



**11<sup>th</sup> Annual Texas  
Veterans Higher Education  
Symposium**



**TAMU System  
Breakout Session**

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***Serve Well Those Who Have Served!***

*Howdy & Welcome!*

**Any “Good News”  
stories out there?**



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# ***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 & Marketing Student Veteran Success!*

**Measuring success & telling the  
(evidence-based) story is  
the fundamental key  
to enhancing future support & taking a  
leadership role  
in our system & state!**



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# GOALS

# Campus OVS



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# DATA

**Spr '18 to Spr '19**

**Spring '19**

**Spr '15 to Spr '19**



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# ***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



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# Salary Survey

# ***Certifier to Student Ratios***

- **PVAMU: 1 to 808**
- **Commerce: 1 to 791**
- **Corpus Christi: 1 to 693**
- **Tarleton: 1 to 491**
- **Central Texas: 1 to 467**
- **TAMU: 1 to 467**
- **San Antonio: 1 to 459**
- **West Texas A&M: 1 to 267**
- **Kingsville: 1 to 217**
- **Texarkana: 1 to 199**
- **International: 1 to 178**
  
- **Average = 1 to 449**



# Development



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# System-Wide Degree Plans



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## ***TAMU Galveston***

**“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.”**



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# ***TAMU San Antonio***

**“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.”**



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## TAMU RELLIS

### University Catalog

Emergency Medical Services	Fire Science	Public Administration	Computer Science	Nursing	Science	Liberal Arts	Criminal Justice/ law enforcement	Business Administration/
Associate of Applied Science in Emergency Medical Services	Associate Applied Science in Fire Science Technology	Bachelor of Science in Public Administration	Associate of Science in Computer Science	Associate of Applied Science in Pre-Nursing	Associate of Science in Biology	Associate of Arts in Communication Studies	Associate of Applied Science in Criminal Justice Technology	Associate of Applied Science in Business Administration and Management
			Bachelor of Science in Computer Science	Associate of Applied Sciences Degree in Nursing Program	Associate of Science in Chemistry	Associate of Arts in Liberal Arts	Associate of Applied Science in Law Enforcement Technology	Associate of Science in Accounting
				Registered Nurse to Bachelor of Science in Nursing Program	Bachelor of Science in Biology	Associate of Arts/Associate of Science in Psychology	Associate of Arts - Field of Study in Criminal Justice	Associate of Science in Business
						Bachelor of Arts in Communication	Associate of Arts in Criminal Justice	Bachelor of Applied Arts and Science Business Management
						Bachelor of Science in Health Science	Bachelor of Applied Arts and Sciences in Criminal Justice Administration	Bachelor of Business Administration (Accounting Major)
						Bachelor of Arts in Psychology (Health Concentration)	Bachelor of Applied Arts and Sciences in Public Safety Management	Bachelor of Business Administration (Finance Major)
							Bachelor of Science in Criminal Justice	Bachelor of Business Administration (General Business Major)
							Bachelor of Science in Criminal Justice (Criminalistics Concentration)	Bachelor of Business Administration (Management Major)
								Bachelor of Business Administration (Marketing Major)



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# TAMUS

# Best Practices



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# Meals 4 Vets



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# TAMUS Veteran Services Award(s)



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# National Conference Participation



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*In closing...*

**Any more  
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