

# SENATE BILL 948

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CF HB 1358

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By: **Senator Klausmeier (By Request – Departmental – Veterans Affairs)**

Introduced and read first time: February 16, 2021

Assigned to: Rules

Re-referred to: Education, Health, and Environmental Affairs, February 22, 2021

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Committee Report: Favorable

Senate action: Adopted

Read second time: March 7, 2021

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## CHAPTER \_\_\_\_\_

1 AN ACT concerning

2 **Veterans Affairs – Office of Communications and Public Affairs – Veterans**  
3 **Advocacy and Education Act**

4 FOR the purpose of altering the name of the Outreach and Advocacy Program in the  
5 Department of Veterans Affairs to be the Office of Communications and Public  
6 Affairs; requiring the Office, in collaboration with the Maryland Higher Education  
7 Commission, to actively help veterans and their dependents become aware of and  
8 access certain benefits; altering certain responsibilities of the director of the Office;  
9 repealing a certain requirement that the Department develop and maintain a certain  
10 database of veterans in the State; altering certain responsibilities of the Department;  
11 altering certain responsibilities of the Office; altering the content of a certain annual  
12 report; making stylistic changes; and generally relating to the Office of  
13 Communications and Public Affairs.

14 BY repealing and reenacting, with amendments,  
15 Article – State Government  
16 Section 9–940 through 9–944 to be under the amended part “Part V. Office of  
17 Communications and Public Affairs”; and 9–946  
18 Annotated Code of Maryland  
19 (2014 Replacement Volume and 2020 Supplement)

20 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF MARYLAND,  
21 That the Laws of Maryland read as follows:

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EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.

Underlining indicates amendments to bill.

~~Strike out~~ indicates matter stricken from the bill by amendment or deleted from the law by amendment.



1 **Article – State Government**2 **Part V. [Outreach and Advocacy Program] OFFICE OF COMMUNICATIONS AND**  
3 **PUBLIC AFFAIRS.**

4 9–940.

5 (a) In this part, [“Program”] **“OFFICE”** means the [Outreach and Advocacy  
6 Program] **OFFICE OF COMMUNICATIONS AND PUBLIC AFFAIRS.**7 (b) There is an [Outreach and Advocacy Program] **OFFICE OF**  
8 **COMMUNICATIONS AND PUBLIC AFFAIRS** in the Department.9 (c) The purpose of the [Program] **OFFICE** is to ensure that:10 (1) veterans are informed of the services, benefits, and assistance available  
11 to them from the State and federal government **AND COMMUNITY ORGANIZATIONS**; and12 (2) general issues relating to veterans needs are brought to the attention  
13 of the Governor and the General Assembly in order for them to be addressed.

14 9–941.

15 (a) The Secretary shall appoint a director for the [Program] **OFFICE.**

16 (b) The director is entitled to the salary provided in the State budget.

17 (c) The director shall administer and coordinate the [Program] **OFFICE.**

18 9–942.

19 (a) The [Outreach and Advocacy Program] **OFFICE** shall actively help veterans  
20 and their dependents become aware of and access any service or benefit to which they are  
21 entitled including:

22 (1) tax benefits;

23 (2) health care benefits;

24 (3) disability benefits; **AND**

25 (4) pension benefits[; and

26 (5) education].

1           **(B) THE OFFICE, IN COLLABORATION WITH THE MARYLAND HIGHER**  
2 **EDUCATION COMMISSION, SHALL ACTIVELY HELP VETERANS AND THEIR**  
3 **DEPENDENTS BECOME AWARE OF AND ACCESS EDUCATION AND TRAINING BENEFITS**  
4 **TO WHICH THEY ARE ENTITLED.**

5           **[(b)] (C)**       The director of the **[Program] OFFICE** shall:

6                   (1)       support veterans and their dependents through the service or benefit  
7 process; and

8                   **[(2) keep in contact with the appropriate governmental unit as to the status**  
9 **of each claim of a veteran, a veteran's dependent, or a veteran's survivor.]**

10           **(2) REFER VETERANS, VETERANS' DEPENDENTS, OR VETERANS'**  
11 **SURVIVORS TO THE APPROPRIATE GOVERNMENTAL UNIT FOR CLAIM ASSISTANCE.**

12 9-943.

13           (a)       (1)       For the purposes of reaching any veteran, veteran's dependent, or  
14 veteran's survivor in need of assistance in obtaining services or benefits granted by the law,  
15 the director shall develop and implement **[an outreach] A COMMUNICATIONS AND**  
16 **PUBLIC AFFAIRS** plan.

17                   (2)       In order to carry out the director's responsibilities under paragraph (1)  
18 of this subsection, the director may:

19                           (i)       enter into contracts; and

20                           (ii)       work with governmental units and community-based  
21 organizations, including the Maryland Department of Health, the Department of Aging,  
22 faith-based groups, veterans groups, senior centers, adult day care centers, institutions of  
23 higher education, and other entities the director considers appropriate.

24           (b)       (1)       The director shall develop mechanisms for outreach to be disseminated  
25 by direct mail and through community-based veterans organizations, the Department of  
26 Veterans Affairs, the Department of Human Services, the Maryland Department of Health,  
27 and any other State agency or unit the director considers appropriate.

28                   (2)       **[The mechanisms for outreach] COMMUNICATION MECHANISMS**  
29 shall include:

30                           (i)       **[the development of a pamphlet] DESIGNING MARKETING**  
31 **MATERIALS** describing the services provided by the **[Outreach and Advocacy Program]**  
32 **DEPARTMENT;**

33                           (ii)       a regular **ELECTRONIC** newsletter;

1 (iii) brochures describing various benefits or any other issue or  
2 benefit of interest to veterans or their dependents; and

3 (iv) other measures the director considers appropriate.

4 (c) The Department shall [develop and maintain a database of veterans in the  
5 State] **COMMUNICATE WELCOME HOME INFORMATION TO VETERANS RETURNING TO**  
6 **THE STATE.**

7 (d) The Department, in conjunction with the types of community-based  
8 organizations listed in subsection (a)(2) of this section, shall develop [a survey]  
9 **COMMUNICATION TOOLS** to assist in identifying veterans and dependents who may be  
10 eligible for [pension programs] **BENEFITS AND PROGRAMS OFFERED BY THE**  
11 **DEPARTMENT.**

12 (e) The [Program] **OFFICE** shall:

13 (1) [in conjunction with other governmental units and community-based  
14 groups, seek out veterans and their dependents who may be eligible for pension program  
15 benefits; and] **MANAGE THE MARYLAND VETERANS SERVICE ANIMAL PROGRAM AND**  
16 **FUND ESTABLISHED UNDER PART VIII OF THIS SUBTITLE;**

17 (2) [provide wounded or disabled veterans with information on available  
18 services and benefits and support in obtaining these services and benefits] **COORDINATE**  
19 **THE RESPONSIBILITIES OF VETERANS' SERVICES SPECIALISTS DESIGNATED UNDER**  
20 **§ 9-944 OF THIS PART; AND**

21 (3) **MANAGE DEPARTMENT MEDIA RELATIONS, WEB CONTENT,**  
22 **SOCIAL MEDIA, INTERNAL AND EXTERNAL COMMUNICATIONS, CUSTOMER SERVICE**  
23 **TRAINING, AND INTERGOVERNMENTAL RELATIONS.**

24 (F) **THE DIRECTOR SHALL SERVE, AS NECESSARY, AS THE SECRETARY'S**  
25 **DESIGNEE TO APPROPRIATE COMMISSIONS, WORKGROUPS, AND COUNCILS.**

26 9-944.

27 (a) In this section, "specialist" means an employee designated by a governmental  
28 unit who is responsible for responding to and assisting veterans who are employed by the  
29 unit or who contact the unit for assistance.

30 (b) Each governmental unit shall:

1 (1) designate an employee of the unit, who to the extent practicable is a  
2 veteran, as a veterans' services specialist for the unit and whose duties include the  
3 coordination of veterans' services with the Department;

4 (2) provide the Department with any nonprotected or nonprivate  
5 information about services the unit provides to veterans; and

6 (3) post on the unit's [Web site] **WEBSITE**:

7 (i) all services available for veterans from the unit;

8 (ii) the contact information for the unit's veterans' services  
9 specialist; and

10 (iii) a link to the Department with the contact information for the  
11 director of the [Outreach and Advocacy Program in the Department] **OFFICE**.

12 (c) The veterans' services specialist shall:

13 (1) coordinate the provision of veterans' services available through the unit  
14 with the Department; and

15 (2) attend annual training that the Department provides concerning the  
16 coordination of veterans' services.

17 (d) On request for services by a veteran, a governmental unit that does not  
18 provide services to veterans shall direct the veteran to contact the Department and provide  
19 the veteran with the Department contact information.

20 (e) The Department shall:

21 (1) coordinate a meeting each quarter, or as otherwise necessary, with  
22 governmental units to discuss and receive information concerning the implementation of  
23 the requirements of this section; and

24 (2) on or before January 15 each year, report on the implementation of the  
25 requirements of this section to the Governor and, in accordance with § 2-1257 of this article,  
26 the General Assembly.

27 Part VI. Reporting.

28 9-946.

29 The Secretary shall submit a report by December 31 of each year to the Governor  
30 and, in accordance with § 2-1257 of this article, the General Assembly, that includes:

31 (1) the number of:

1 (i) requests for help in obtaining benefits; [and]

2 (ii) [veterans, veterans' dependents, and veterans' survivors helped]  
 3 **PUBLIC CONTACTS MADE** by the [Outreach and Advocacy Program by category] **OFFICE**  
 4 **OF COMMUNICATIONS AND PUBLIC AFFAIRS;**

5 [(2) the benefits obtained through the Outreach and Advocacy Program by  
 6 category;

7 (3) the average length of time it takes to process benefit requests and for a  
 8 recipient to access health benefits;]

9 (III) **VETERANS ENROLLED IN THE UNITED STATES VETERANS**  
 10 **HEALTH ADMINISTRATION; AND**

11 (IV) **VETERANS RECEIVING BENEFITS;**

12 [(4) (2) the average amount of disability and pension benefits received  
 13 by qualified individuals in this State compared to individuals in other states;

14 [(5) a detailed description of the outreach plan in the Outreach and  
 15 Advocacy Program;

16 (6) (3) an account of the costs of operating [the Outreach and Advocacy  
 17 program] **THE OFFICE OF COMMUNICATIONS AND PUBLIC AFFAIRS;**

18 [(7) (4) a status of the accomplishments for, efficacy of, efficiency of, and  
 19 level of resources available for each of the following programs:

20 (i) cemetery;

21 (ii) memorial;

22 (iii) service;

23 (iv) veterans homes; [and]

24 [(v) outreach and advocacy;]

25 (V) **OFFICE OF COMMUNICATIONS AND PUBLIC AFFAIRS;**

26 (VI) **MARYLAND VETERANS SERVICE ANIMAL PROGRAM AND**  
 27 **FUND; AND**

1 (VII) VETERANS' SERVICES SPECIALISTS;

2 [(8)] (5) a general assessment of the status of veterans in the State;

3 [(9)] (6) the estimated impact current military operations are likely to  
4 have on the needs of veterans in the future;

5 [(10)] (7) the status of federal veterans programs as they relate to  
6 Maryland veterans; and

7 [(11)] (8) any other issues concerning veterans that the Secretary  
8 considers appropriate.

9 SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect July  
10 1, 2021.

Approved:

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Governor.

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President of the Senate.

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Speaker of the House of Delegates.