



# Employing Student Veterans On Campus

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# Student Veteran Difference

- Age
- Marital Status
- Current and Former Military Status
- Freshman vs Transfer Status
- Transferable Skills
- Practical Application vs Theory
- Add dimension to lecture hall conversations

# Student Veteran Difference

- Traditional students tend to lose their identity transitioning from high school to college
- Student Veterans tend to lose their identity and purpose when leaving the military
- Greatest Life Accomplishment is now in the Past
- Push vs Pull
- Are disabilities a concern? Victor vs Victim mentality?

**IDENTITY/PURPOSE**

# What are employers looking for? Who do the employers see?

In addition to the previously mentioned items, campus employers look for:

- GPA
- Field of Study
- Core Values
- Student Involvement in student based organizations
- Student engagement in the community
- How students give back to their on- and off-campus communities (significant positive impact)
- Personal Branding

# Intentional Programming

- VA Work Study Program
  - Utilizes current student veterans who meet the criteria
- On-campus Student Employment (CC)
  - Jobs for Aggies
- On-campus Contractors
  - Many campuses have contractor backed student worker positions that require security clearances
- Strengths based programs (VET+MAP) that identify Talents and how to use that knowledge when deciding on academic and professional paths

# Targeted Outreach & Communication

- Intentional public relations and marketing messages that acknowledge the support of hiring student veterans
- Advertise positions through your career center, social media, listserv, other students, job boards, etc.
- Enhanced messaging for and about student veterans in the workplace
- What does your social media say about your students?
- What does your social media say about your department which supports student veteran success?
- Deficit focused communication is not helpful

**LET OTHERS KNOW YOUR “WHY”**

# Engagement

- Start Early
- Goal – to increase student veteran involvement
- Partner with Staff and Faculty– hosting information opportunities and events that enable networking
- Build Relationships – Students and Employers

**TELL YOUR STORY**

# Final Thoughts

- Intentional Programming
- Targeted Outreach and Communication
- Engagement
  - We found that getting your students engaged early, promotes positive academic, financial, social/well-being, and career/professional outcomes

*“Serve Well Those Who Have Served”*

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