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
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, ground-breaking research, and informing policy makers and stakeholders

FOCUS AREAS
- Chapter Leadership
- Chapter Support
- Scholarships

PROGRAMS

RESEARCH AND POLICY
FOCUS AREAS
- Post-Secondary Outcomes
- Life Cycle of Student Veterans
- Protecting the GI Bill

STUDENT VETERANS OF AMERICA (SVA)
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)

Age
- 64% of all Veterans are 55 or older
- 46% of Post-9/11 veterans 18–34

<table>
<thead>
<tr>
<th>Period of Service</th>
<th>Total Estimated Number</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Americans</td>
<td>246,006,000</td>
<td></td>
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<tr>
<td>Nonveterans</td>
<td>225,619,000</td>
<td></td>
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<tr>
<td>All Veterans</td>
<td>20,387,000</td>
<td>8%</td>
</tr>
<tr>
<td>Gulf War Era II (post-9/11)</td>
<td>4,116,000</td>
<td>20%</td>
</tr>
<tr>
<td>Gulf War Era I</td>
<td>3,279,000</td>
<td>16%</td>
</tr>
<tr>
<td>WWII, Korean War and Vietnam Veterans</td>
<td>8,052,000</td>
<td>39%</td>
</tr>
<tr>
<td>Other service period veterans</td>
<td>4,941,000</td>
<td>24%</td>
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<table>
<thead>
<tr>
<th>Age</th>
<th>All Veterans Estimated Number</th>
<th>%</th>
<th>Gulf War Era II (post-9/11) Estimated Number</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total, 18 years and over</td>
<td>20,387,000</td>
<td></td>
<td>4,116,000</td>
<td></td>
</tr>
<tr>
<td>18 to 24 years</td>
<td>231,000</td>
<td>1%</td>
<td>231,000</td>
<td>6%</td>
</tr>
<tr>
<td>25 to 34 years</td>
<td>1,704,000</td>
<td>8%</td>
<td>1,678,000</td>
<td>41%</td>
</tr>
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<td>35 to 44 years</td>
<td>2,226,000</td>
<td>11%</td>
<td>1,189,000</td>
<td>29%</td>
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<td>45 to 54 years</td>
<td>3,142,000</td>
<td>15%</td>
<td>634,000</td>
<td>15%</td>
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<tr>
<td>55 to 64 years</td>
<td>3,647,000</td>
<td>18%</td>
<td>305,000</td>
<td>7%</td>
</tr>
<tr>
<td>65 years and over</td>
<td>9,437,000</td>
<td>46%</td>
<td>79,000</td>
<td>2%</td>
</tr>
</tbody>
</table>

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)

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

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

<table>
<thead>
<tr>
<th>Education Attainment</th>
<th>All Veterans</th>
<th>Gulf War Era II (post-9/11)</th>
<th>Total US</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Estimated</td>
<td>Estimated</td>
<td>Estimated</td>
</tr>
<tr>
<td></td>
<td>Number</td>
<td>Number</td>
<td>Number</td>
</tr>
<tr>
<td>Total</td>
<td>20,387,000</td>
<td>4,116,000</td>
<td>246,006,000</td>
</tr>
<tr>
<td>Less than a high school diploma</td>
<td>891,000</td>
<td>64,000</td>
<td>26,441,000</td>
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<tr>
<td>High school graduates, no college</td>
<td>6,006,000</td>
<td>915,000</td>
<td>71,283,000</td>
</tr>
<tr>
<td>Some college or associate degree</td>
<td>7,112,000</td>
<td>1,701,000</td>
<td>69,789,000</td>
</tr>
<tr>
<td>College graduates (Bachelors or Higher)</td>
<td>6,378,000</td>
<td>1,436,000</td>
<td>78,493,000</td>
</tr>
</tbody>
</table>

Data Source: BLS, Current Population Survey, 2017 annual averages, population 18 and over
Transition
Transition and Post Military Career

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.

92% indicated that education should play a role in their post-service transition.

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.

<table>
<thead>
<tr>
<th>Audience</th>
<th>2023 Perception</th>
<th>2017 Perception</th>
</tr>
</thead>
<tbody>
<tr>
<td>Veterans (n=2,000)</td>
<td>57%</td>
<td>64%</td>
</tr>
<tr>
<td>Non-Veterans (n=1,120)</td>
<td>48%</td>
<td>52%</td>
</tr>
<tr>
<td>Employers (n=1,075)</td>
<td>54%</td>
<td>51%</td>
</tr>
<tr>
<td>Educators (n=250)</td>
<td>56%</td>
<td>44%</td>
</tr>
<tr>
<td>Military Spouses (n=500)</td>
<td>60%</td>
<td>40%</td>
</tr>
</tbody>
</table>

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

**Bachelor’s Degree**

- Veterans: 25%
- Non-veterans: 17%
- Employers: 18%
- Educators: 19%
- Military spouses: 29%

**Master’s Degree**

- Veterans: 16%
- Non-veterans: 13%
- Employers: 13%
- Educators: 12%
- Military spouses: 8%

**PhD or Similar Advanced Degree**

- Veterans: 43%
- Non-veterans: 40%
- Employers: 55%
- Educators: 46%
- Military spouses: 49%

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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

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](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.apprenticeship.gov/)
  - [https://www.doleta.gov/oa/veterans.cfm](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](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
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.
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
- 24 Pulitzer Prize Winners
- 3 Presidents
- 12 Senators
- 238,000 Teachers
- 91,000 Scientists
- 450,000 Engineers
- 67,000 Doctors
- 22,000 Dentists
- Millions of lawyers, nurses, artists, actors, writers, pilots and entrepreneurs
- 17,000 Journalists
- 240,000 Accountants
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.
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.

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

**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%

**ACTION ITEM**
- 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.
**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.
**KEY ASPECT**

**Degree Attainment, African-American Males, 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.
**KEY ASPECT**

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

**KEY ASPECT**

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

**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-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.

**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%)**
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.

65% of military service members and veterans borrowed no money compared with 52% of those who have never served.
Discussion
For more information contact:

Institute for Veterans and Military Families

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Website: www.studentveterans.org
Thank You