



**11th Annual Texas
Veterans Higher Education
Symposium**



THANK YOU!

**THE TEXAS A&M
UNIVERSITY SYSTEM**

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!**



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Next Year...SAVE THE DATE!

**12th Annual
Texas Veterans Higher Education
Symposium**



13 – 15 October 2020



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UNIVERSITY SYSTEM**