



# Marketing Student Veteran Success

A blue-tinted photograph of a professional networking event. In the foreground, a man in a dark suit is seen from the side, looking towards a woman who is smiling and looking back at him. They appear to be in conversation. In the background, several other people in business attire are visible, some standing and talking, others walking. The setting is an indoor space with a stone pillar and a decorative metal railing in the background. The overall atmosphere is professional and social.

# The Landscape

# Who We Are & How We Got Here

## ACADEMIC PERFORMANCE



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

**3.34**

AVERAGE STUDENT VETERAN GPA

**2.94**

AVERAGE TRADITIONAL STUDENT GPA

## POST-SECONDARY COMPLETION

**STUDENT VETERANS' COMPLETE THEIR EDUCATION AT RATES SIMILAR TO THE NATIONAL AVERAGE AND HIGHER THAN OTHER ADULT LEARNERS**

STUDENT VETERAN COMPLETION RATE **54%**

NATIONAL COMPLETION RATE **53%**

ADULT LEARNERS (FIRST ENROLLED AT 25 YEARS OR OLDER) **39%**

**VETERANS USING THE POST-9/11 GI BILL TO EARN HIGH-LEVEL DEGREES**

BACHELOR DEGREES **43%**

ASSOCIATE DEGREES **27%**

GRADUATE DEGREES **20%**

CERTIFICATES **10%**

## DIVERSITY

**STUDENT VETERANS ARE MORE LIKELY TO:**



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



## HISTORY OF SVA

- 20 chapters in 2008
- More than 1,500 chapters in 2020 in all 50 states and three countries overseas

# Highly Motivated & Highly Engaged

25%

OF STUDENT VETERANS  
USE THE GI BILL TO EARN  
MULTIPLE CERTIFICATES  
OR **DEGREES.**

*Over half* of  
Post-9/11 student  
veterans have  
chosen majors in  
business, health,  
and STEM fields.



96% of the veterans in our  
survey reported they were  
likely to vote in the 2020  
Presidential Election.



91% of student veterans are  
worried COVID-19 will impact  
their educational goals.



## Media Today

# 98%

of adult internet users  
are social media users

Source: Global Web Index

Americans have an average of  
**8 social media accounts**  
(up from 3 in 2012)

Source: Global Web Index

## Global Consumer Trust:

Peer Recommendations – 92%

TV Ads – 47%

Social Media Ad Platforms – 36%

Online Banner Ads – 33%

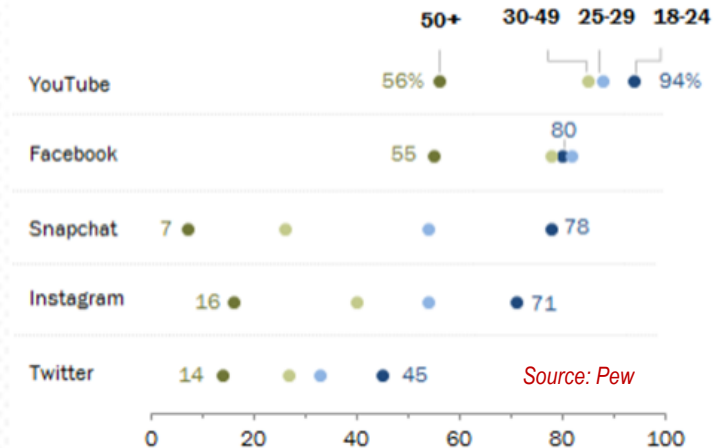
Source: Nielsen

# 46%

use their  
smartphones  
for news in bed

Source: Reuters Institute

% of U.S. adults in each age group who say they use ...

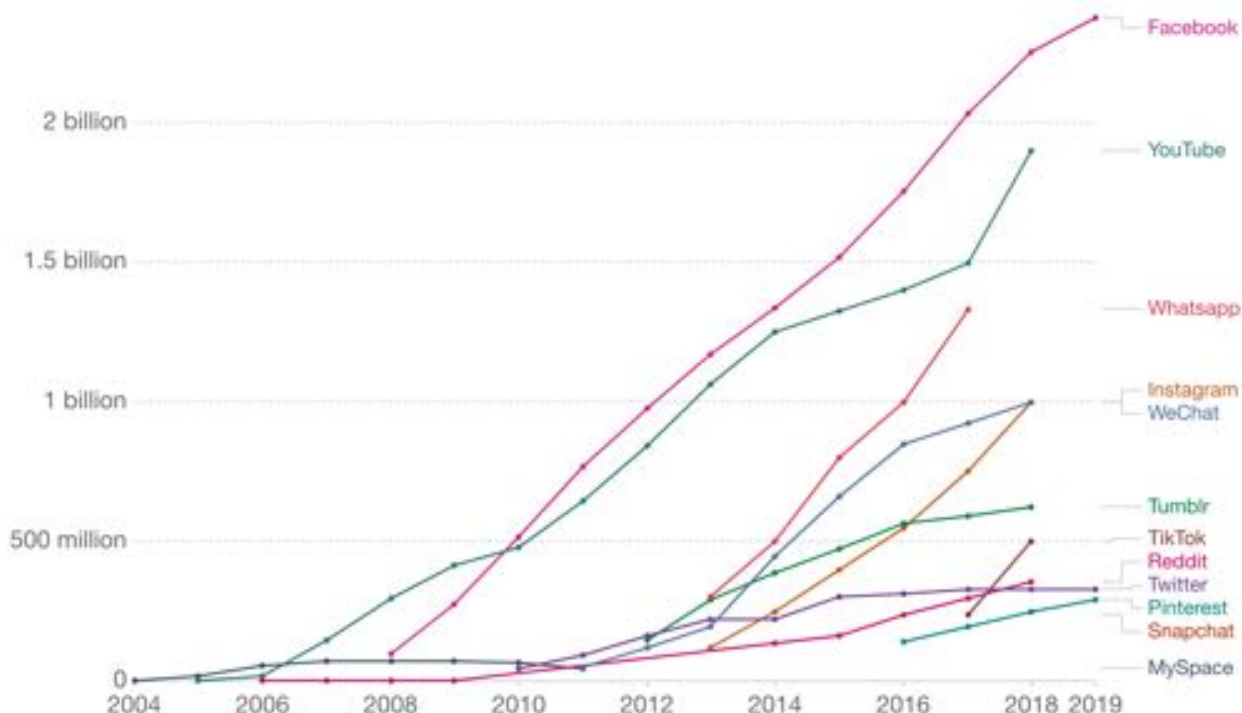


# Social Media Today

## Number of people using social media platforms, 2004 to 2019

Estimates correspond to monthly active users (MAUs). Facebook, for example, measures MAUs as users that have logged in during the past 30 days. See source for more details.

Our World  
in Data



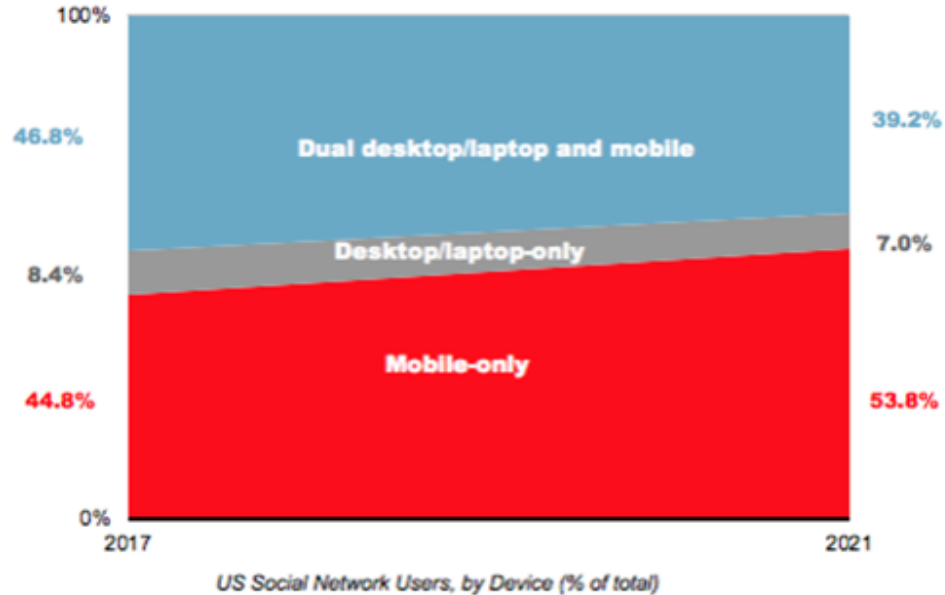
Source: Statista and TNW (2019)

CC BY

## Mobile First

By 2021, well over half of all users will be mobile-only

6 in 10 Facebook users only use mobile



# Search Engine Optimization (SEO)

## Previously

- Repeat *long-tail keywords* 5-7 times in your content.
- Beat the system to move up the ranks in search results.

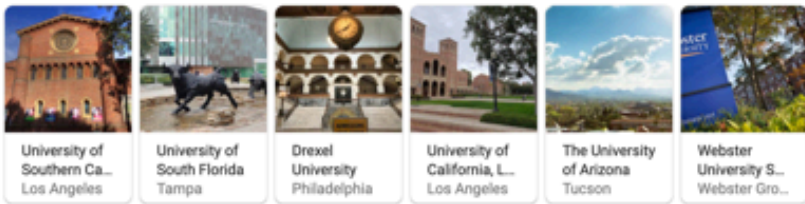
## Today

- Organic results are scanned in real time by AI to judge relevance.
- Top spots are reserved for those willing to pay.





Colleges/Universities / Veteran



Ad - start.amu.apus.edu/military

Military & Veteran Friendly | American Military University

Join 64,000+ U.S. military men and women earning degrees at American Military University. AMU offers 200+ degree and certificate programs for military and veterans. Learn More! Flexible Schedule. Affordable Tuition. 8 & 16 Week Courses. Monthly Starts.

Tuition

Affordable tuition on Associate, Bachelor's, & Master's programs

Explore AMU

AMU can help you achieve educational & professional goals



Ad - degrees.snhu.edu/military/veterans

SNHU® Proud Military Supporter | A Yellow Ribbon College

Top 10 Military Friendly® School and Yellow Ribbon Program Participant. Apply Today! At SNHU We Are Proud to Provide Students From All Over the USA the Chance to Succeed. Military-Devoted Advisors. Military Financial Aid. G.I. Bill® Eligible. Military Friendly® - Accredited University - Learn More About SNHU®

Ad - worldcampus.psu.edu/

We Are, Military Friendly | Penn State World Campus | PSU.edu

Earn your MSCHE accredited degree at your pace through Penn State online. Choose from...

www.usnews.com › Education › Colleges

2021 Best Colleges for Veterans – National Universities | US ...

Here are the best colleges for veterans. Stanford University. Dartmouth College. Brown University. Cornell University. University of California–Los Angeles. University of California–



Best Colleges for Veterans National Universities

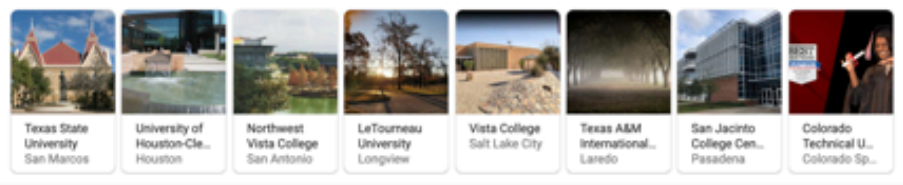
These are the top-ranked schools in the 2021 Best Colleges rankings that participate in federal initiatives helping veterans and active-duty service members pay for their degrees. Read the methodology

To unlock full rankings, SAT/ACT scores and more, sign up for the U.S. News College Compass

SUMMARY



Colleges/Universities / Texas / Veteran



Ad · degrees.snhu.edu/military/veterans ▾  
**SNHU® Proud Military Supporter | A Yellow Ribbon College**  
 Top 10 Military Friendly® School and Yellow Ribbon Program Participant. Apply Today! At SNHU We Are Proud to Provide Students From All Over the USA the Chance to Succeed. Yellow Ribbon Participant. G.I. Bill® Eligible. 200+ Degrees. Military Financial Aid.

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 Join 64,000+ U.S. military men and women earning degrees at American Military University. AMU offers 200+ degree and certificate programs for military and veterans. Learn More! 8 & 16 Week Courses. Affordable Tuition. Monthly Starts. Flexible Schedule.  
 Tuition - Explore AMU - Freedom Grant - Apply Now - Request Information



Ad · www.umgc.edu/ ▾  
**Online Veteran Education | Univ of Maryland Global Campus**  
 Study At A Respected State University That Has Served The U.S. Armed Forces Since 1947.



**2021 Best Colleges for Veterans in Texas**  
 Explore the best colleges for veterans based on yellow ribbon status, GI funding, and overall rankings. These rankings use data from the VA and the U.S. Department of Education to highlight top colleges that have many students receiving the GI Bill and offer tuition relief for members of the military and armed forces. Read more on how this ranking was calculated.



www.niche.com · Colleges · All Colleges · Veterans ▾  
**2021 Top Colleges for Veterans in Texas - Niche**  
 Explore the 2021 Top Colleges in Texas for Veterans. These rankings use data from the VA and the U.S. Department of Education to highlight top colleges that ...

www.collegefactual.com · veterans · southwest · texas ▾  
**Top Colleges For Veterans : Texas Ranked. (page 1 of 10)**  
 Compare colleges and universities in (Texas) via CollegeFactual Best College Rankings for Veterans lists, then drill deeper into statistics for each college to ...

news.utexas.edu · 2020/01/13 · ut-austin-is-the-best-co... ▾  
**UT Austin is the Best College for Veterans in Texas and No. 6 ...**  
 Jan 13, 2020 — 6 Nationwide. AUSTIN, Texas — UT Austin is the No. 6 best college for veterans in the country and the best in Texas, according to a new ranking from the career website Zippia.



Want to Learn More?  
Request Information

First Name

Last Name

Phone Number

City

State

Zip

Submit

### Educating The Military Is Our #1 Mission

100% Online Programs & Courses

### Educating Those Who Serve

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<b>\$250</b> Per Credit Hour With 200% Tuition Waiver*	<b>\$0</b> Application Fee *High Costs	<b>\$0</b> Tuition & Books* *Request Details
<b>\$0</b> Technology Fee* *Request Details	<b>0</b> Distance Expense *Request Details	<b>72%</b> Graduate With An Advanced Placement Student Loan *Request Details

### Find The Degree Program That's Right For You

Find the degree program that's right for you. Select your interests and we'll recommend the best program for you.

Interests:

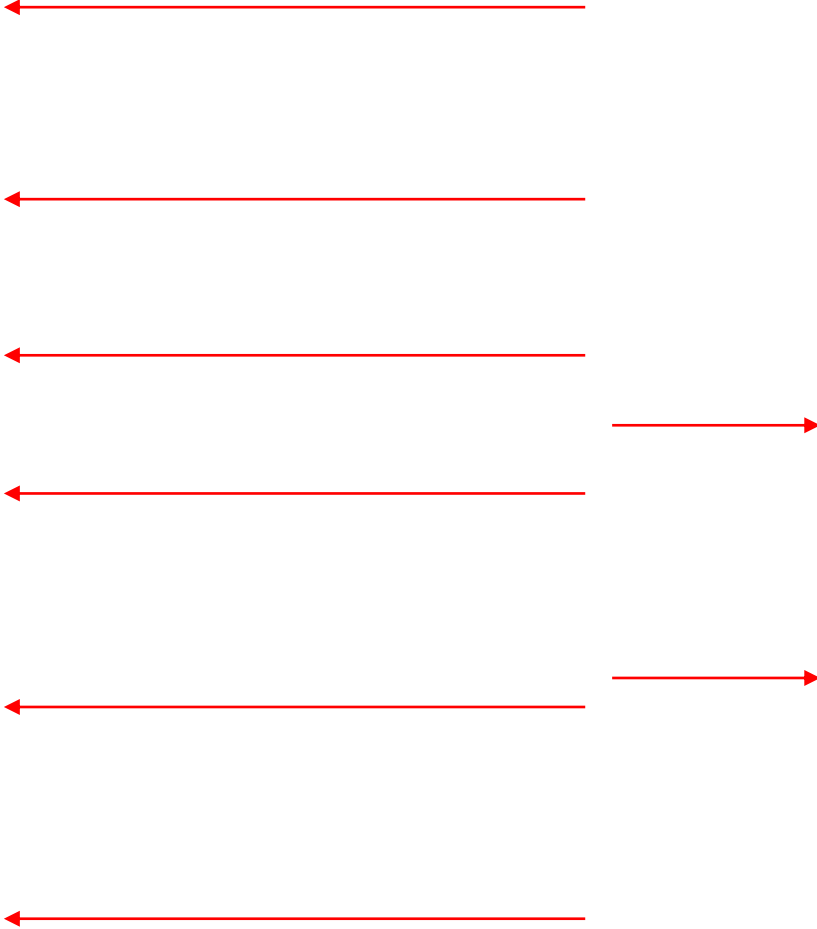
City:

State:

Submit

### Learn From The Leader™

- Accredited & Accredited**
- Transfer Credit Priority**
- Convenient & Accessible**
- Expert Faculty**
- Supportive & Career-Focused**
- Active Veterans Community**



### Our Students Are Priority One

Testimonials from students and faculty members.

**Ready To Get Started?**

Here's how to get started:

- 1 Choose Your Program**
- 2 Apply Online (15-25 Minutes)**

**Apply At No Cost**

5 call-to-action opportunities  
Cost/Benefits  
Features  
Testimonials

# Do we really need to be more *friendly*?





**Shifting Focus & Telling Our Story**

# We Need to Shift...

**MINDSET**

Deficit Mindset



Asset Mindset

**MESSAGE**

Veteran Friendly



Veteran Inclusive

**TACTICS**

Wait to be discovered



Meet people where they are

**MEASURES**

Outputs



Outcomes

# Is this what student veterans look like?



## Mindset Shift

Student veterans graduate at a rate that is **5%** higher than the national average.



**Student Veterans:**

**A positive success story on your campus.**



# Today's Student Veterans



## Imagery

- Show the life cycles of student veterans: service, school, career, family, and more.
- Demonstrate diversity & inclusion in all imagery.
- When possible, use real photos instead of stock.



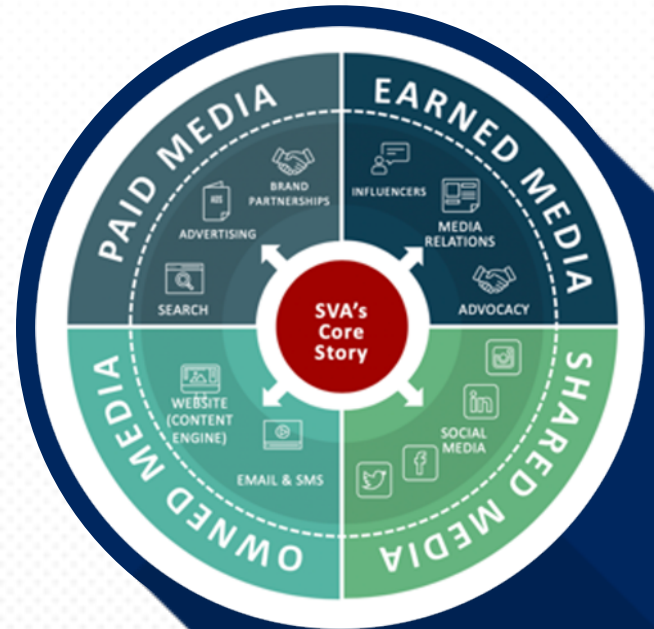
# Telling Your Story

## What's Your Core Story?

- Your core story articulates who you are, what you do, and why it matters.
- Brand attributes
- Target audience
- Point of difference (unique value proposition)

## Types of Media

- Owned: your channels
- Earned: free publicity
- Shared: mutually created by customer & brand
- Paid: purchased and targeted



## **WHO WE ARE**

Student Veterans of America is the premier organization leading service, research, and advocacy for veterans and higher education.

## **OUR VISION**

Empowering student veterans to lead and live their best lives.

## **OUR MISSION**

Act as a catalyst for student veteran success by providing resources, network support and advocacy to, through, and beyond higher education.

## **WHAT WE DO**

Student Veterans of America (SVA) elevates the academic, professional, and personal development of veterans in higher education through chapter programs and services, outcomes and impacts research, and advocacy at every level. With a mission focused on empowering student veterans, SVA is committed to providing an educational experience that goes beyond the classroom. Through a dedicated network of more than 1,500 on-campus chapters in all 50 states and three countries overseas representing more than 750,000 student veterans, SVA inspires yesterday's warriors by connecting student veterans with a community of like-minded chapter leaders. Every day these passionate leaders work to provide the necessary resources, network support, and advocacy to ensure student veterans can effectively connect, expand their skills, and ultimately achieve their greatest potential.

**BRAND PERSONALITY**

★ **Humble**

★ **Informative**

★ **Supportive**

★ **Hopeful**

★ **Positive**

★ **Strong**

★ **Honorable**

★ **Respectful**

★ **Proud**

★ **Confident**

★ **Empowering**



**SVA**  
STUDENT VETERANS OF AMERICA



INSPIRING

TOMORROW'S

LEADERS

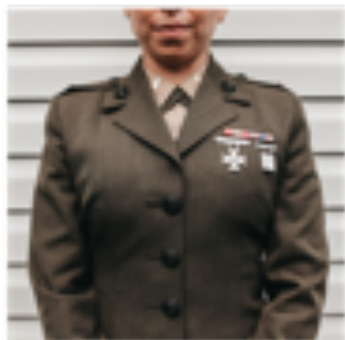
## SOCIAL CONTENT STYLE

SVA's content is guided by the different phases student veterans experience in their journeys, establishing a narrative around these individuals in a professional manner.

As SVA has a strong line-up of events and activations, including informative content about these events is important as well.

Whenever there is text, ensure it is readable by adding a color overlay or placing it in a clear space within the frame.

PHOTOGRAPHY W1



TYPOGRAPHY W1



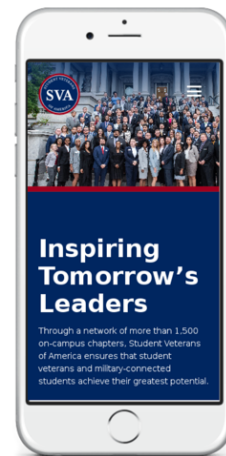
TYPOGRAPHY W2



PHOTOGRAPHY W2



TYPOGRAPHY W2





## Tools & Tactics



**Campus  
PR/News**

**SVA Chapter  
Engagement**

**SVA HQ  
Engagement**

**Organic  
Media**

**Paid Media**

**Higher Ed  
Publications**

**Alumni**

**Email  
Outreach**

**What else...?**

# Pay-to-Play

## Organic Media

- On average, only **4-6% of your Facebook fans will see an organic post.**
- Every platform uses algorithms to limit your free reach.
- There are also limits to the types and formats of content and calls-to-action.

## Paid Media

- You must use paid promotion to ensure your content is seen by the right audiences.
- You can use look-alike modeling to find additional people to reach.
- You can take advantage of smarter formats like native forms and call-to-action buttons.
- You can retarget once you create interest.

# Paid Media

## REACH

- Reach relevant audiences through various targeting capabilities: geographic, demographic, interest-based, behavioral, contextual/keyword, retargeting, other data.

## TARGET

- Bypass organic limitations by increasing your exposure to key audiences.

## LEARN

- Leverage the power of algorithms and allow the systems to optimize toward best-performing audiences, creative, and content.

## EXPERIMENT

- Measure campaign success and inform future strategies
- A/B testing
- Lookalike modeling
- Conversion rates
- Cost per conversion

## USE DATA

- Owned: database/CRM, existing students, alumni
- Demographics: What platforms know: age, gender, military service, income, location, etc.
- Third-party: Lists, opt-ins

# SVA Chapters = Your Ambassadors



## Consistency is Key

Looking ahead, we plan to roll our additional resources for SVA Chapters that are compatible with campus branding.

CHAPTER WORDMARK STACED



CHAPTER WORDMARK HORIZONTAL



UNIVERSITY OF  
SOUTHERN CALIFORNIA

SOCIAL PROFILES ICON

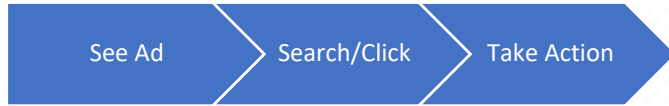




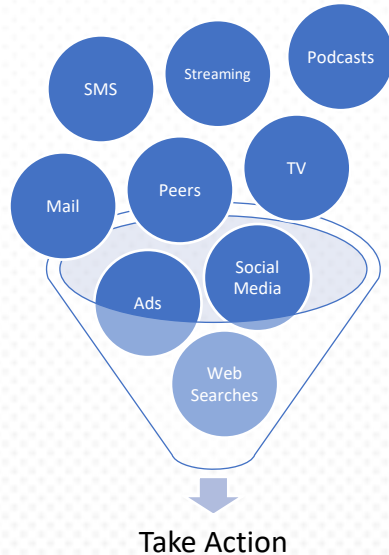
# Attribution & Measurement

# It's Complicated...

## Traditional Attribution Model



## Reality



78% of marketers say tracking ROI is their biggest challenge.

Source: Linqia

The rest are probably lying.



## Seven Touches

- A physical connection, such as meeting at a networking event
- Seeing an ad, either physical or digital
- Seeing your logo, maybe as a sponsor or on a brochure
- Seeing your social media posts in a news stream
- Receiving your e-newsletter or other email marketing piece
- A phone call
- A word-of-mouth mention by a friend or colleague

Source: Social Media Today



# It's Complicated...but we can measure everything:

## Google Analytics

- Track website visitors, behaviors, demographics, sources of traffic, conversions, and more.

## Your Email Platform

- Depending on your platform, track deliverability, open rates, click rates, reply rates, and conversion rates.

## Hotjar

- Heatmap your webpages, track user behaviors, ask for real-time survey feedback.

## Ad Platforms

- Cost-per-mile, cost-per-click, cost-per-conversion, A/B testing results, and conversion rates.

## Outcomes

- Event/Webinar Attendance, requests for information, enrollment, surveys, etc.



## Upcoming Events

# Leadership Institute



**Apply by Oct. 14**

**[bit.ly/sva-li](https://bit.ly/sva-li)**



**Veterans Day**



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**NATCON** 2021  
JANUARY 7-9

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**Learn Today. Lead Tomorrow.**

# Stay in touch:

Ryan.Rabac@studentveterans.org | 202-223-4710 ex. 502



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