



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



**THANK YOU!!**

**THE TEXAS A&M  
UNIVERSITY SYSTEM**

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

# ***Marketing Student Veteran Success!***

## **Symposium Goals/Outcomes:**

- **Improve our ability to identify, track, measure & MARKET student veteran SUCCESS & Opportunities(especially in the COVID-19 environment).**
- **Connect you with local, state, & national veteran support services.**
- **Create collaborative opportunities to better support our students.**
- **Increase communication between our campuses.**

## ***Follow Up...***

- **We NEED Your Input**
  - **Symposium Survey**
  - **External Surveys**
- **Continue Conversations & Collaboration**
  - **Maintain the momentum**
- **The Challenges:**
  - **COVID-19**
  - **Resources - Staff, \$\$ & Time**

# ***Beating the Challenges...***

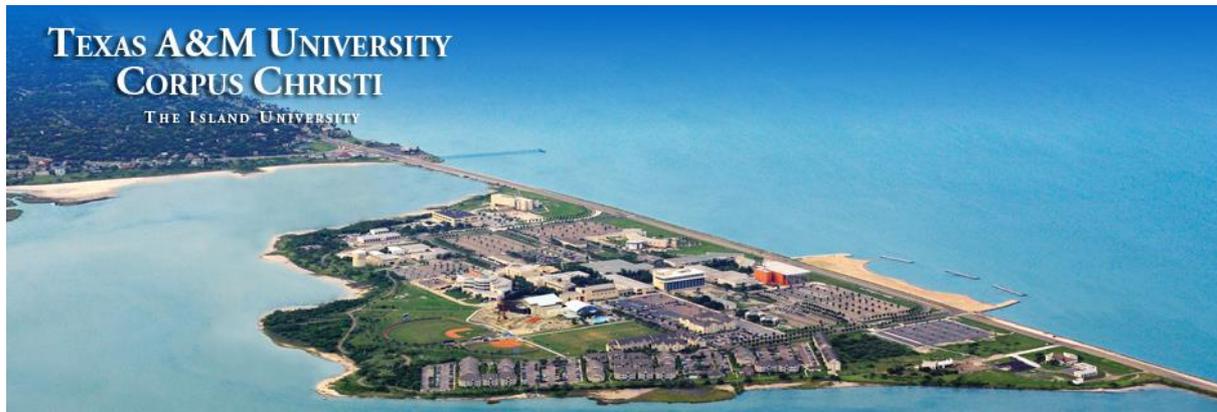
- **Data, Data, Data**
- **Change the conversations**
- **Find & Use your “great news” stories**
- **From Ryan Rabac:**
  - **Mindset...be strengths-based!**
  - **Messaging...be inclusive!**
  - **Tactics...meet people where they are!**
  - **Measure...improve ROI!**

# ***Putting it into ACTION...***

- **Next 30 Days**
  - **Make minor improvements to your web page(s). More pics/videos.**
  - **Develop/Refine your office slogan/brand.**
- **Next 60 Days**
  - **Create/Improve at least 2 new social media messages that tell your CORE STORY.**
  - **Invite a Development Officer to your office.**
  - **Think about a new recruiting effort.**
- **SVA Branding**
- **Write down your Marketing Plan (1 Page)**

***Next Year...Save the Date (sort of)!***

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**Military-Affiliated Student Success:  
Application to Vocation Best Practices**

<https://aggieveterans.tamu.edu/our-support-philosophy/>

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