



Student Veterans: A Valuable Asset to Higher Education and the Workforce

Student Veterans of America Institute for Veterans and Military Families

August 14, 2019

Agenda



▶ Overview

- Institute for Veterans and Military Families (IVMF)
- Student Veterans of America (SVA)

▶ Post 9/11 Veteran Population Overview, Transition, Workforce Engagement

▶ Business Case for Colleges to Recruit Student Veterans and Workforce Professionals to Engage

▶ Discussion

INSTITUTE FOR VETERANS AND MILITARY FAMILIES (IVMF)

OUR MISSION

To advance the post-service lives of America's service members, veterans, and military families

WHO WE SERVE

- Individuals
- Organizations
- Communities

PRIORITIES

- Deliver impactful, best in class programs and services, informed by research, measurement, and evaluation
- Advance practice and policy through rigorous research, measurement and evaluation, and data solutions that empower action

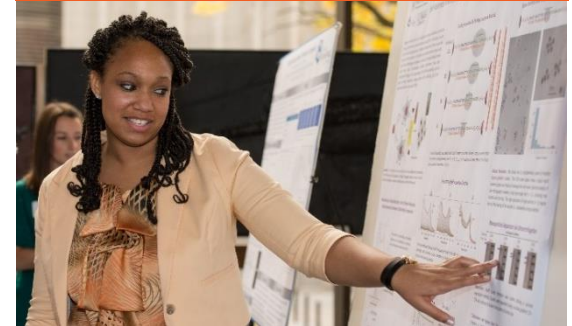
PROGRAMS AND SERVICES



FOCUS AREAS

- ✓ Career Preparation and Employment
- ✓ Entrepreneurship and Small Business Training
- ✓ Community-Based Support and Care Coordination

RESEARCH AND EVALUATION



FOCUS AREAS

- ✓ Employment and Entrepreneurship
- ✓ Higher Education
- ✓ Gov't. & Community-based Services
- ✓ Measurement, Evaluation, and Data Analytics

OUR MISSION

To provide military veterans with the resources, support, and advocacy needed to succeed in higher education and following graduation, through our over 1500 chapters – the largest chapter-based student organization in America.

WHAT WE DO

- Research
- Programs
- Advocacy
- Tell Student Veterans' Stories

HOW WE DO IT

Through dynamic programs, groundbreaking research, and informing policy makers and stakeholders

PROGRAMS



FOCUS AREAS

- ✓ Chapter Leadership
- ✓ Chapter Support
- ✓ Scholarships

RESEARCH AND POLICY



NATIONAL VETERAN EDUCATION
SUCCESS TRACKER

FOCUS AREAS

- ✓ Post-Secondary Outcomes
- ✓ Life Cycle of Student Veterans
- ✓ Protecting the GI Bill



Post 9/11 Veteran Population Overview

U.S. Veteran Population Overview

KEY HIGHLIGHTS

Period of Service

39% WWII, Korean War, and Vietnam eras

40% Gulf War I and Other Service Periods

20% Post-9/11 Veterans (4.1 million)

Period of Service	Total	
	Estimated Number	%
All Americans	246,006,000	
Nonveterans	225,619,000	
All Veterans	20,387,000	8%
Gulf War Era II (post-9/11)	4,116,000	20%
Gulf War Era I	3,279,000	16%
WWII, Korean War and Vietnam Veterans	8,052,000	39%
Other service period veterans	4,941,000	24%

Age

64% of all Veterans are 55 or older

46% of Post-9/11 veterans 18–34

Age	All Veterans		Gulf War Era II (post-9/11)	
	Estimated Number	%	Estimated Number	%
Total, 18 years and over	20,387,000		4,116,000	
18 to 24 years	231,000	1%	231,000	6%
25 to 34 years	1,704,000	8%	1,678,000	41%
35 to 44 years	2,226,000	11%	1,189,000	29%
45 to 54 years	3,142,000	15%	634,000	15%
55 to 64 years	3,647,000	18%	305,000	7%
65 years and over	9,437,000	46%	79,000	2%

Data Source: BLS, Current Population Survey, 2017 annual averages, population 18 and over

U.S. Veteran Population Overview

KEY HIGHLIGHTS

Gender

- Veterans are predominantly male
- Female post-9/11 veterans fastest growing (17% vs. 10% overall)

Gender	All Veterans		Gulf War Era II (post-9/11)		Total US	
	Estimated Number	%	Estimated Number	%	Estimated Number	%
Total	20,387,000		4,116,000		246,006,000	
Male	18,387,000	90%	3,400,000	83%	118,688,000	48%
Female	2,000,000	10%	716,000	17%	127,318,000	52%

Race/Ethnicity

- On average, post-9/11 veterans have higher representation of African-Americans and Hispanic minorities.

Ethnicity/Race	All Veterans		Gulf War Era II (post-9/11)		Total US	
	Estimated Number	%	Estimated Number	%	Estimated Number	%
Total	20,387,000		4,116,000		246,006,000	
White	16,867,000	83%	3,133,000	76%	192,255,000	78%
African-American	2,587,000	13%	709,000	17%	30,970,000	13%
Hispanic	1,459,000	7%	527,000	13%	39,190,000	16%
Asian	336,000	2%	108,000	3%	14,804,000	6%

Data Source: BLS, Current Population Survey, 2017 annual averages, population 18 and over

U.S. Veteran Population Overview

KEY HIGHLIGHTS

Education

- On average, post-9/11 veterans achieve higher educational attainment than earlier generations and the general U.S. population
- **35% of post-9/11 veterans have a bachelor's or higher, 76% some college, an associate, bachelor's or higher, compared to 32% and 60% for all working age adults**

Education Attainment	All Veterans		Gulf War Era II (post-9/11)		Total US	
	Estimated Number	%	Estimated Number	%	Estimated Number	%
Total	20,387,000		4,116,000		246,006,000	
Less than a high school diploma	891,000	4%	64,000	2%	26,441,000	11%
High school graduates, no college	6,006,000	29%	915,000	22%	71,283,000	29%
Some college or associate degree	7,112,000	35%	1,701,000	41%	69,789,000	28%
College graduates (Bachelors or Higher)	6,378,000	31%	1,436,000	35%	78,493,000	32%

Data Source: BLS, Current Population Survey, 2017 annual averages, population 18 and over



Transition

Transition and Post Military Career

TRANSITION

TOP TRANSITIONAL CHALLENGES

60%

NAVIGATING
VA ADMIN.
OR BENEFITS

55%

GETTING A
JOB

41%

GETTING
SOCIALIZED
TO CIVILIAN
CULTURE

40%

FINANCIAL
STRUGGLES

39%

SKILLS
TRANSLATION

92%

INDICATED THAT EDUCATION
SHOULD PLAY A ROLE IN THEIR
POST-SERVICE TRANSITION

- ▶ Currently there are **4,1 million post-9/11 veterans**. This number is growing as service members transition.
- ▶ Nearly **200,000** veterans transition out of the military each year—and most eventually pursue civilian careers.
- ▶ Approximately **115,000** veterans have begun higher education each recent year as part of their transition, with most working during college. Last year there were **149,000** first-time GI Bill users.

POST-MILITARY CAREER

55%

OF SERVICEMEMBERS SAID THAT
THEY ARE LIKELY TO PURSUE A
DIFFERENT CAREER THAN THEIR
MILITARY SPECIALIZATION

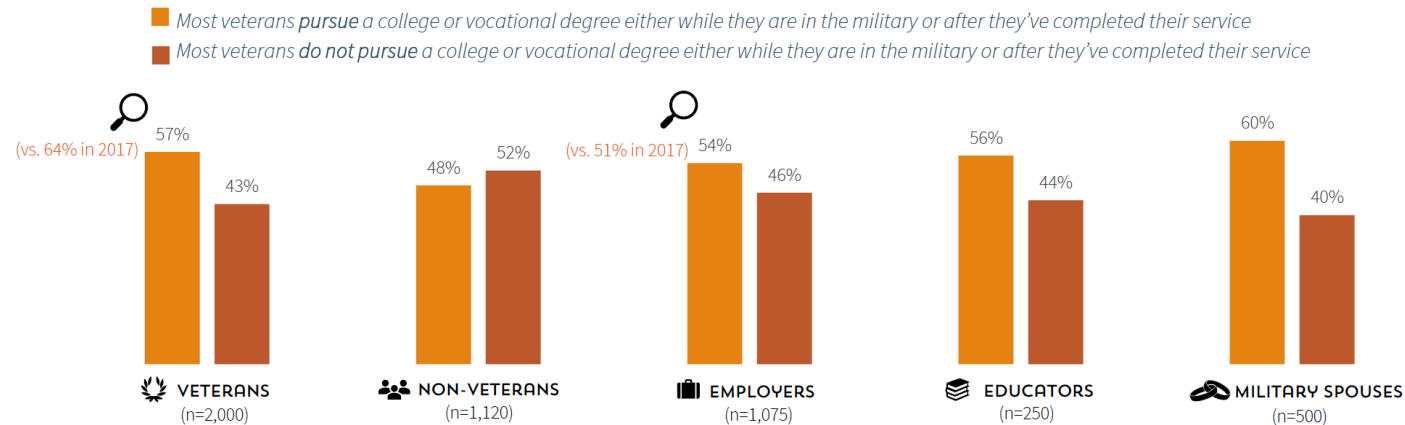
Perceptions of Veterans' Pursuit of Education

Most audiences, including employers, believe most veterans pursue a college or vocational degree either during their service or after

This year, a slightly larger majority of employers (54%) say veterans pursue higher education at some point. However, fewer veterans believe this is true compared to 2017.

PERCEPTIONS OF VETERANS' PURSUIT OF EDUCATION

Shown: Percent that selected response



Q52: Which of the following best represents your views?

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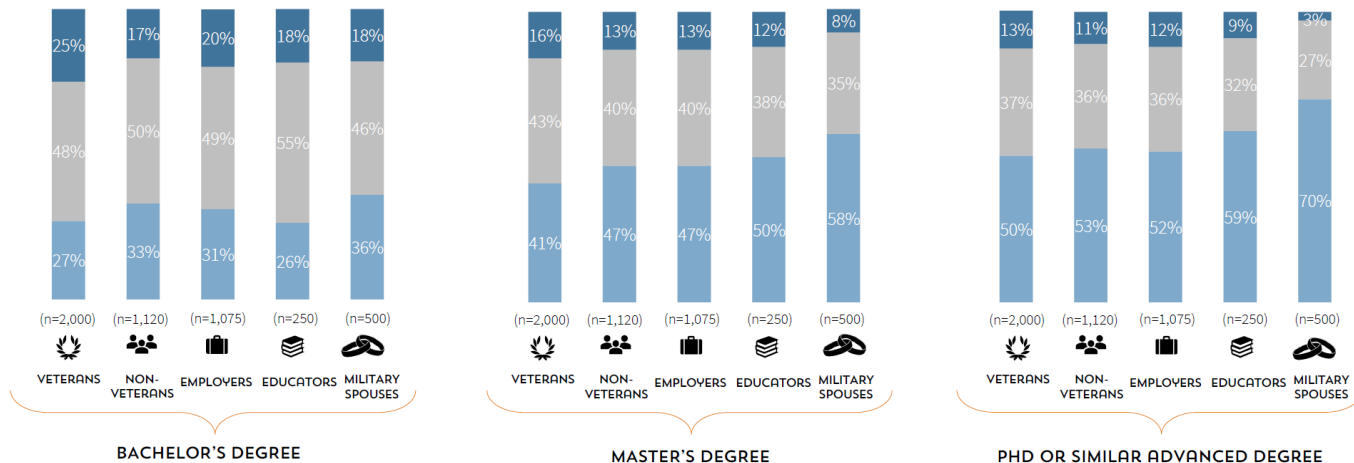
Perceptions of Veteran's Education

Majorities say veterans are more than or equally likely to obtain a bachelor's degree as non-veterans – though the same is not true for advanced degrees

PERCEPTIONS OF VETERANS' EDUCATION

Shown: Percent that selected statement

- Military veterans are more likely than the average citizen to obtain a bachelor's/ master's/ PhD or similar advanced degree
- Military veterans are equally as likely as the average citizen to obtain a bachelor's/ master's/ PhD or similar advanced degree
- Military veterans are less likely than the average citizen to obtain a bachelor's/ master's/ PhD or similar advanced degree



Q53. For each set of statements, please select the one that best represents your views.
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Employer's Perceptions of Veterans' Careers

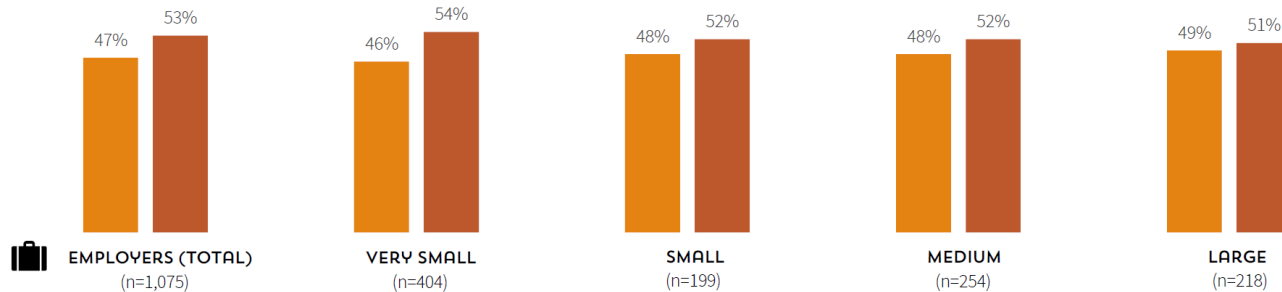
A slight majority (53%) of employers believes that, compared to non-veterans, most veterans do not have successful careers after leaving the military

There are not significant differences between 2017 and 2018 employer perceptions of veterans' post-military careers.

PERCEPTIONS OF VETERANS' CAREERS

Shown: Percent that selected statement

- Compared to average citizens, most veterans have successful careers after leaving the military
- Compared to average citizens, most veterans do not have successful careers after leaving the military



Q54: Which of the following best represents your views?

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Perceptions of Veterans' Careers

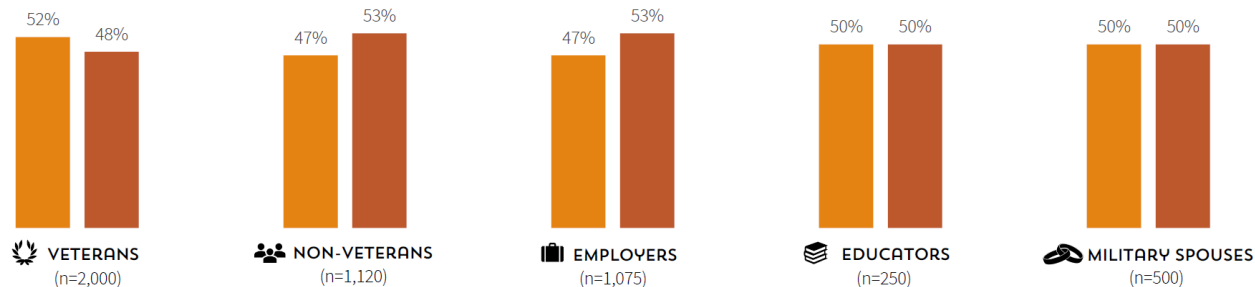
Only a small majority (52%) of veterans themselves believe that most veterans have successful careers after leaving the military

Military spouses are split 50/50 – half believe veterans do have successful post-military careers relative to non-veterans, while half do not. There are no significant differences in audience perceptions of veterans' post-military careers from 2017 to 2018.

PERCEPTIONS OF VETERANS' CAREERS

Shown: Percent that selected statement

- Compared to average citizens, most veterans have successful careers after leaving the military
- Compared to average citizens, most veterans do not have successful careers after leaving the military



Q54: Which of the following best represents your views?
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Training and Workforce Development Opportunities

- ▶ **Career One Stops, American Job Centers, Workforce Development are all state-run organizations to assist in training and finding employment**
 - <https://www.careeronestop.org/ResourcesFor/Veteran/veteran.aspx>
- ▶ **Apprenticeships are registered with the Department of Labor, VA approves programs for GI Bill Eligibility**
 - <https://www.apprenticeship.gov/>
 - <https://www.doleta.gov/oa/veterans.cfm>
- ▶ **United Services Military Apprenticeship Program (USMAP)**
 - Available to active duty service members
 - Completion certified by Department of Labor
 - https://www.doleta.gov/oa/usmap_active_military.cfm

Federal Government, State Government Roles

- ▶ **State Workforce programs are funded 20% by states, 80% by federal government**
- ▶ **Workforce programs are influenced by local or state business demand**
- ▶ **Veterans are eligible for Unemployment Compensation for Ex-Service Members (UCX), paid for by the service branches, administered by the states with rate and period of eligibility determined by the states**
- ▶ **Training programs often work in collaboration with community colleges or other local training providers, eligibility is determined by the states**
- ▶ **VA provides education and career counseling, including for veteran-owned small businesses**

<https://www.va.gov/careers-employment/>

Higher Education

Higher Education Institutions, including 2-year, 4-year, and graduate programs

- Training, certifications, degrees with most eligible for GI Bill reimbursement
- Recruits, admits, and retains veterans to degree completion
- Provides career services, internship, externship, research opportunities
- Provides opportunities for re-acclimation to civilian environment, including student organizations, athletics
- Provides financial aid, including grants, scholarships, Yellow Ribbon GI Bill match
- Provides health care, counseling, disability services

Business and Industry

Companies hire, train, and provide education

- Hire student veterans, veterans in transition, and graduating student veterans, as well as military and veteran spouses
- Provide apprenticeships, OJT, fellowships, as well as full-time and part-time jobs and careers
- Provide mentoring, networking, resume advice, and community engagement/volunteer services, and even pro bono services to develop employees and serve communities
- Many companies provide tuition reimbursement or pay for tuition, some limit where and what they fund – provides opportunities to determine order and payment for education

Nonprofit Organizations

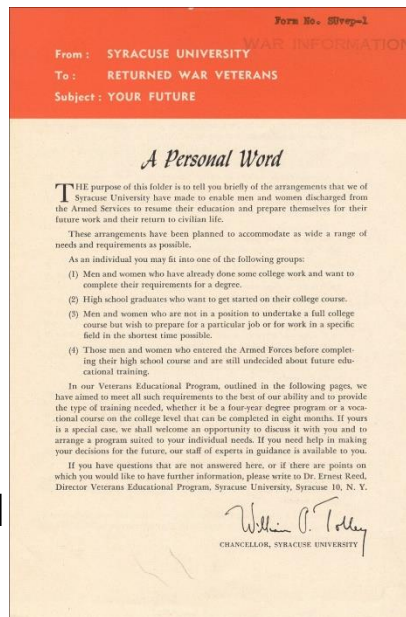
VSOs, Education Organizations, Community Organizations

- Provide networks, opportunities for service, connections to communities, college connections, career connections
- Application assistance (Service to School), college preparation (Warrior Scholar Program), communities on campus (SVA)
- Funding for education, including grants and scholarships
- American Legion provides one of the best state-level education resource guides, including on tuition remission
- SVA and VFW train in the legislative process
- SVA provides leadership training on chapter developing, running, and sustaining student organizations, and individual leadership training

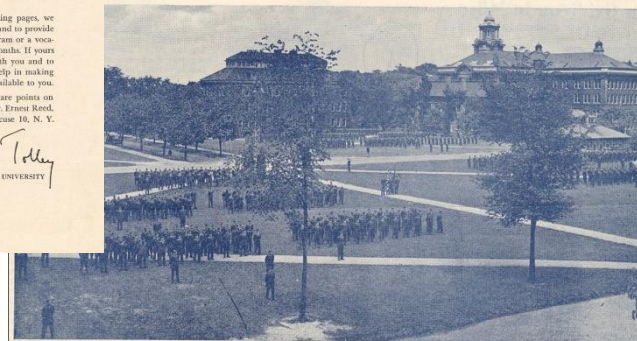


Business Case for Student Veteran College Recruitment

- ▶ The idea that military veterans are not "college material" and will never succeed in college has been argued since the beginning of the GI Bill in 1944.
- ▶ However, the notion of veterans being incapable of achieving academic standards quickly dissipated as student veterans not only met but often exceeded expectations



Yes, the Campus *Does* Look Different



SATURDAY AFTERNOON REVIEW OF AIR CADETS ON THE "OLD OVAL"

Perception Before 1944

- ▶ Robert M. Hutchens, President of the University of Chicago - "Colleges and universities will find themselves converted into educational hobo jungles [E]ducation is not a device for coping with mass unemployment."
- ▶ Harvard University's president, James B. Conant - lamented that the GI Bill failed "to distinguish between those who can profit most from advanced education and those who cannot" and expressed fear that "we may find the least capable among the war generation . . . flooding the facilities for advanced education."

Perception After 1948

- ▶ By 1948, a growing consensus among educators that the veterans were the hardest working, most serious, and best students that the campuses had ever seen. "The GI's," an education editor for The New York Times wrote late in 1947, "are hogging the honor rolls and the Dean's lists."
- ▶ President Conant of Harvard changed his mind "for seriousness, perceptiveness, steadiness, and all other undergraduate virtues," the former soldiers and sailors were "the best in Harvard's history."
- ▶ At Columbia University in '47, none of the 7,826 veterans in attendance was in serious academic difficulty. Such performances were the norm on campuses across the country.

KEY HIGHLIGHTS

By the Numbers

THIS GENERATION OF VETERANS INCLUDED:



14 NOBEL PRIZE WINNERS



3 SUPREME COURT JUSTICES

67,000
DOCTORS



22,000
DENTISTS

24 PULITZER PRIZE WINNERS



3 PRESIDENTS
★ **12 SENATORS** ★



MILLIONS

of lawyers, nurses, artists, actors, writers, pilots and entrepreneurs

238,000
TEACHERS



91,000
SCIENTISTS



450,000
ENGINEERS

17,000
JOURNALISTS



240,000
ACCOUNTANTS

KEY HIGHLIGHTS

Today's Student Veteran

- ▶ Similar to previous generations, current generation of student veterans are highly motivated to excel in college and view a post-secondary certificate or degree essential to their future.
- ▶ Military service promotes higher education throughout the service member's time in the military.
- ▶ However, many in higher education today still have doubts about actively recruiting student veterans on their campus.

TOP MOTIVATIONS FOR MILITARY SERVICE



53% EDUCATIONAL BENEFITS

52% DESIRE TO SERVE MY COUNTRY

49% OPPORTUNITY TO PURSUE
NEW EXPERIENCES,
ADVENTURES, OR TRAVEL


MILITARY INFLUENCE ON POST-SERVICE ASPIRATIONS:

73% reported that the military service experience promoted their interest in education

68% of service members surveyed stated that the military prepared them for higher education



- ▶ The SVA and IVMF have developed a *business case* to address these myths and provide colleges and universities with evidence based reasons to focus their student recruitment on student veterans.
- ▶ Intent is to inform, dispel prevailing myths, and inspire high-level administrators, faculty, admissions, development, alumni relations, and academic advising divisions to engage with student veterans in more meaningful and strategic ways.



REASONS TO HAVE VETERANS ON CAMPUS

- ▶ Financial Aid
- ▶ Diversity
- ▶ Academic Performance
- ▶ Post Education Performance
- ▶ Post Education Commitments

KEY ASPECT #1

Financial Aid

The **Financial Aid** aspects describes the economic benefits student veterans bring to colleges and universities.

ACTION ITEM



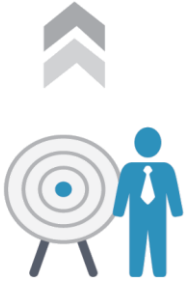
POST-9/11 GI BILL

- Higher education institutions should consider developing a student veteran-specific recruitment and financial aid strategy with financial aid and admissions offices in order to inform decision making on recruitment and enrollment of student veteran applicants.

100%
OF TUITION AND FEES



PROVIDES VETERANS WITH A MONTHLY HOUSING ALLOWANCE AND A BOOK ALLOWANCE FOR BOOKS



As of May 2017, the Post-9/11 GI Bill has paid

\$75 BILLION

FOR VETERANS' TUITION, FEES, BOOK STIPENDS, AND HOUSING ALLOWANCE.



YELLOW RIBBON PROGRAM

provides matching funds for schools and programs that cost more than the in-state public tuition rate.

KEY ASPECT #2

Academic Performance

The **Academic Performance** aspect provides evidence on student veterans' academic achievement and ability to handle the rigors of college coursework.

ACTION ITEM



ACADEMIC PERFORMANCE

- Offer tailored, culturally competent academic advising, career services, and campus counseling supports to student veterans without perpetuating stigmas or stereotypes.



STUDENT VETERANS HAVE HIGHER ACADEMIC PERFORMANCE (GPA) COMPARED TO TRADITIONAL STUDENTS:

3.34 AVERAGE STUDENT VETERAN GPA

2.94 AVERAGE TRADITIONAL STUDENT GPA



STUDENT VETERANS' COMPLETE COLLEGE AT RATES SIMILAR TO THE NATIONAL AVERAGE AND HIGHER THAN OTHER ADULT LEARNERS:

Student veteran completion rate: 53.6%;
National completion rate: 52.9%;
Adult learners (first enrolled at 25 years or older): 39.2%

USING POST-9/11 GI BILL TO EARN HIGH-LEVEL DEGREES, CERTIFICATES:

10.3%; Associate Degrees: 26.7%; Bachelor Degrees: 43.0%; Graduate Degrees: 20.0%

STUDENT VETERANS EARNING A DEGREE IN HIGH-DEMAND, HIGH-GROWTH FIELDS:

Business Degrees: 27.0%; STEM Degrees: 14.4%;
Health Degrees: 10.4%

KEY ASPECT #3

Diversity

The **Diversity** aspect covers the ethnic, social, experiential, and thought diversity student veterans bring to campuses and the classroom.

ACTION ITEM



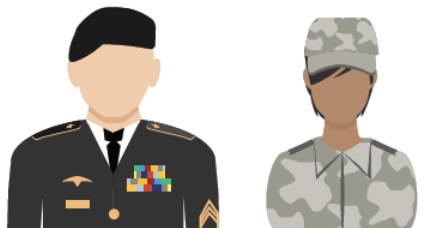
DIVERSITY AND CAMPUS ENVIRONMENT

- Offer Higher education institutions should facilitate and encourage collaboration between student veterans organizations and other student clubs and organizations on campus to share student veterans' military experiences, expertise, and interests with the wider civilian student body.

STUDENT VETERANS ARE MORE LIKELY TO:



- ✓ BE OLDER;
- ✓ BE MARRIED;
- ✓ HAVE CHILDREN;
- ✓ HAVE A DISABILITY;
- ✓ WORKING FULL OR PART-TIME;
- ✓ FIRST GENERATION STUDENT



TOP SKILLS AND ATTRIBUTES STRENGTHENED BY MILITARY SERVICE:

WORK ETHIC AND DISCIPLINE	87%
TEAMWORK	86%
LEADERSHIP AND MANAGEMENT SKILLS	82%
MENTAL TOUGHNESS	81%
ADAPTATION TO DIFFERENT CHALLENGES	78%
SELF-DISCIPLINE	77%
PROFESSIONALISM	78%

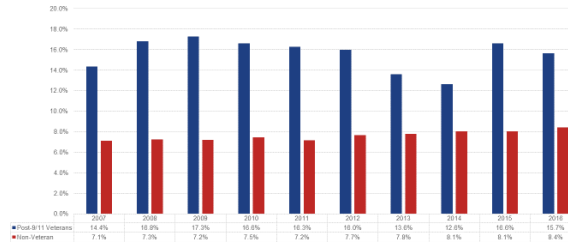
KEY ASPECT

Degree Attainment, African-American Women, 2007-2016

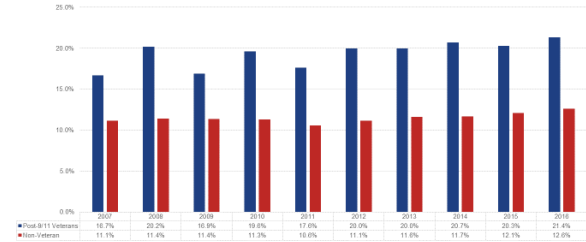
Diverse student veterans earn degrees at higher rates than their peers who have never served.

Blue bars represent Post-9/11 veterans, red non-veterans

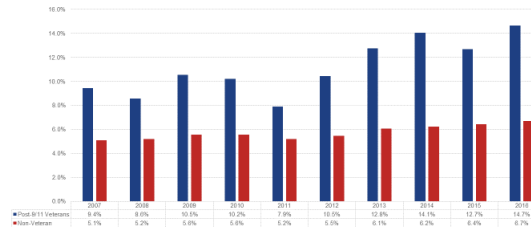
African-American Women Associate Level Degree Attainment



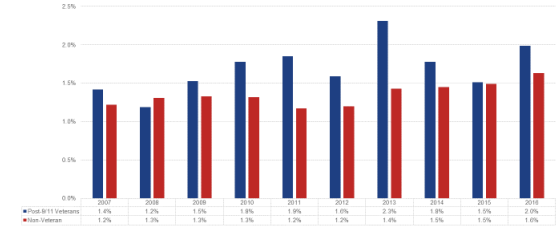
African-American Women Bachelor Level Degree Attainment



African-American Women Graduate Level Degree Attainment



African-American Women Doctorate Level Degree Attainment



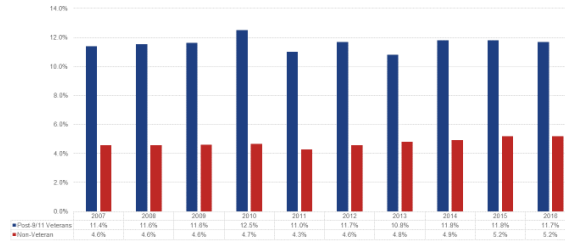
KEY ASPECT

Degree Attainment, African-American Males, 2007-2016

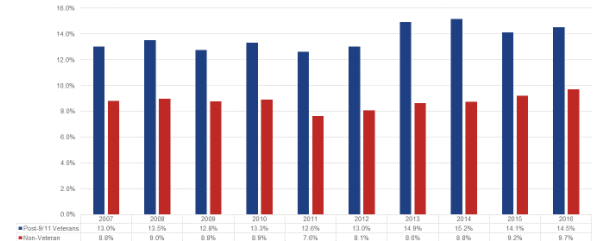
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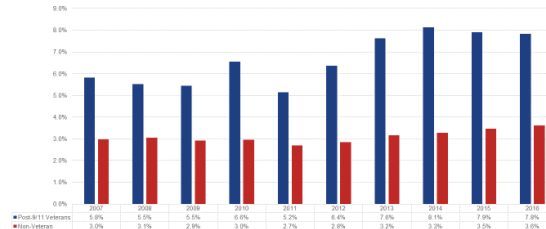
African-American Males Associate Level Degree Attainment



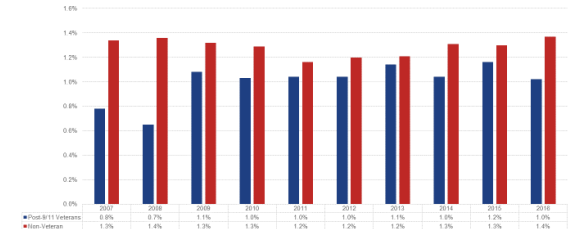
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African-American Males Graduate Level Degree Attainment



African-American Males Doctorate Level Degree Attainment



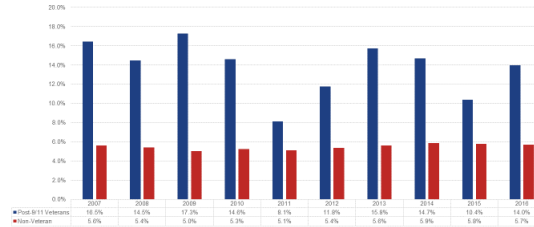
KEY ASPECT

Degree Attainment, Hispanic Women, 2007-2016

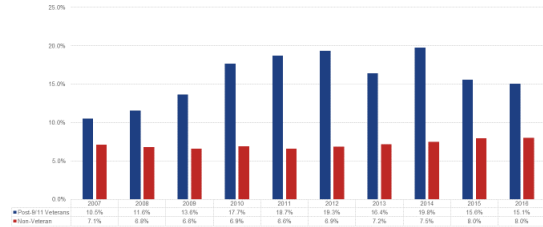
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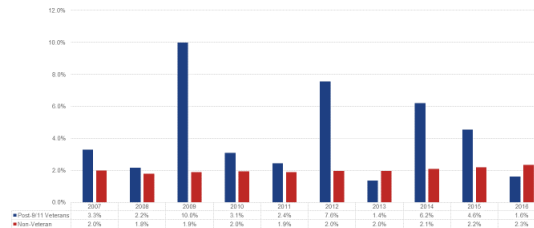
Hispanic Women Associate Level Degree Attainment



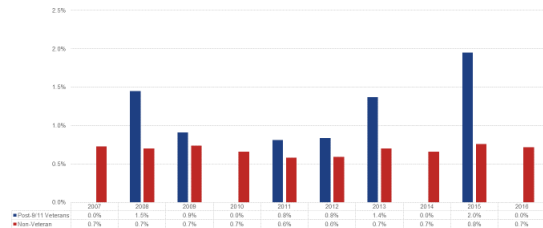
Hispanic Women Bachelor Level Degree Attainment



Hispanic Women Graduate Level Degree Attainment



Hispanic Women Doctorate Level Degree Attainment



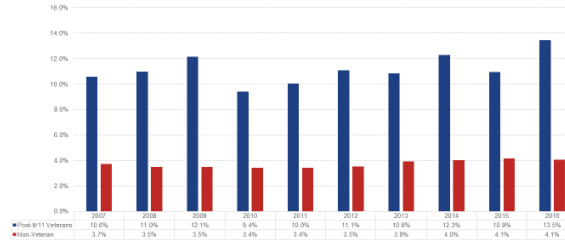
KEY ASPECT

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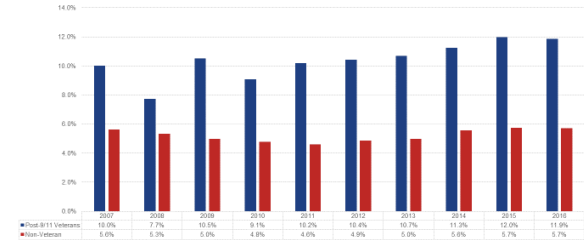
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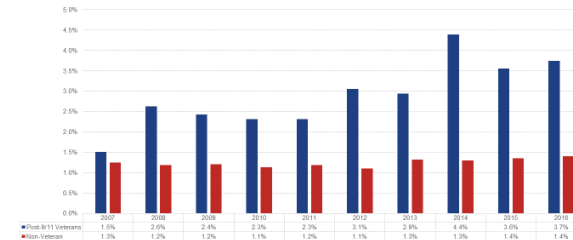
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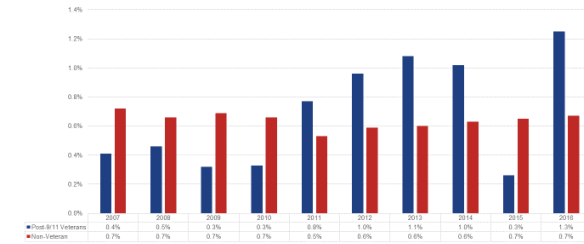
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Hispanic Males Graduate Level Degree Attainment



Hispanic Males Doctorate Level Degree Attainment



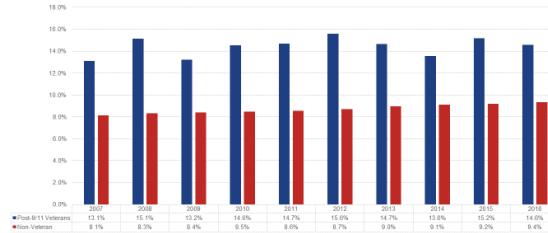
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Degree Attainment, White Non-Hispanic Women, 2007-2016

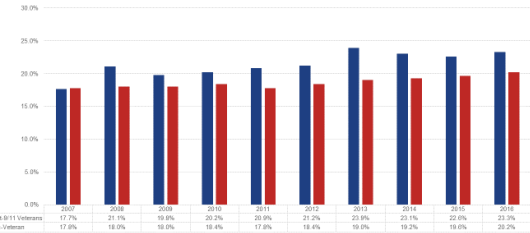
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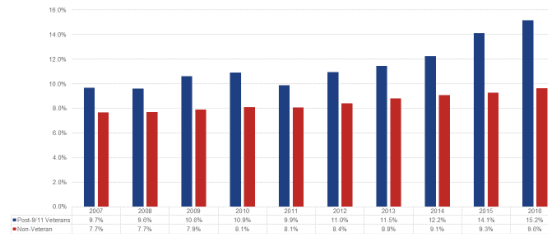
White Women Associate Level Degree Attainment



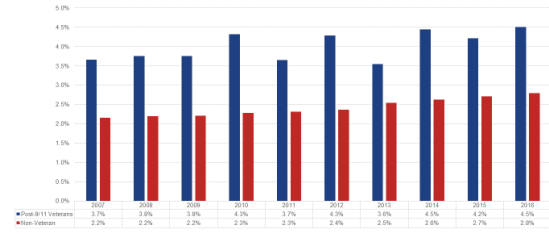
White Women Bachelor Level Degree Attainment



White Women Graduate Level Degree Attainment



White Women Doctorate Level Degree Attainment



KEY ASPECT #4

Post Education Performance

The Post Education Performance aspect highlights the latest empirical research on student veterans' post-secondary academic outcomes and entry into the civilian workforce.

ACTION ITEM



POST-EDUCATION PERFORMANCE

- Work with your institution's career services center(s) to create student veteran-specific programs and advising sessions to enable them to be successful in job fairs, interviews, and long-term employability.

EARNINGS

IN GENERAL, THE HIGHER THE DEGREE THE HIGHER THE INCOME.



VETERANS WITH BACHELOR'S DEGREES
EARN ABOUT \$84,255

This is higher compared to their non-veteran counterparts who earn about \$67,232.



VETERANS WITH MORE THAN A BACHELOR'S DEGREE
EARN ABOUT \$129,082

This is higher compared to their non-veteran counterparts who earn about \$99,734.



POST-9/11 VETERANS WITH A
BACHELOR'S DEGREE EARN ABOUT

\$71,399

Post-9/11 veterans with more than a Bachelor's degree earn about \$124,534.

UNEMPLOYMENT



IN GENERAL, THE HIGHER THE DEGREE THE LOWER THE UNEMPLOYMENT RATE.



VETERANS WITH A COLLEGE DEGREE HAVE A SIMILAR UNEMPLOYMENT RATE COMPARED TO THEIR NON-VETERAN COUNTERPARTS.

(3.3% compared to 2.6%)

POST-9/11 VETERANS WITH A COLLEGE DEGREE HAVE A SIMILAR UNEMPLOYMENT RATE COMPARED TO THEIR NON-VETERAN COUNTERPARTS.

(2.9% compared to 2.6%)



KEY ASPECT #5

Post Education Commitment

The **Post Education Commitment** aspect shows how student veterans remain connected to their school often become active and loyal alumni.

ACTION ITEM



POST-EDUCATION COMMITMENT

- Alumni Relations and Career Services offices should collaborate to stay connected with student veteran alumni and encourage them to bring their firms and organizations to campus for recruiting events, informational interviews, and networking opportunities.

VETERANS EXHIBIT A STRONG ORGANIZATIONAL COMMITMENT OR SENSE OF CONNECTION AND INDIVIDUAL RESPONSIBILITY TO ONE'S INSTITUTION



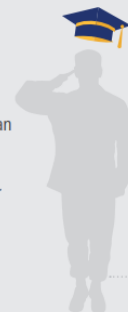
MILITARY SERVICE MEMBERS AND VETERANS ARE MORE LIKELY TO THRIVE IN THE FOLLOWING DOMAINS:

- ✓ PURPOSE (motivation to achieve goals)
- ✓ SOCIAL WELL-BEING (supportive relationships)
- ✓ FINANCIAL WELL-BEING (management of economic factors)



54%

of service members and veteran college graduates are thriving socially and economically, as compared to only 43% of their non-veteran counterparts.



Veterans strive for financial security and value fiscal responsibility. Financial security is associated with less stress and increased financial well-being.



Student loan debt and percentage of thriving is negatively correlated; Veterans generally borrowed less money, therefore, have a higher level of economic security;



65%

OF MILITARY SERVICE MEMBERS AND VETERANS BORROWED NO MONEY, COMPARED WITH 52% OF THOSE WHO HAVE NEVER SERVED



Discussion

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**Thank
You**

