11th Annual Texas Veterans Higher Education Symposium

TAMU System Breakout Session

Serve Well Those Who Have Served!
Howdy & Welcome!

Any “Good News” stories out there?
Measuring Student Veteran Success!

Symposium Goals:

• Improve the ability to identify, track and measure military-affiliated students and their success rates.
  
  – *Who They Are:* Identification, demographics, benefit usage, and enrollment trends.
  
  – *How They Are Doing:* Admission, retention, persistence, graduation, employment, etc.

• Measure/Assess our programs.
Marketing Student Veteran Success!

Next Year Goals:

- Improve our ability to market military-affiliated student success for desired purposes (i.e., recruiting, resource attainment, national surveys/rankings, etc.).
  - Internally on our campuses.
  - Externally across our systems, state, and nation.

- Market your programs.
Change the Conversation…

• Typical Approach =
  
  “It’s the RIGHT thing to do!”

• Tends to be “challenge” & deficit focused
  • Lost opportunities/years, Disability, Transition Challenges, Family Separation, Combat, etc.

• Tends to be focused on the past
• Uses metrics of sacrifice & service
• Emotional appeal that will “get you in the door…”
Data Changes the Conversation

• Practical Approach =
  “It’s the SMART thing to do!”

• Should be “strengths” focused
  • New Opportunities & Service, Leadership Potential, Partnerships for Impact, etc.

• Focus on the Future
• Uses metrics of success & potential
• Practical appeal to “seal the deal…”
Measuring success & telling the (evidence-based) story is the fundamental key to enhancing future support & taking a leadership role in our system & state!
GOALS

Campus

OVS
DATA

Spr ‘18 to Spr ’19
Spring ‘19
Spr ‘15 to Spr ‘19
A Few of the Numbers…

- Spring ‘18 to Spring ’19
  - Veterans: -14.8%  (-46% to +20%)
  - Dependents: +2.6%  (-31% to +35%)

- Spring ‘19
  - GI Bill: $15,436,933
  - HW: $25,106,605
  - Veteran HW %: <15%
  - Women Veterans: 25.2%

- Spr ‘15 to Spr ‘19
  - Veterans: -13%
  - Dependents: +43.9%
Student Veteran Needs Assessment
Certifier to Student Ratios

<table>
<thead>
<tr>
<th>Institution</th>
<th>Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>PVAMU</td>
<td>1 to 808</td>
</tr>
<tr>
<td>Commerce</td>
<td>1 to 791</td>
</tr>
<tr>
<td>Corpus Christi</td>
<td>1 to 693</td>
</tr>
<tr>
<td>Tarleton</td>
<td>1 to 491</td>
</tr>
<tr>
<td>Central Texas</td>
<td>1 to 467</td>
</tr>
<tr>
<td>TAMU</td>
<td>1 to 467</td>
</tr>
<tr>
<td>San Antonio</td>
<td>1 to 459</td>
</tr>
<tr>
<td>West Texas A&amp;M</td>
<td>1 to 267</td>
</tr>
<tr>
<td>Kingsville</td>
<td>1 to 217</td>
</tr>
<tr>
<td>Texarkana</td>
<td>1 to 199</td>
</tr>
<tr>
<td>International</td>
<td>1 to 178</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td><strong>1 to 449</strong></td>
</tr>
</tbody>
</table>
Development
System-Wide Degree Plans
“This business degree for the sea focuses on skills already brought from the military, including management and logistics. The program is specialized, yet widely applicable, benefitting veterans in securing job placement upon graduation.”
“Veterans will be able to combine vocational and technical training/certifications with college-level general education credits to gain entry and complete their degree requirements speeding up their graduation date.”
<table>
<thead>
<tr>
<th>Emergency Medical Services</th>
<th>Fire Science</th>
<th>Public Administration</th>
<th>Computer Science</th>
<th>Nursing</th>
<th>Science</th>
<th>Liberal Arts</th>
<th>Criminal Justice/</th>
<th>Business Administration/</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate of Applied Science in Emergency Medical Services</td>
<td>Associate Applied Science in Fire Science Technology</td>
<td>Bachelor of Science in Public Administration</td>
<td>Associate of Science in Computer Science</td>
<td>Associate of Science in Pre-Nursing</td>
<td>Associate of Science in Biology</td>
<td>Associate of Arts in Communication Studies</td>
<td>Associate of Applied Science in Criminal Justice Technology</td>
<td>Associate of Applied Science in Business Administration and Management</td>
</tr>
<tr>
<td>Bachelor of Science in Computer Science</td>
<td>Associate of Applied Sciences Degree in Nursing Program</td>
<td>Associate of Science in Chemistry</td>
<td>Associate of Arts in Liberal Arts</td>
<td>Associate of Applied Science in Law Enforcement Technology</td>
<td>Associate of Science in Accounting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Registered Nurse to Bachelor of Science in Nursing Program</td>
<td>Bachelor of Science in Biology</td>
<td>Associate of Arts/Associate of Science in Psychology</td>
<td>Associate of Arts - Field of Study in Criminal Justice</td>
<td>Associate of Science in Business</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bachelor of Arts in Communication</td>
<td>Associate of Arts in Criminal Justice</td>
<td>Bachelor of Applied Arts and Science Business Management</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bachelor of Science in Health Science</td>
<td>Bachelor of Applied Arts and Sciences in Criminal Justice Administration</td>
<td>Bachelor of Business Administration (Accounting Major)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bachelor of Arts in Psychology (Health Concentration)</td>
<td>Bachelor of Applied Arts and Sciences in Public Safety Management</td>
<td>Bachelor of Business Administration (Finance Major)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bachelor of Science in Criminal Justice</td>
<td>Bachelor of Science in Criminal Justice (Criminalistics Concentration)</td>
<td>Bachelor of Business Administration (General Business Major)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bachelor of Science in Criminal Justice (Criminalistics Concentration)</td>
<td>Bachelor of Business Administration (Management Major)</td>
<td>Bachelor of Business Administration (Marketing Major)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
TAMUS
Best Practices
Meals 4 Vets
TAMUS Veteran Services Award(s)
National Conference Participation
In closing…

Any more “Good News” stories out there?