

**National Veterans' Technical Assistance Center (NVTAC)
Homeless Veterans' Reintegration Program (HVRP) Community of Practice (CoP)
Resource Mapping and Partnerships for Enrollment Outcomes
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Key Points

- **Introduction**
 - NVTAC staff reminded attendees that, while best practices would be discussed during the presentation, it is imperative that grant recipients consult with their Grant Officer's Technical Representative (GOTR) before implementing any proposed strategies.
 - This session focused on resource mapping and how it supports enrollment goals, connects veterans to services, and helps them secure and maintain employment.
 - Resource mapping was framed as both a concept and a practical, day-to-day strategy that supports "boots on the ground" work for HVRP grant recipients.
 - The session emphasized the connection between strong partnerships, consistent referrals, and improved outcomes for veterans.
- **What is Resource Mapping?**
 - Resource mapping is a systematic process for identifying services, organizations, and community assets within the service delivery area that support the target population.
 - In the context of HVRP, resource mapping focuses on understanding what veterans need, who is providing those services, and how to connect veterans to those resources efficiently.
 - A strong resource map helps staff quickly identify where to refer participants without needing to start from scratch each time.
 - This approach ensures that veterans are connected to the right resources at the right time, especially when they are in crisis or need immediate support.
- **Simplifying Resource Mapping**
 - Resource mapping can be simplified as knowing who provides which services in the community and knowing who to contact when a veteran has a specific need.
 - Creating clear and accessible systems allows staff to make faster and more effective referrals.
 - Maintaining updated and shared resource tools ensures knowledge is accessible across the entire team.

- Internal resource trackers or shared documents can support consistency and reduce gaps in information
- Engagement with secondary providers focuses on developing partnerships with organizations that serve or interact with veterans experiencing or at risk of homelessness.
- **Why Resource Mapping is Important**
 - Resource mapping helps reduce duplication of services by identifying what already exists within the community.
 - Strong resource mapping strengthens referral pipelines, which directly impacts enrollment outcomes.
 - It expands access to veterans who may not otherwise connect with HVRP services.
 - Veterans benefit from more comprehensive support, including connections to housing, transportation, and other services that support employment.
 - Internally, it creates consistency across staff and improves confidence in making referrals.
- **Identifying Partners and Building the Ecosystem**
 - Resource mapping begins with identifying the populations being served, including veterans who are homeless, at risk of homelessness, or seeking employment.
 - Understanding where veterans access services helps identify potential partners across multiple systems.
 - Key service areas include housing and homelessness services, employment and training programs, health care, legal services, and family supports.
 - Mapping the full ecosystem helps identify service gaps and opportunities to strengthen partnerships.
- **Expanding Beyond Veteran-Specific Resources**
 - While veteran-specific resources such as the Department of Veterans Affairs (VA) and veteran service organizations are important, not all veterans access or identify with these systems.
 - Resource mapping should also include general population services such as housing providers, educational institutions, and community-based organizations.
 - Expanding outreach beyond traditional veteran spaces increases the likelihood of reaching underserved veterans.
- **Outreach Strategies to Build Partnerships**
 - Outreach is essential for building awareness and establishing HVRP as a trusted resource in the community.
 - Participating in community events such as job fairs, town halls, and local gatherings provides opportunities to connect with both veterans and partners.
 - Hosting trainings and workshops positions HVRP programs as knowledgeable resources and strengthens credibility.
 - Participation in advisory boards, coalitions, and networks supports collaboration and information sharing.

- Attending veteran-focused events and conferences helps expand professional networks and partnerships.
- **Collaborative Outreach**
 - Collaborative outreach involves working alongside community partners to increase visibility and strengthen service delivery.
 - Joint events and initiatives allow organizations to present a unified approach to supporting veterans.
 - Participation in stand downs and Point-in-Time counts creates opportunities to connect with veterans and identify potential participants.
 - Engaging in trainings and workshops hosted by partners supports relationship-building and shared learning.
- **Marketing and Visibility**
 - Marketing strategies help ensure that both veterans and community partners understand available services.
 - Sharing success stories and program outcomes helps demonstrate impact and build trust.
 - Joint outreach materials with partners can expand reach and reinforce collaboration.
 - Social media can be used to promote services and connect with veterans who rely on online access.
 - Maintaining consistent visibility helps establish HVRP as a reliable community resource.
- **Maintaining and Strengthening Partnerships**
 - Strong partnerships require ongoing effort and intentional relationship-building.
 - Partnerships should support HVRP's employment-focused goals and contribute to enrollment outcomes.
 - Developing long-term referral pipelines is more effective than one-time outreach interactions.
 - Consistent engagement helps maintain visibility and strengthen relationships over time.
- **Challenges in Partnerships**
 - Not all partnerships result in consistent referrals or measurable outcomes.
 - High outreach activity does not always translate into increased enrollments.
 - Lack of structure can lead to unclear expectations and inconsistent communication.
 - Referral challenges may arise when partners do not fully understand eligibility or program services.
- **Characteristics of Strong Partnerships**
 - Strong partnerships include clearly defined roles and responsibilities.
 - Effective partnerships establish clear referral pathways and processes.
 - Ongoing communication and follow-up are essential to maintaining engagement.

- Partners share an understanding of program goals and a commitment to supporting veterans toward employment.
- **Communication and Messaging**
 - Clear and consistent messaging helps partners understand what HVRP does and who it serves.
 - Staff should communicate consistently to avoid confusion among partners.
 - Repetition of key information may be necessary to ensure understanding.
 - Strong messaging supports more accurate and appropriate referrals.
- **Establishing Regular Check-Ins**
 - Regular check-ins help maintain relationships and keep HVRP visible within partner networks.
 - Ongoing communication supports the development of consistent referral pipelines.
 - Check-ins provide opportunities to address challenges and improve coordination.
 - Even informal communication can help sustain engagement and build trust.
- **Cross-Referrals**
 - Strong partnerships include reciprocal referrals between organizations.
 - Referring veterans to partners for services outside of HVRP builds trust and strengthens relationships.
 - Cross-referrals support comprehensive, wraparound services for participants.
 - Balanced partnerships are more likely to result in consistent referrals.
- **Joint Program Development**
 - Partner organizations may collaborate on joint initiatives such as workshops, events, and outreach efforts.
 - Shared activities increase visibility and strengthen relationships.
 - Joint efforts help address multiple participant needs at the same time.
- **Recognition and Appreciation**
 - Recognizing partner contributions helps maintain strong relationships.
 - Sharing updates and success stories reinforces the value of partnerships.
 - Closing the loop on referrals ensures partners understand outcomes.
 - Acknowledging partner impact encourages continued collaboration.
- **Sharing Resources**
 - Sharing tools, training opportunities, and best practices helps build partner capacity.
 - Positioning HVRP as a resource strengthens its role within the community.
 - Providing value to partners increases engagement and collaboration.
- **Measuring Impact**
 - Tracking partnership outcomes helps identify which relationships are most effective.
 - Monitoring referral sources provides insight into program performance.
 - Data can inform outreach priorities and strategy adjustments.

- Understanding which partnerships lead to enrollments supports more intentional decision-making.
- **Creating Structure**
 - Structured partnerships help prevent confusion and missed opportunities.
 - Memorandums of Understanding (MOU) can define expectations and responsibilities.
 - Clear referral processes should outline how referrals are made and followed up on.
 - Structure supports consistency and accountability across partnerships.
- **Effective Referral Process**
 - Referral processes should be clear, simple, and easy for partners to follow.
 - Programs should define a consistent referral pathway and expected response times.
 - Follow-up procedures should ensure partners receive updates.
 - Closing the feedback loop strengthens trust and relationships.
- **Action Steps**
 - Identify key partners that consistently provide referrals.
 - Strengthen existing relationships through communication and structure.
 - Schedule regular follow-ups to maintain engagement.
 - Continue updating the resource map to reflect current services.
 - Focus on partnerships that produce measurable outcomes.
- **Questions and Answers (Q&A)**
 - NVTAC invited participants to engage verbally or through the chat.
 - No questions were raised during the session.
 - Participants were encouraged to reflect on current partnerships and identify opportunities to strengthen relationships, improve referral processes, and build more consistent referral pipelines.

Conclusion

Resource mapping is a foundational strategy for strengthening enrollment outcomes and improving service delivery within the HVRP. By identifying community resources, building intentional partnerships, and establishing structured referral processes, grant recipients can create more consistent and effective pathways to enrollment and employment. Strong partnerships, clear communication, and ongoing relationship management help ensure that veterans are connected to the right services at the right time. Grant recipients were encouraged to apply practical strategies from the session, including strengthening existing partnerships, improving referral processes, and continuing to build and maintain a comprehensive resource map to support long-term program success.