

Increasing Success in the Military and Veteran Student

Market

HACU Conference
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Servicemembers Opportunity Colleges

Servicemembers Opportunity Colleges

Established in 1972...a consortium of national higher education associations with over 1,900 institutional members...

Functions in cooperation with the Department of Defense (DoD), the military services, including the Coast Guard...to meet, expand, and improve voluntary post secondary education opportunities for servicemembers worldwide...



SOC Mission

- Serve as vehicle to help coordinate postsecondary educational opportunities for service members
- Strengthen liaison and working relationships among military and higher education representatives
- Advocate for flexibility needed to improve access to and availability of educational programs for service members



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SOC Consortium

Service-Specific Programs

SOC Degree Network System

ConAP

SOCAD

Academic Program
Facilitator for:
GoArmyEd
Army Career
Degrees

SOCNAV

SOCMAR

SOCOCOAST



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HACU HSI Membership/SOC Members

State	Nos.	State	Nos.
Arizona	11/10	California	79/31
Colorado	8/6	Connecticut	1/0
Florida	9/7	Illinois	6/4
Kansas	2/2	Massachusetts	1/1
New Jersey	8/4	New Mexico	18/12
New York	12/4	Pennsylvania	1/1
Puerto Rico	32/2	Texas	48/34
Washington	3/3		



Authorized Military Strength

	Active Duty	National Guard	Reserves	Total
Army	520,000	354,200	205,000	1,079,200
Marine Corps	190,200		39,600	229,800
Navy	323,600		59,100	382,700
Air Force	327,600	105,400	70,400	503,400
Coast Guard	47,000		9,000	56,000
Total	1,408,400	459,600	383,100	2,251,100

Proposed Military End-strengths in the House Version of
The National Defense Authorization Act for FY 2014, H.R.
1960, passed June 14, 2013.



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Hispanics Serving in the US Military

158,251 Active Duty members are of
Hispanic origin which is 11.2% of
the total force.

Dod Demographics Report 2011



Tuition Assistance (TA)

- During 2012...approximately 325,000 service members used DoD tuition assistance (TA)
- Active duty/Guard service members enrolled in 867,000 courses at a cost of \$562.3 million
- Past decade TA costs grew 181%, while number of courses supported increased 27%
- Sequestration, budget cuts, and other challenges will lead to???

VEMIS 2012



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Characteristics of Military Students

- Have been in a disciplined environment
- Sub-group of “nontraditional” students
 - More mature with work and family responsibilities
 - College entry delayed
 - Many are first-generation students
 - Predominantly middle class
- DoD or VA funding for college
- 4+ million veterans have served since 9/11



Veteran Education Benefits

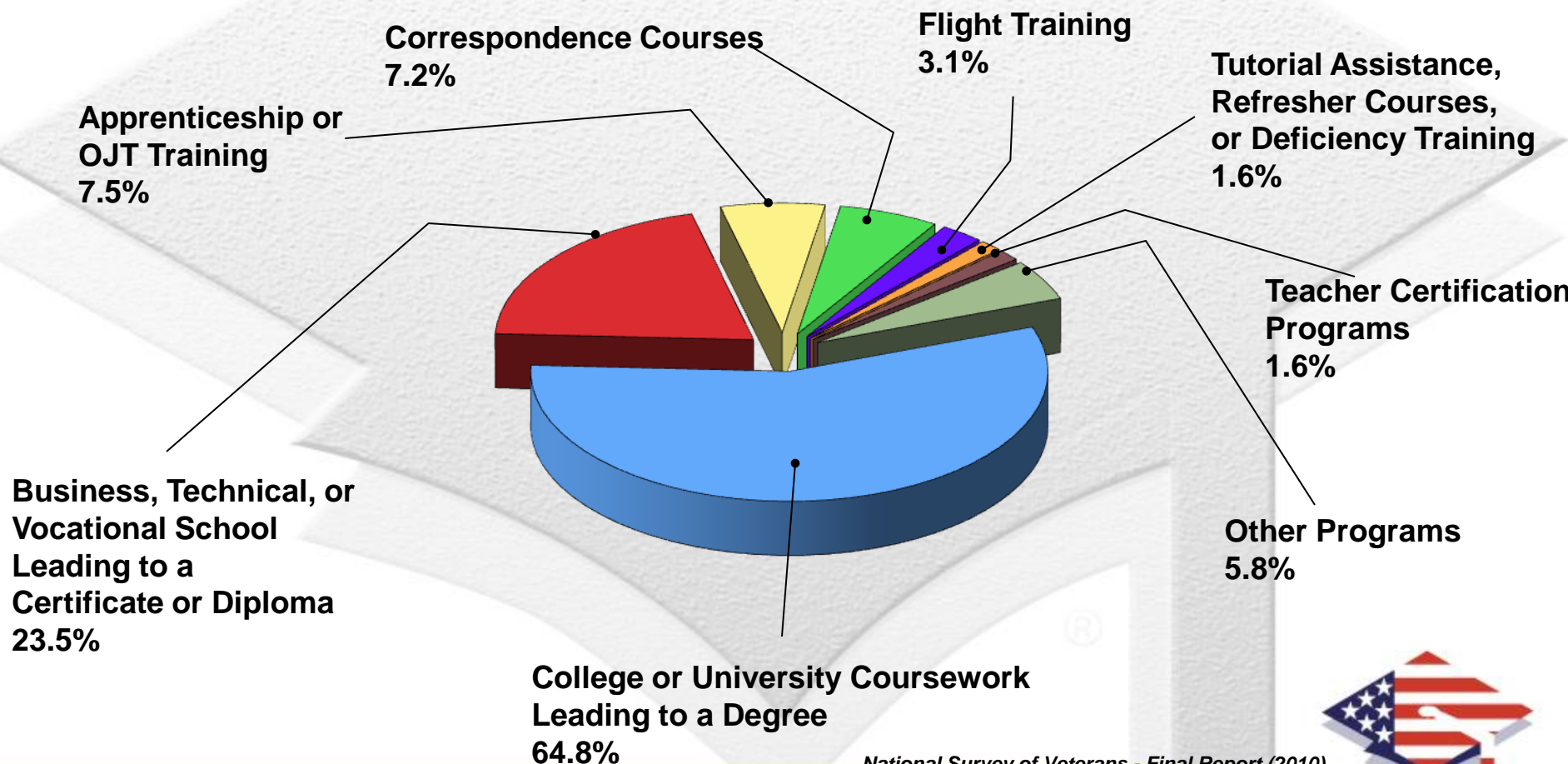
- More than \$32.1 Billion spent on the Post 9/11 GI Bill since August 2009 (as of 9/30/2013)
- FY 2012 - 646,302 received \$8.5 Billion in Post 9/11 GI Bill benefits:
 - 93,508 children used transferred benefits
 - 54,367 spouses used transferred benefits
- For all Veteran Education benefits in FY 2012 – 945,052 received \$10.5 Billion

VA Brief NAVPA Conference Oct 2013

Marine Corps Times April 2013



Use of VA Education Benefits



National Survey of Veterans - Final Report (2010)

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Use of VA Education Benefits

- When benefits were used...
 - During active service - (7.9%)
 - After active service - (86.4%)
 - During and after active service - (12.3%)
- Completed training or received degree/certificate - (66.6%)
- VA Benefits were extremely or very important in meeting educational goals/preparing to get a better job - (73.2%)
- Primary reason benefits not used - Not aware of benefits - (36.6%)

National Survey of Veterans - Final Report (2010)



Military Market Subpopulations

- Active-Duty Members
- Reserves and National/Air Guard
- Veterans in the Community
- Family Members

In terms of programs and services for military populations, one size does not fit all. Institutions need to assess their military market and develop programs, services, and outreach strategies accordingly.



Veterans in the Community

- 225,000 leave military service every year
 - 70-71% ultimately use a portion of earned GI Bill benefits
 - 74% are on average between the ages of 20 - 34
- Contact veterans in the area through:
 - Word of mouth from other veterans
 - Military recruiters
 - Army Reserve Retention and Transition NCOs
 - Army National Guard Recruiting and Transition NCOs
 - VFW, American Legion, etc...



Reaching Military Students

- Military Service Education Centers
- Military Recruiting Units
- Reserve Centers
- National Guard Armories



Promoting Best Practices

- *Military Student Bill of Rights* - all military student populations have basic rights to satisfactory college marketing, admissions, student services practices
- Institutional flexibility appropriate to service members
- Protect and assure quality of education programs for service members; uphold all commitments or promises to military students
- Support for returning service members by faculty and administration



College Initiatives - Enrollment Management

- Simplified/expedited application for readmission
- Extended/flexible enrollment deadlines
- Scholarships



College Initiatives - Student Services

- Veterans support groups, centers, and lounges
- Counseling services
- Veteran appreciation activities
- Veteran housing



College Initiatives - Academics

- Academic advising services focused on military students
- Academic research addressing the needs of returning service members
- Veteran-only sections of core courses



College Initiatives - Technology

- Tracking military students
- Online resources including: paper editing, library services, access to professors and advisors
- Asynchronous learning opportunities



Military/Veteran Inclusive Institutions

- Take a community-based approach
 - Form a working group to explore ways to be more flexible and responsive to service member and veteran needs
- Give your veterans a voice...get feedback
 - Host a focus group of veterans and service members on institutional policies and services
- Awareness of military/veteran issues/culture
- Build a strong web presence
- Establish specific points of contact
- Publish concise information on transfer credit for military experience and other policies



Institutional Examples of Veterans Services Information

- University of the Incarnate Word
 - <http://veterans.uiw.edu>
- Eastern Kentucky University
 - <http://va.eku.edu>
- Texas A&M University
 - <https://veterans.tamu.edu>
- San Diego State University
 - <http://arweb.sdsu.edu/es/veterans/>



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