Step Ten: Key Area Meeting Six: *Faith Based Organizations*

Examples:

- Church/Synagogue Representatives and Groups
- Ministerial Associations
- Military Chaplains

Step Eleven: Key Area Meeting Seven: *Veteran Organizations/Civic Organizations*

Examples:

- VFW and Ladies Auxiliary
- Legion and Ladies Auxiliary
- County Veteran Service Officer
- Vietnam Vets/Paralyzed Veterans of America/Order of the Purple Heart/Disabled American Veterans/AMVETS
- Blue Star Mothers
- Local VA Programs/Organizations
- Rotary/Jaycees/Knights of Columbus/Kiwanis/Lions/Masons/Other Civic Organizations
- City Royalty

Step Twelve: Key Area Meeting Eight: *Social Services/Medical Providers*

Examples:

- Community Action Councils
- Social Workers
- Behavioral Health Providers
- Chemical Dependency Professionals/Program Representatives
- Suicide Prevention Program Representatives
- Local Family Assistance Center Specialist
- Local food shelf leaders and staff
- Medical and Mental Health Providers
- Medical/Social Service/Mental Health Professional Organizations
- Community Support Organizations

Step 13

Finalize Action Plan

Who: Yellow Ribbon Steering Committee

What: Complete action plan ensuring all key areas address sustainable practices that support service members, veterans and military families. Connect with Director of Military Outreach to schedule final action plan review meeting.

Objective: *Action plan ready for review by the Director of Military Outreach (DMO).*

Step 14

Action Plan Review

Who: DMO and Yellow Ribbon Steering Committee.

What: Invite DMO to final action plan review meeting. Ensure if possible that all Steering Committee Representatives are available to attend. Conduct meeting to review and make revisions to final action plan. DMO and Steering Committee discuss plans for proclamation ceremony.

Objective: *Action plan ready for submission to the state of MN Yellow Ribbon Recognition Program Review Board.*

Step 15

Approval

Who: DMO and Yellow Ribbon Recognition Program Review Board

What: DMO presents and submits final Action Plan to the state Yellow Ribbon Recognition Program Review Board for final approval.

Objective: *Action Plan approval.*

Step 16

Proclamation

Who: Yellow Ribbon Steering Committee, DMO, Military and State Leader

What: Coordinate proclamation to community and recognition event.

Objective: *State-wide recognition of community, garner additional support, and to make military families aware of the Yellow Ribbon Recognition Program.*

NOTE: *Throughout process, DMO with assistance of /local Military POC and Key Support Partners monitors progress, share wins, best practices, lessons learned and roadblocks. The state expectation is ongoing Yellow Ribbon Steering Committee meetings and annual review of action plan by the committee and city leadership. In addition, Yellow Ribbon Steering Committee is responsible to complete an annual Yellow Ribbon Best Practice Checklist and send representation to attend an annual Joining Community forces-MN event.*