Veterans Onward supports the ETS Sponsorship Program (ETS-SP) by developing and promoting the Veterans Onward Protocol and Curriculum featured to Universities and vocational and trade school programs. The course work can be offered pre-transition to secure early admissions and eligibility qualification for GI Bill benefits.
William H. Buck  
Chairman and Founder  
ETS Sponsorship Program

Brigadier General (ret) Mike Eastman  
Executive Director  
ETS Sponsorship Program
About Operation Green Light

Operation Green Light is a collaboration between the NYSAC, NYSCEA, the NYS County Veteran Service Officers’ Association, and the 62 counties of New York State. Its mission is to show support for Veterans of all military conflicts, with a special emphasis on the Veterans of Iraq and Afghanistan, as well as to raise awareness about the challenges faced by many Veterans and the resources available at the county, state, and federal level to assist Veterans and their families. Operation Green Light has partnered with the ETS Sponsorship Program.
Operation Green Light

Decline in Veteran population 2000-2020

Puerto Rico -42%
Island Areas & Foreign -53%

Largest declines
1. New Jersey -48%
2. Connecticut -45%
3. New York -44%
4. Massachusetts -42%

Average decline -26.3%
What is the ETS Sponsorship Program?

...an evidence-based model that pairs new Veterans with sponsors from their destination community, backed by a secure, leading-edge set of digital dashboards.

- Relationships with service members begin 6-12 months before the end of their active military service.
- Service members are paired with sponsors, just as they are when they move from post-to-post on active duty.
- Sponsors come from the Veteran’s future community, matching local knowledge and connections with new Veteran ambitions and talent.
- Destination communities and States are aware of incoming Veterans months in advance, allowing for proactive outreach and positive condition setting.
- Underpinned by a secure, AI-powered digital platform using information provided only with the consent of the service member.

The ETS-SP County model aligns federal, state and local resources and agencies around a shared understanding of the unique circumstances of each transitioning service member ⇒ Veteran (TSMV). Coordination and cohesion around a “common operating picture” for each TSMV supports successful transition and attracts new Veterans to your community. By engaging early, teaming TSMVs with trained local sponsors, helping set realistic expectations, and facilitating access to care and services Veterans have earned, we help counties bring new residents to their communities.
Operation Green Light

Why we are here...

- We want each interested transitioning service member (TSM) to get excited about moving to New York. We do that by **connecting early**. People, resources, and information should be readily available at the start and through each transition journey. Getting all stakeholders involved is the key. A positive effect will compound. This is the **network effect**.

- The young TSM and family want to experience the culture and values they are presented during the recruiting process. The reality must match the experience. Counties can start by connecting the dots in the way they engage and operate remotely. Successful remote engagement sets the stage for an attractive and welcoming culture.

- Steps ahead...
  - the ability to chat, speak and see, that is, host video conference calls
  - interactions can be offset in time by recording and exchanging videos
  - online tools - Operation Green Light seeks to bring resources to you
  - each county creates its unique attraction and whole-of-life offering
  - a career (vs. a job) is where best efforts yield the best outcomes
Operation Green Light

What this means on the ground:

- Early information on incoming Veterans and a leading role in supporting successful transition gives CVSOs the opportunity to attract and recruit best-in-class local organizations.

- Decentralized execution and framework for best practices compliment community and local chain-of-government execution.

- Local experts drive execution and customize the Program to leverage existing resources and community prerogatives.

A centralized planning and technology framework delivers common measurement tools and metrics that can define success.
### Operation Green Light

#### Transitioning Service Member - Veteran (TSMV)

1. First party data with consent
2. Recruiting and dashboards
   - coordinated transition
   - destination community sponsor
   - coaching and support resources
   - spouse and family support
1. **No cost** to the new Veteran

#### Community/City/County

1. Pre-transition first-mover advantage
2. Dashboards
   - stakeholder cohesion
   - chain-of-government to local level
   - community & citizen engagement
   - self-sustainment driven outcomes
1. Legislation enablement focus

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<thead>
<tr>
<th>County/Region</th>
<th>State</th>
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<tbody>
<tr>
<td>1. TSMV and community connectedness</td>
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<td>2. Attracting new residents</td>
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<td>3. Measuring economic advantage</td>
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<td>1. Statewide coordination and integration</td>
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end of part one - what are your questions?
Operation Green Light

part two - platform framework
  enrollment & referral - level 1
  engagement and transition - level 2
Operation Green Light

level 1 - enrollment and referral - slide 12

level 2 - engagement and transition - slide 21

filter ⇒ accession ⇒ activation ⇒ focus
Level 1 - Enrollment and Referral

1. Cohesive online “team” presence

2. Core enrollment technology and common connection scheme
Operation Green Light

3. Common content management

...in real time

https://livingston-ny.county-challenge.com
The ETS-SP registration form yields DD Form 214 information directly from the service member as much as a year in advance of ETS.

4. Common yet variable participant management
5. Common yet variable analytics scheme
Operation Green Light
Operation Green Light

Welcome to the Finger Lakes Region and OPERATION GREEN LIGHT

What’s new?

1. OPERATION GREEN LIGHT is initiating coordinated support for incoming new Veterans. These are service members and their families leaving active duty to join our communities. Each transitioning service member is assigned a sponsor from the Finger Lakes region 6-12 months before the end of active service. A successful transition from the military is the beginning of a new and productive life as a Veteran and state citizen. Please consider joining our local sponsor team.

VHA partnership improves transition to civilian life for service members

County Pages

- Cayuga County
- Chemung County
- Cortland County
- Livingston County
- Monroe County
- Onondaga County
- Ontario County
- Schuyler County
- Seneca County
- Steuben County
- Tioga County
- Tompkins County
- Wayne County
- Yates County

https://etssponsorship.com/greenlight/fingerlakes

option #1 - one regional site with county pages
regional access to tools and analytics
Operation Green Light

Welcome to the Livingston County and OPERATION GREEN LIGHT

What’s new?

1. OPERATION GREEN LIGHT is initiating coordinated support for incoming new Veterans. These are service members and their families leaving active duty to join our communities. Each transitioning service member is assigned an Onondaga County sponsor 6-12 months before the end of active service. A successful transition from the military is the beginning of a new and productive life as a Veteran and state citizen. Please consider joining our local sponsor team.

VHA partnership improves transition to civilian life for service members

2. OPERATION GREEN LIGHT in Livingston County has partnered with the New York State Governor’s Challenge to Prevent Suicide Among Military Service Members, Veterans, and Families. The Governor’s Challenge is a call to action to the Counties and communities in our state to implement the United States Department of Veterans Affairs 2018-2028 National Strategy for the Prevention of Veteran Suicide.

https://etssponsorship.com/greenlight/livingston

option #2 - a county site with county access to tools and analytics
We train sponsors... 

...to build relationships with service members.

The ETS-SP videobridge is available to participating counties and County Service Officers.
Dashboards deliver multilevel, cross-functional unity of effort for each stakeholder in support of each transitioning service member/Veteran.

https://etssponsorship.com/doyourbest
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part three - sustainment

The given: the chain-of-government
#1: the community

corporate partner opportunities

- Program Partners - financial support
- Technology Partners - telehealth pilots
- Research Partners - health studies

advocates - funding & in-kind support

- Individuals
- Institutions
- Communities

As a Country and as communities, we deserve the Veteran we get...

Please join us!
Operation Green Light

level 1 dashboards
- site
- content management
- analytics

county population
- <250,000
- >250,000 and <500,000
- >500,000

option #3 + “Challenge”
- two sites
- content management
- analytics

assemble -> fuse -> ground

Bigger Network

level 2 dashboard
- servicemember
- sponsor
- CVSO/CIC

advanced dashboard
- transition coordinator
- State
- academia & research
- TBD/year/servicemember

custom
- Veterans Onward
- credential/license mgt
- non-VA CCP healthcare

More Users

Improved Value Proposition

Network Effect

collaboration -> integration
A few last words...

- The ETS Sponsorship Program operates with a first-party data strategy. The data we collect and share belongs to the transitioning service member, not the ETS Sponsorship Program. The ETS Sponsorship Program is a custodian and trustee. Partners are joining that chain-of-trust. Our “customers” should readily see the benefit of sharing their data with us.

- Synthesizing and analyzing multiple data sets is more important than ever. The ETS Sponsorship Program collects and curates data in a secure, ethical, and privacy-compliant manner.

- Each Program stakeholder has a role to play. The core of the Program is the TSMV-sponsor pair. County Service Officers supports and administers to these pairs. County government and a Community Integration Coordinator reinforce County Service Officers to strengthen each transition experience.

What will your County and communities do to attract new Veterans to residency and how can the ETS Sponsorship Program assist you?
Successful Veterans are the best recruiters

1. State youth
2. Military service
3. Veteranhood
4. Civic service

Destination-community sponsors
Chain-of-Government engagement
Community service and solid citizenship...

...Veterans contribute economically and socially

part 4 measuring the effectiveness in whole as an evidence-based process/program
Successful transition ⇒ a LIFE WORTH LIVING
additional reference materials
and items for further consideration
Veterans Onward

Veterans Onward is “phase 2” of State sponsorship. Geographically and currently, the closest Veterans Onward cohorts will be offered and hosted by Villanova University in the summer of 2022. Enrollment opens for TSMs in January 2022.

ETS-SP is in discussions now with colleges and universities in New York in search of a State host for Veterans Onward. More information can be found here:
Operation Green Light

COUNTY CHALLENGE TO PREVENT SUICIDE AMONG SERVICE MEMBERS, VETERANS, AND THEIR FAMILIES

Suicide is a public health challenge that causes immeasurable pain among individuals, families, and communities across the country. New York is no exception.

Suicide is preventable, but it requires coordinated, evidence-based solutions that engage partners across all sectors of our communities.

As part of the County Challenge program, we are joining forces with community-based suicide prevention initiatives across the nation to reduce the rate of suicides among Veterans, Service Members, and their families. This website offers tools to prevent suicide through support, connectedness, and action steps to keep individuals and families safe.

https://livingston-ny.county-challenge.com
an opportunity for civic and community support
Funds are delivered under county direction.
About the Governor’s Challenge...

- Suicide is a public health challenge that causes immeasurable pain among individuals, families, and communities across the country. New York is no exception.

- Suicide is preventable, but it requires coordinated, evidence-based solutions that engage partners across all sectors of our communities.

- The State Governor’s Challenge program is joining forces with community-based suicide prevention initiatives. Counties and cities can officially join the initiative at their discretion.

The ETS Sponsorship Program is the only evidence based practice for the prevention of suicide certified by the VA today.
Planning & Training Conference - Fall/Winter 2021/2022 (TBD)

Finger Lakes Region “Yellow Ribbon” Fair - Fort Drum - Fall 2021

- Planning & Training Conference location TBD (in the Finger Lakes region)
- Registration in advance - one billet per county and one for FLAC (15 total) has been funded
- Additional registrations are possible at $500/each up to 50 total
- Conference scholarships include conference materials, hotel and meals (travel not included)
- Pre-conference programming available once registration is open - etssponsorship.com/flc

Schedule (TBD)

X October
- 1600 - Registration open
- 1800 - Open reception

X+1 October
- 0700-0800 - Breakfast
- 0800 - Sponsor Training - Session 1
- 1000 - Break
- 1015 - Sponsor Training - Session 2
- 1200 - Lunch
- 1315 - Sponsor Training - Session 3
- 1500 - Break
- 1515 - Introduction to ETS-SP tools and analytics
- 1600 - Optional/open instruction - dashboards
- 1830 - State DVS hosted dinner - Speaker TBD

X+2 October
- 0700-0800 - Breakfast
- 0800 - CIC Training Overview
- 1000 - Break
- 1015 - Open Workshop - veteran.center
- 1200 - Lunch
- 1315 - Workshop - Yellow Ribbon Fair
- 1500 - Closing Remarks

Sponsored by TBD - we have funders! 😎
Operation Green Light

The mission commander is the CVSO.

success happens when preparation meets opportunity

empowering the CVSO!
shared mission ⇔ common data & tools

a purposeful division of labor supported by dashboard cohesion
and a common operating picture of each TSMV

* Starbucks supports the ETS-SP with gift cards that allow the sponsor-CSO-CIC to host one-to-one meetings with new Veterans once they have reached their destination community.
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