11th Annual Texas Veterans Higher Education Symposium

THANK YOU!

Serve Well Those Who Have Served!
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.
- Network & Share Best Practices
Follow Up…

• We need your input (brutal honesty)
  - Survey next week
  - Survey next spring

• Continue the collaboration…maintain the momentum!

• The Challenge: Get your campus out of the student veteran data “no man’s land.”
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…tell your stories!

• CHANGE THE CONVERSATIONS!
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 & Marketing
Student Veteran Success!

Measuring success & telling the (evidence-based) story is the fundamental key to enhancing future support & taking a leadership role on our campuses & in our state!
Next Year...SAVE THE DATE!

12th Annual Texas Veterans Higher Education Symposium

13 – 15 October 2020