

Texas Veterans Higher Education Symposium

Recruiting Student Veterans

- *Joe Garza is the Veterans Affairs Coordinator at Texas A&M International University (panelist)*
- *Tila Jernigan is the Director of Military and Veteran Services at Texas A&M Central Texas (panelist)*
- *Denise Cason is the Assistant Director of Admissions for the Jindal School of Management at UT Dallas (panelist)*



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Under Secretary for Benefits, U.S. Department of Veterans Affairs



Each year, nearly 200,000 Service members transition from the military back to their civilian communities. I am humbled by and proud of VA's ongoing commitment and partnership with our interagency partners and our local communities who collaborate to foster successful military to civilian transitions for each of those Service members and their families.

Why is there a need to recruit veterans?



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“Veterans who return and want an education should be helped in any way possible, and that makes sense: It’s good for them, and it offers them greater opportunities in the future, better jobs at better pay with a more sophisticated skill set. But lately I’ve been thinking about how much I appreciate the vets not for what they did in Iraq or Afghanistan..., but for how they enliven my classes right now, day to day. They inject a clarity and immediacy to discussions and debates, and we all profit from their presence.”



What do veterans bring to higher ED?



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Dakduk, the vice president of Military and Veteran affairs at the APSCU, focuses on the distinction between military friendliness and veteran friendliness. “Both terms have been used in a complementary fashion,” Dakduk said. “But the military student population is different from the veteran student population.”

Students that are serving on active duty might have a different path to education than those who are using the [Post-9/11 GI Bill](#). Whether on active duty or not, these students are likely to have a somewhat different experience with higher education than their non-military classmates. For this reason, many enlisted members and veterans might want to research which institutions provide resources that are military or veteran friendly. This information is becoming more prevalent thanks to raised awareness about issues surrounding education for military service members.

How do institutions become more than “Veteran Friendly”?



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“Ultimately, the best way to enroll more student veterans is by creating a brand that shows how your school understands each veteran’s unique talents, challenges and needs. To do this, your entire school should coordinate efforts to truly become veteran-friendly.”



What are the best practices from your institution?

If there isn't a recruiting effort, what would you like to see?



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Other Questions for the panel members?



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