



GEORGE W. BUSH
PRESIDENTIAL CENTER

GEORGE W. BUSH PRESIDENTIAL LIBRARY AND MUSEUM

**13TH ANNUAL TEXAS VETERANS HIGHER EDUCATION
SYMPOSIUM**

OCTOBER 5TH 2021



MISSION

The George W. Bush Presidential Center engages communities in the United States and around the world by developing leaders, advancing policy, and taking action to solve today's most pressing challenges.



WHAT MAKES US UNIQUE

IMPACTFUL AND VIBRANT ORGANIZATION

- We advance work begun by President and Mrs. Bush while they were in the White House and take on new work inspired by them
- Our world-class platform – the office of the former President – can go where others cannot go and access resources others cannot access
- Our unique power to convene a variety of constituencies produces impactful outcomes
- Our strategy is executed by a team of results-oriented, dedicated, and talented thought leaders and professionals

BUILT TO LAST

- We have programming built around timeless principles
- We are pursuing priorities that are relevant to the issues of the day
- Our organization is managed in a fiscally sound manner to ensure sustainability

OUR IMPACT CENTERS



GEORGE W. BUSH
INSTITUTE

DOMESTIC EXCELLENCE

- Bush Institute - SMU Economic Growth Initiative
- Education Reform Initiative
- Military Service Initiative
- Presidential Leadership Scholars

GLOBAL LEADERSHIP

- Global Health Initiative
- Human Freedom Initiative
- Women's Initiative

DEVELOPING LEADERS

ADVANCING POLICY

TAKING ACTION

ENGAGEMENT AGENDA

- Bush Library and Museum
- Engage, Publications, and *The Catalyst*
- SMU Community Engagement
- Native Texas Park

ENGAGING COMMUNITIES
IN THE UNITED STATES
AND AROUND THE WORLD

ENGAGEMENT AGENDA



George W. Bush Presidential Library and Museum

Promoting a greater understanding of the American presidency and examining the consequential times during which President Bush served

Public Programming and Publications

Engaging the public in thought-provoking ways through our Engage series presented by Highland Capital Management, frequent briefings on our activities, and *The Catalyst*, our digital journal of ideas



SMU Community Engagement

Enriching the SMU community by attracting leaders, partnering with the faculty, offering unique learning experiences for students, and bringing the natural beauty of our Native Texas Park to the campus

GLOBAL LEADERSHIP



Global Health Initiative

Saving women's lives from cervical cancer in sub-Saharan Africa

Human Freedom Initiative

Extending freedom and democracy around the world



Women's Initiative

Promoting education, healthcare, and economic opportunity for women around the world

DOMESTIC EXCELLENCE



Bush Institute – SMU Economic Growth Initiative

Advancing policies that promote economic growth and strengthen our competitiveness in the global economy

Education Reform Initiative

Ensuring all U.S. students are prepared for college and a career



Military Service Initiative

Ensuring post-9/11 veterans and their families make successful transitions to civilian life

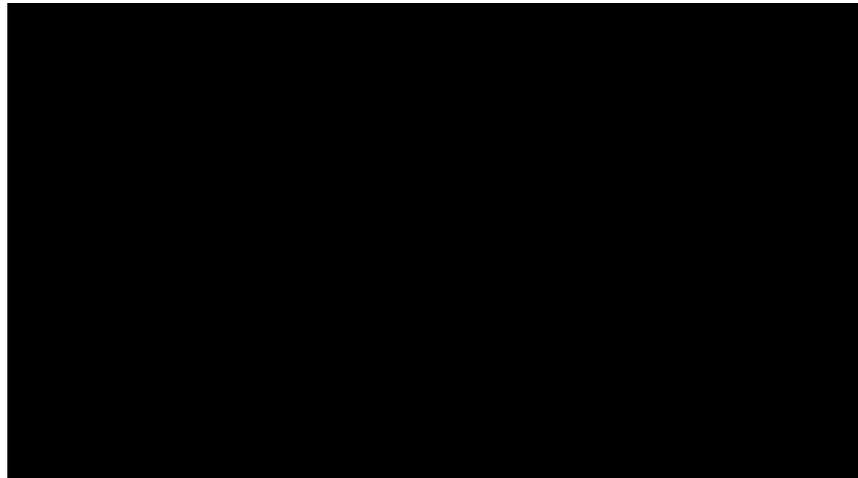
Presidential Leadership Scholars

Developing a new generation of leaders who are focused on solving society's most challenging issues





GEORGE W. BUSH
INSTITUTE



MILITARY SERVICE INITIATIVE

Ensuring post-9/11 veterans and their families make successful transitions to civilian life



Veteran Health and Well-being

Spotlighting the invisible wounds of war and connecting veterans with quality care providers through the Warrior Wellness Alliance



Economic Opportunity

Advancing educational opportunities for veterans while connecting them with best-in-class resources for compelling careers



Veteran Leadership

Our Stand-To Veteran Leadership Program develops the skills of those who serve our Nation's veterans and helps increase their impact



Team 43

Our Warrior Open golf tournament and Warrior 100K mountain bike ride highlight the resilience and continued leadership of our most seriously wounded warriors and their families

VETERAN ECONOMIC OPPORTUNITY

The Veteran Economic Challenge:

Research shows that while every veteran transition looks different, there are three keys to a successful transition: health and well-being, education, and employment. Government programs and initiatives, more than 45,000 philanthropic organizations, corporations, and millions of individuals are committed to improving veterans' quality of life. What is lacking is effective leadership training for those who are responsible for implementing the programs and policies. These challenges contribute to misalignment, duplication, confusion, and gaps in effective service to transitioning veterans and their families.

Education

- Colleges and Universities rarely understand the return on investments of recruiting, supporting, retaining and graduating and successfully employing their student veteran population.
- Many military and student veterans are not properly prepared to enter into higher education and do not understand how to find the best fit institution for their personal situation.



Employment

- Veteran applicants have the same wide range of skills and competencies with generally a broader depth of experience.

Entrepreneurship

- More likely to own a business than nonveteran
- About 15% of veteran owned business owners are women

STAND TO 2021

FEBRUARY 18, 2021



PLEASE SAVE THE DATE

to join us for

STAND-TO 2020: A NATIONAL VETERANS CONVENING

The George W. Bush Institute's Military Service Initiative will host Stand-To 2020, a convening of leaders from the public, private, non-profit and philanthropic sectors to collaborate on how best to support post-9/11 veterans. As we have seen throughout the COVID-19 pandemic, veterans are leading response activities in communities across our nation. At the same time, veterans have emerged as a vulnerable population in employment, health and well-being, and education. At Stand-To 2020, we'll examine research and solutions and offer policy recommendations that will equip veterans with the resources necessary to continue their service as leaders in our country.

TUESDAY, DECEMBER 8, 2020

Formal invitation to follow

- **How did we get here?**
- **MSI Summits**
 - **2014** - *"Empowering our Nation's Warriors"*
 - Private and Non-profit roles and responsibilities
 - **2015** - *"Serving Post-9/11 Veterans and Military Families"*
 - What does right look like?
 - **2016** - *"Addressing the Invisible Wounds of War"*
 - Foster action to address the IWW
 - **2017 - Stand To – One** *"Advancing Veteran Leadership, Prosperity and Wellbeing"*
 - Cross Sector priorities
 - **2021 – Stand To –** *"A National Veterans Convening"*

STAND TO 2021

Long term and the Reality of COVID

Celebrate Accomplishments – Accountability for Outcomes – New and Innovative Voices

As we have seen during the COVID-19 pandemic, veterans are leading response activities in communities across our nation. At the same time, veterans have emerged as a vulnerable population in health and well-being, employment, and education. At Stand-To 2020, we'll examine research and solutions that will equip veterans and their families with the resources necessary to continue their service as leaders in our country.

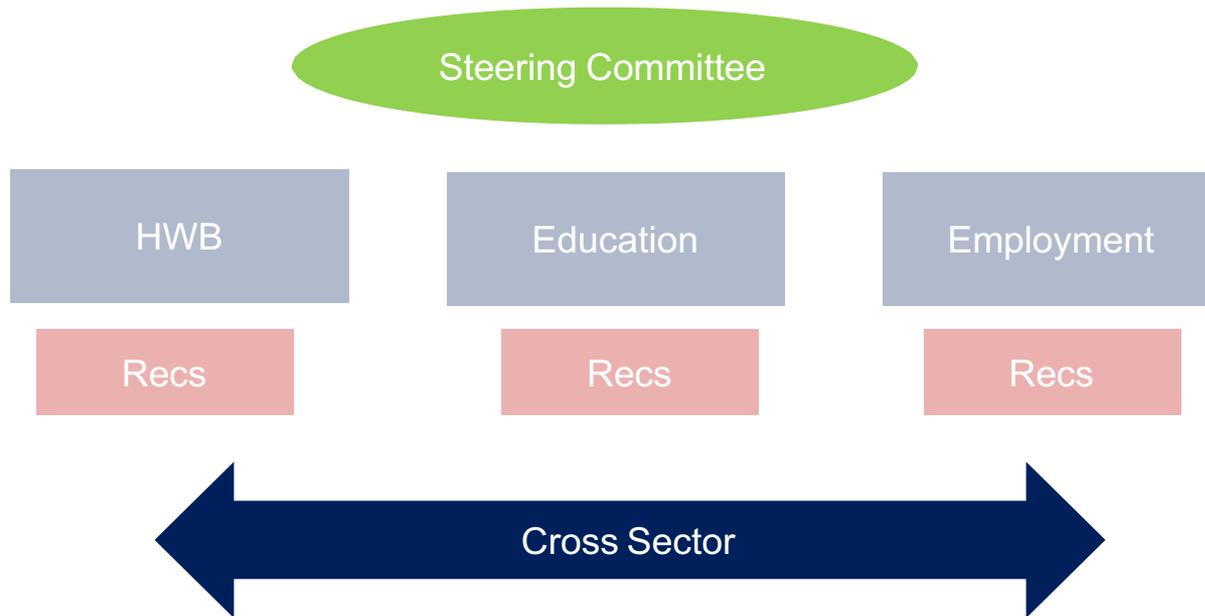


STAND TO 2021

Build upon 2017

“Action Plan to Accelerate Recovery in Advancing Veteran Leadership, Prosperity and Wellbeing.”

- Share partnered research to update knowledge on post-9/11 veterans in a post-COVID environment
- Present unified recommendations and a call-to-action to stakeholders
- Facilitate the adoption of an Integrated Action Plan for Improving Veteran Outcomes



STAND TO 2021

Veteran Higher Education Task Force

Mission

The Veteran Higher Education Task Force includes leaders from the public, private, non-profit, and philanthropic sectors who will collaborate on how best to support post-9/11 student veterans and the military affiliated student population attending our Nation's Institutions.



Objectives

1. Ensure veterans and their families thrive on our Nation's Academic Institutions.
2. Build policy recommendations and action plans guided by the task force, including those that cut across all Stand-To Task Force lanes.
3. Write a playbook for Higher Education administration by outlining the business model and functional steps to organize, resource and support a successful veteran service program. Throughout the playbook, highlight various models of existing veteran programs that address recruiting, training, retention, resourcing, graduation and employment pathways into the workforce.
4. Understand and refine the transition pathways to inform and resource active-duty members of opportunities in higher education and follow-on employment.

STAND TO 2021

Veteran Higher Education Task Force

Working Groups

1. Policy

- Identifying gaps and challenges in the implementation of approved legislation. Recommending efficiencies for IHLs, State and Federal organizations



2. Return on Investment

- Describe how IHLs will benefit from attracting, enrolling, and supporting student veterans. Looking beyond the current data and ratings and exploring common IHL priorities, through the lens of Academics, Equity, Finance, and Fundraising and how each play a critical role determining “return on investment”.
- Highlight considerations that military and student veterans need to understand and/or know to look for to determine the best return on investment as a prospective student of a specific IHL. Creating a worksheet that racks and stacks the considerations into three categories of "Must Have", "Should Have" "Nice to Have” with guidance and recommendations for the prospective student to build a list of IHLs that best match their criteria according to their personal situation.

STAND TO 2021

Veteran Higher Education Task Force

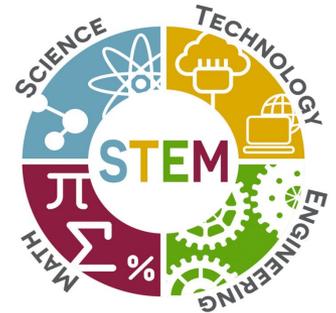
Working Groups

3. STEM

- VA STEM Rogers Scholarship Overview Study that will take a deeper look into the background, impact, and benefits of the program
- To determine how policymakers, IHLs and students can be better informed and to encourage the best and most effective use of this benefit as well as future growth and return on investment.

4. Creating Veteran-Ready Institutions: A Playbook for Higher Education Administrators

- A playbook for IHLs who are interested in attracting and better serving the military-connected community on their campuses. The goal is to promote that student veterans are social assets for colleges and universities, with the aim of helping to better understand the unique strengths and challenges student veterans face, and to provide a roadmap to build attractive, high-quality wrap-around support services.
- To provide an outline for core support services that best fit the institutional needs and the diversity of their student populations. Aligning already existing services along with new ones to create maximum benefit—to the students, and the institution. Highlighting a variety of real-life resources and a wealth of examples of existing programs, models, and approaches to student veteran support services.



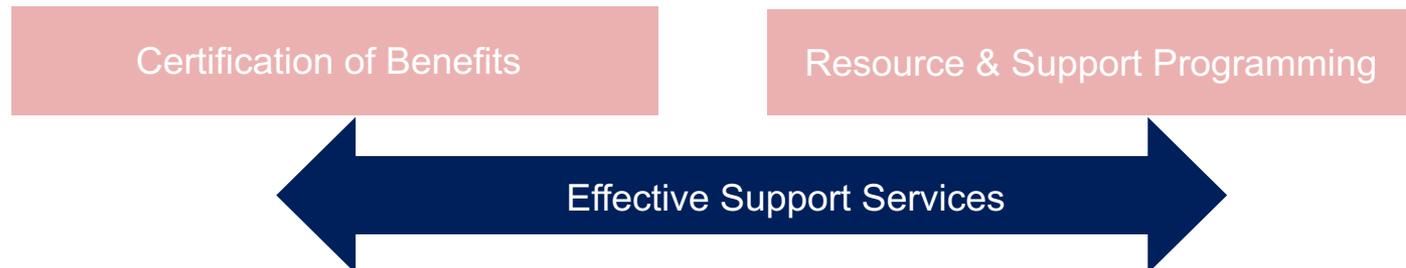
STAND TO 2021

Veteran Higher Education Task Force

Creating Veteran-Ready Institutions: A Playbook for Higher Education Administrators

Purpose:

- The playbook is a first-ever, easy to use resource and reference book that provides the functional "how-to" for Creating Veteran-Ready Institutions.
- The aim is to make the business case to university administrators for investing further in their military-connected and student veteran populations:
- Student Veterans are a part of the diverse population and should also be a priority today. This community of military-connected and student veterans are typically first-generation and nontraditional students.



STAND TO 2021

Veteran Higher Education Task Force

Creating Veteran-Ready Institutions: A Playbook for Higher Education Administrators

Purpose:

- A successful program that includes a wrap-around support system, connecting pre-enrollment attraction, to the application process, to matriculation, to graduation and eventually post-graduation employment, is designed to assist student veterans, but will also help all types of first generation and underrepresented, adult-learner, non-veteran students.
- Opening the higher education door to veterans opens the door to a diverse, mature, and motivated student population who will, in turn, advance the institution's goals. By supporting those who have already served our country, each institution, can benefit from the value that veterans bring to their endeavors, associations, and communities, as this community is known to continue their tradition of service outside of the military.

Veteran Friendly vs. Veteran-Ready

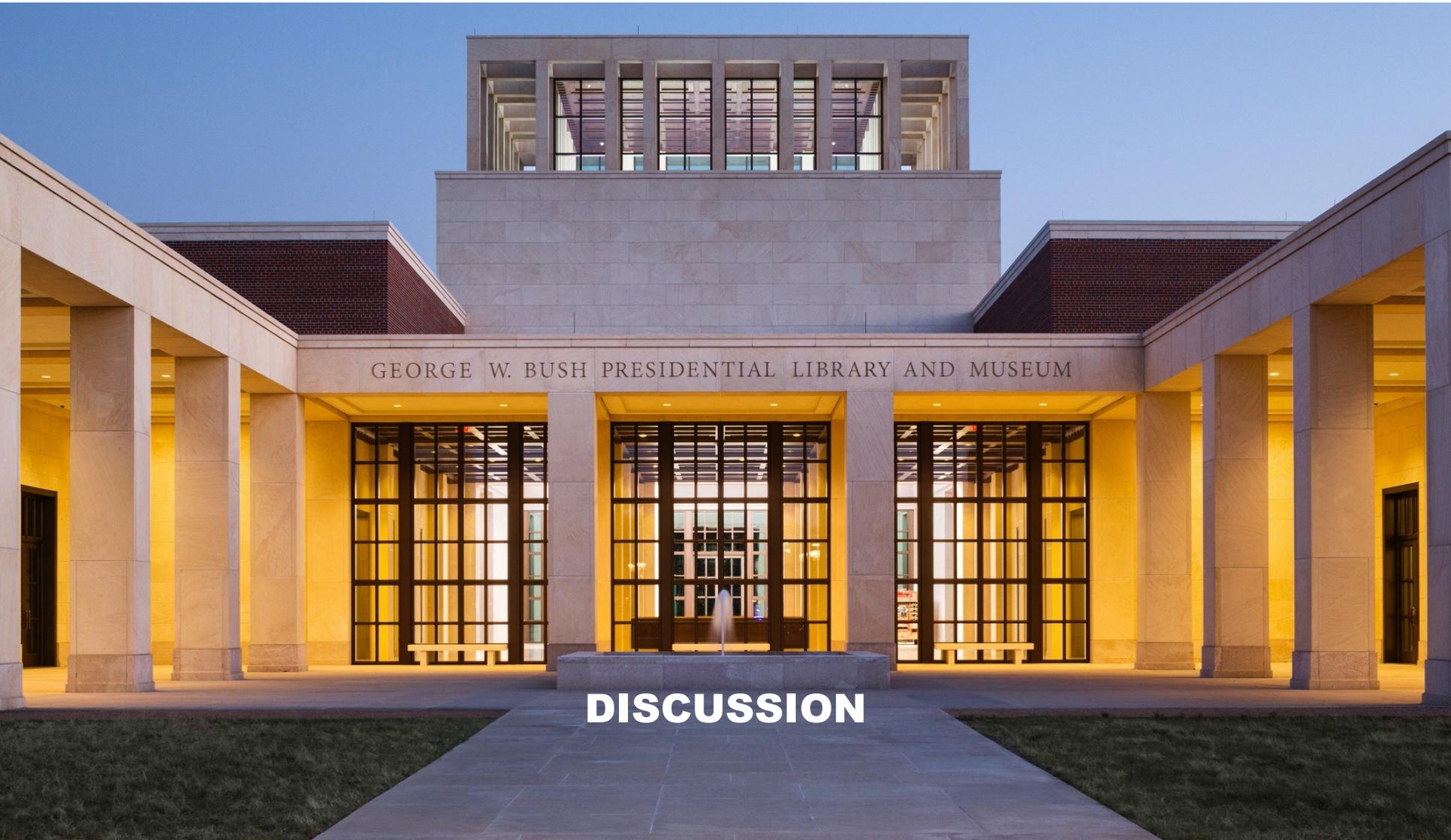
OUR CHARGE TO KEEP

Deeply rooted in each of us is the desire to serve others, safeguard timeless American values, and leave behind a strong country and freer world for our children and grandchildren. This is our charge and we will keep it.

- George W. Bush



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DISCUSSION