



THE UNIVERSITY OF TEXAS AT DALLAS

# Corporate Partnerships with the Campus Veteran Office

Lisa Adams, Ph.D.  
Military and Veteran Center  
October 24, 2022

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## Overview

- Funding/Donations
- Corporate Relations
  - Events
  - Advisory Council

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## Learning Outcomes

- Attendees will be equipped with best practices and tools to engage with corporate partners.
- Attendees will develop strategies for creating a council with corporate members.

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## UTD Military and Veteran Center

- Student Affairs Department
  - 3 full-time staff: Director, Assistant Director, Administrative Assistant II
  - 2 student workers (10 hours/week): PAVE & Marketing
  - 2-8 VA work study
  - \*\*Benefits are processed by dedicated staff in Office of Financial Aid\*\*
- Opened in 2012 with AD and AA1
- Moved to current space in 2017

<https://veterans.utdallas.edu/>

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## Military and Veteran Center – 4 Goals

- Foster community among students during their transition to campus life and with the UTD alumni veteran network.
- Honor military service within the UTD community and recognize academic achievements.
- Connect students to the resources, services and programs they need to be successful at UTD and beyond.
- Inform/educate the campus, community and prospective students.

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## Military Identities

- Veteran
- Active Duty
- Reserve
- National Guard
- Family Member
  - Spouse
  - Child
- Cadet



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## Discussion Questions – Funding/Donations

- How do you fund your events?
- Do you fundraise or participate in university giving days?
- Do you have a website for donations?
- In what capacity do you connect with alumni veterans?

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## Funding / Donations

- Donations
  - General
  - Designated
- One-time or Ongoing
  - Endowments
- In-Kind Donations

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# Immediate Action Items - Funding

- Get a website for online donations
  - Collect donations
  - Recognize sponsors/donors
- Participate in university Giving Days
- Reach out to alumni via newsletter/emails
  - Collect during cord/graduation ceremonies/events

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The screenshot shows the Military and Veteran Center website. Red circles highlight several key areas:
 

- Navigation:** The 'DONATE' link in the top right navigation bar.
- Header:** The 'Military and Veteran Center' title and logo.
- Content Sections:** 'Military Community Advocates', 'Green Zone', and 'Donate to the MVC'.
- Staff:** The 'MVC Staff' section listing various roles and names.
- Services:** 'Giving' and 'Schedule an Appointment' sections.
- Contact:** The 'Contact Us' section with a 'DONATE TO FUND US' button.
- Additional Info:** 'Veterans Benefits and Household Contacts' and 'Disability Services' sections.

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Military and Veteran Center
VETS GUIDE TO APPLY | CONTACT US | WHAT WE OFFER | RESOURCES | FACILITIES | DONATE

### Donate

Make A Gift
Our Sponsors

Donations to the Military and Veteran Center provide students that are veterans, reservists/guard/active duty, spouses/dependents, and ROTC cadets with resources, services, and programs. Staff at the center also educate the campus and community about issues specific to student veterans.

The University relies on the support of alumni, friends, corporations, and foundations. Philanthropic support enables the Military and Veteran Center to help veterans adjust and integrate into campus life. Gifts can take many forms, from monetary contributions to in-kind donations.

#### Donation Options

If you choose to donate online, you can designate your gift to one of the following:

- The **Military and Veteran Center General Fund** provides funds for the Military and Veteran Center, including programs and services for student veterans.
- The **Veteran Award Fund** provides awards for student veterans for their educational and living expenses.
- The **Veteran Benevolent Fund** provides awards for student veterans experiencing a situational economic hardship.
- The **Veterans of UT Dallas - Student Veterans of America (SVA) Fund** supports chapter activities, as well as the expenses related to attending the national conference.

Visit the Office of Development and Alumni Relations website for more information about how you can make a difference at UT Dallas.

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### MILITARY AND VETERAN CENTER

#### Make a Gift

Use this form to securely make your online donation. Fields marked with an \* are required. UT Dallas faculty and staff can make gifts online or via [payroll deduction](#).

#### DONATION INFORMATION

\* Amount: \$

Designation:

#### ADDITIONAL INFORMATION

Type of gift:  One-time gift  Recurring gift  Installments

Corporate:  Give on behalf of a company

Anonymous:  Give anonymously

Comments:

Planned Giving:  Send info about donor advised funds, stocks, wills, etc.

#### BILLING INFORMATION

Title:

\* First name:

\* Last name:

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### Sponsors

Contributions to the Military and Veteran Center (MVC) directly support student veterans at UT Dallas. Donations can be designated for general use or for specific activities. Sponsorship opportunities include the following categories: events, scholarships/awards, emergency fund, and SVA chapter. Thanks to the following companies for their support.

#### 2022-23 Sponsors

#### Previous Sponsors

Academic Year	Company
2012-13, 2013-14, 2014-15, 2015-16, 2016-17, 2017-18, 2018-19, 2019-20, 2020-21, 2021-22, 2022-23	Raytheon Technologies (Raytheon)
2014-15, 2015-16, 2016-17, 2017-18, 2018-19, 2019-20, 2020-21, 2021-22, 2022-23	State Farm
2022-23	National Veterans Leadership Foundation
2022-23	Builders FirstSource
2014-15, 2015-16, 2016-17, 2017-18, 2018-19, 2020-21	TRAC Instruments
2012-13, 2013-14, 2014-15, 2015-16, 2016-17, 2017-18, 2019-20	Collins Aerospace (Brockwell Collins)
2018-19, 2019-20, 2020-21	Go Hospitality/Meet &
2019-20	OverMall (Thurman, Chiles, Erickson, Sakaguchi, USA, Whistler)
2018-19	Wells Fargo
2015-16	Blue Cross Blue Shield of Texas
2014-15	USA

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### MILITARY AND VETERAN CENTER

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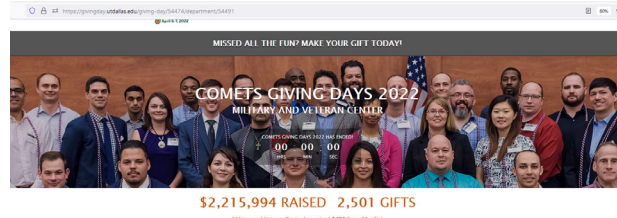
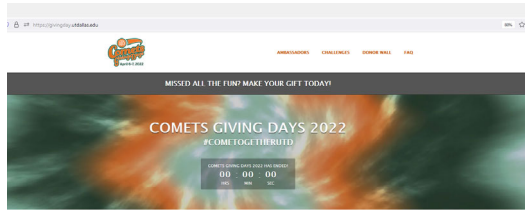
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2014-15	USA

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# University Giving Days



**MILITARY AND VETERAN CENTER**

The Military and Veteran Center (MVC) provides comprehensive support for military-affiliated students, from admission through graduation. The MVC has dedicated staff who are knowledgeable about the military/veteran civilian transition. The MVC has spaces for students to study, relax, and connect while at campus. Some of our offerings include the Peer Advisor for Veterans Education (PAVE) program which pairs incoming undergraduates with veteran peer advisors. We also partner with employers for networking opportunities and resource services.

The MVC's main goals are:

- Foster community among students during their transition to campus life and with the UTD alumni network.
- Provide academic support within the UTD community and recognize academic achievements.
- Connect students to the resources, services, and programs they need to be successful at UTD and beyond.
- Inform/involve the campus, community, and prospective students.

Military-affiliated students (single-parent, veteran military service members) (JROTC, Reserve, Guard, military spouses and dependents), and ROTC cadets.

The ways that the MVC will be supporting are:

- **Military and Veteran Center** - This fund helps support the mission of the Military and Veteran Center to offer quality programs, services, and activities.
- **Support Veterans Resources** - This fund helps support the mission of the Military and Veteran Center to offer quality programs, services, and activities.

The Student Veterans of America (SVA) National Conference.

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# Alumni

**Military and Veteran Center**

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**What We Offer**

**Application fee waiver for U.S. military veterans and service members**

Get the application fee waived for U.S. military veterans and service members.

**Admissions Support**

Interested in attending UT/D? MVC staff will assist you with navigating the admissions process.

**Alumni Group**

The MVC facilitates meet-ups for alumni veterans and current student veterans. Complete an interest form to receive communications about events.

**Career & VETworking**

Professional development activities for transitioning from military service to civilian employment. Includes resume critiques and mock interviews.

**Community Advisory Council**

The MVC Community Advisory Council supports UT Dallas' outreach to student veterans. Members include corporate partners, industry professionals, and community leaders dedicated to investing in the development of student veterans.

**Community Service**

Military-affiliated students participate in community service. Learn about upcoming and past projects.

**Connect-A-Vet**

Connect-A-Vet to UT/D is an opportunity for staff and prospective student veterans from Dallas/Fort Worth area community colleges to meet the student veteran community at UT/D and learn more about the University from MVC staff. Contact veterans@utdallas.edu or RSWP.

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## Discussion Questions – Corporate Relations

- What is your experience level with companies?
  - Frequent – Monthly engagement/communication with companies
  - Moderate – More than once/semester
  - Rare – Once per year
  - Never
- When do you engage with companies?
  - Offices on Campus: Development/Career Services
  - Campus Events/Hiring Fairs
  - SVA National Conference
  - SVA Chapter Meetings

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## Company Connections

- Career Services
- Advancement/Development Office
- Introductions / Networking
- Events
- Advisory Council

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## Corporate Donations

- Donations
  - General
  - Designated
- One-time or Ongoing
  - Endowments
- In-Kind Donations

### Past Awards

- 2021-22 State Farm Veteran Award – \$1000 (5 recipients)
- 2021-22 Raytheon Veteran STEM Award – \$1000 (11 recipients)
- 2021-22 Hicks Memorial Award – \$500 (2 recipients)
- 2020-21 State Farm Veteran Award – \$1000 (5 recipients)
- 2020-21 Raytheon Veteran STEM Award – \$2000 (4 recipients)
- 2020-21 Hicks Memorial Award – \$500 (2 recipients)
- 2019-20 State Farm Veteran Award – \$1000 (5 recipients)
- 2019-20 Raytheon Veteran STEM Award – \$2000 (4 recipients)
- 2019-20 Hicks Memorial Award – \$500 (2 recipients)
- 2018-19 State Farm Veteran Award – \$2,500 (4 recipients)
- 2018-19 Raytheon Veteran STEM Award – \$2,000 (4 recipients)
- 2018-19 Hicks Memorial Award – \$500 (2 recipients)
- 2017-18 State Farm Veteran Award – \$2,500 (4 recipients)
- 2017-18 Raytheon Veteran STEM Award – \$2,000 (4 recipients)
- 2017-18 Hicks Memorial Award – \$500 (2 recipients)
- 2016-17 State Farm Veteran Award – \$2,500 (4 recipients)
- 2016-17 Hicks Memorial Award – \$500 (2 recipients)
- 2015-16 Hicks Memorial Award – \$500 (1 recipient)
- 2014-15 Raytheon Veteran Award – \$500 (4 recipients)
- 2014-15 Hicks Memorial Award – \$500 (1 recipient)
- 2014-15 USAA Veteran Student Support Award – \$1,000 (5 recipients)

## Tips for Connecting with Companies

- Referrals from Career Center/Career Management Center
  - Introductions from companies that want to engage with student vets
- Companies that reach out to us
- Companies that we are already connected: Advisory Council
- Companies with veteran/spouse hiring initiatives
- Local vs regional vs state vs national
  - Time your event with career expos/job fairs
- Vetting companies
  - Seeking to employ veterans and have a track record
  - Jobs appropriate for their education
  - Employment opportunity or trying to get military-affiliated clients
- Include diverse companies/industries to meet students' goals
  - Invites versus Registrants

## What works?

- Depends!
- Multiple approaches vs. single approach (“one size fits all”)
- Continuity for relationship building
  - Veteran Office Staff vs. Student Veteran Organization

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## Connect with Companies - Events

- VETworking Mixers
- Speed Networking
- Resume Reviews
- Career Roundtable
- VETiquette Dinner
- Lunch & Learns or Presentations/Workshops
  - Resume Prep, LinkedIn, Networking, Dress for Success, Elevator Pitch, Interview Strategies



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# “VETworking” Career Event



## UTD THE UNIVERSITY OF TEXAS AT DALLAS Military and Veteran Center

# NETWORKING

Tuesday **09.10.19** 4:30 - 6:30 p.m.  
MC 4.404

presented by the  
**MILITARY AND VETERAN CENTER**

For students who served or are currently serving in the U.S. military and transitioning to civilian employment

Contact the MVC to register: [utdallas.edu/veterans](http://utdallas.edu/veterans)



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# “VETworking” with Speed Networking



## NETWORKING

with Speed Networking sessions

Jan. 30  
Thursday  
4:30-6:30 p.m.  
Blackstone  
Launchpad  
in PS3



For students who served or are currently serving in the U.S. military.



Due to limited slots, sign-up early for the Speed Networking sessions!

Contact the MVC to register: [utdallas.edu/veterans](http://utdallas.edu/veterans)

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## Resume Reviews



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## Career Roundtable & BBQ



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## VETiquette Dinner



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## Lunch & Learns / Workshops



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## SVA Meetings/Lunch & Learns with Companies



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## Field Trips



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## MVC's Advisory Councils


- (External) Community Advisory Council
  - <https://veterans.utdallas.edu/mvc-community-advisory-council/>
  - 16 companies, 5 UTD offices, 1 alumni, 1 faculty, & 2 student veteran rep
  - Provide guidance for veteran hiring & transition to civilian careers
  - From 2014-2022, 8 member companies contributed \$226,000+ to MVC & student vets
  - Committees: Talent Acquisition, MVC Support, SVA Support
- (Internal) Veteran Advisory Council
  - <https://veterans.utdallas.edu/veteran-advisory-council/>
  - 31 reps, including 7 academic advisors & 2 student veteran reps
  - Committees: Campus Engagement, Academic Success, Health & Wellness

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## 2022-23 MVC Community Advisory Council

<i>AT&amp;T</i>	<i>USAA</i>
<i>Builders FirstSource</i>	<i>UT Southwestern</i>
<i>Capital One</i>	<i>Wells Fargo</i>
<i>Collins Aerospace (RTX)</i>	
<i>Ericsson</i>	<i>UTD Alumni Veteran(s)</i>
<i>HumCap LP</i>	<i>UTD Faculty Veteran</i>
<i>JP Morgan Chase &amp; Co</i>	<i>UTD Student Veterans Association</i>
<i>Motel 6 - G6 Hospitality</i>	<i>UTD Student Veteran(s)</i>
<i>Raytheon Technologies (RTX)</i>	<i>Career Management Center</i>
<i>Service King Collision Repair Centers</i>	<i>Military and Veteran Center</i>
<i>Southwest Airlines</i>	<i>Office of Development &amp; Alumni Relations</i>
<i>State Farm</i>	<i>University Career Center</i>
<i>Texas Instruments</i>	


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## Military and Veteran Center


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### Community Advisory Council




The Military and Veteran Center's Community Advisory Council supports UT Dallas' outreach to student veterans. Council members include corporate partners, industry professionals, student veteran representatives and community leaders dedicated to investing in the development of student veterans. In addition to providing guidance for veteran hiring initiatives, they are veteran advocates in their respective industries. Council members are committed to the success of UT Dallas' student veterans as they transition from military life to college and civilian opportunities.


#### 2022-2023 Council Members




**Cory Taylor**  
Military & Diversity Talent Attraction Lead  
AT&T




**Brian Dungan**  
Senior Manager, IT Operations  
USA




**Celia Croff**  
Manager, Military & College Recruitment Programs  
Builders FirstSource




**Michael Quazada**  
Senior Employee Relations Consultant  
UT Southwestern




**Greg Nita**  
Director of Project Management  
Capital One



**Frederick Ward**  
Senior Military Talent Liaison & Talent Acquisition Sourcing  
Senior Consultant  
Wells Fargo




**Drew Walls**


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# Charter


Military and Veteran Center

### Community Advisory Council Draft Charter

**Purpose**  
The Community Advisory Council advances the mission of the Military and Veteran Center (MVC) and supports military-affiliated students. Council members are corporate partners, industry professionals and community leaders dedicated to the development of student veterans. In addition to providing guidance for veteran hiring initiatives, they are veteran advocates in their respective industries. Council members are committed to the success of UT Dallas students as they transition from the military to college life and civilian opportunities.

Student veterans include students who previously served in the U.S. military or students who are currently serving (Active Duty, Guard, Reserves). Military-affiliated students include the community of student veterans, ROTC cadets, and spouses/children of servicemembers and veterans.


**Goals**

- Offer insight and tools necessary to transition student veterans to civilian occupations
- Partner with the Military and Veteran Center (MVC) and the Student Veterans Association (SVA) to provide programs, events, mentoring, and service opportunities
- Increase the resources of the Military and Veteran Center and advocate for its mission

**Membership**  
The council will have a maximum of 30 members, selected by the MVC Director, Executive Committee, and the Office of Development and Alumni Relations. In seeking new members, the MVC will consider the values, reputation, skills, and expertise of prospective Council members and, if applicable, the company's demonstrated commitment to hiring veterans and supporting veteran employees. Membership terms coincide with the academic year which begins in August. There are several membership categories and term lengths:

- Companies commit to a three-year term when joining the Council and will have the option to renew their membership after the three-year term. Companies may designate/rotate one employee to serve during each academic year. Companies will confirm their representative by June 1
- UT Dallas alumni, staff and faculty members will serve on the Council for two-year terms with the option to renew their membership after the two-year term
- UT Dallas student veterans will serve on the Council for a one-year term. Ideally, one student representative will be a member of the Student Veterans Association (SVA)

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# Charter

**Member Responsibilities**

- Attend two Council meetings and participate in additional meetings as required
- Serve on one committee and attend committee meetings as required
- Generate ideas for Military and Veteran Center programming and services related to the career preparation and professional development of UT Dallas student veterans
- Understand, endorse and serve as an advocate for the Military and Veteran Center
- Actively participate and attend events of the Military and Veteran Center
- Serve as a resource/mentor to student veterans and provide opportunities or insights for internships and employment
- Promote the Military and Veteran Center and its value to the DFW community when interacting with University leaders, alumni, the corporate community, neighbors, donors, and friends
- Advise the Military and Veteran Center for how best to tell its story to prospective funders and encourage others to contribute. Help identify other sources of contributions
- Suggest prospective Council members for recruitment
- (Beginning 2022-23) Within the three-year membership term, companies agree to make a contribution to the Military and Veteran Center or to UT Dallas student veterans

**Military and Veteran Center Responsibilities**

The Military and Veteran Center commits to provide:

- Co-Chair responsibilities shared by MVC Director and another Council member. Council member will serve as Chair for a two-year term.
- Resources and information necessary to assist the Council in their efforts
- Opportunities for members to learn about programs and activities of the Military and Veteran Center and UT Dallas
- Ongoing communication. MVC will provide updates and invitations to events, as well as minutes from meetings
- Recognition of Council members and donations on the following webpages:
  - Membership: <https://veterans.utdallas.edu/mvc-community-advisory-council/>
  - Financial Sponsors of MVC: <https://veterans.utdallas.edu/sponsors/>
  - Scholarships/Awards: <https://veterans.utdallas.edu/scholarships/>

**Committees**

To meet Council goals, committees may be formed and chaired by Council members. The term of the committee Chair will be two years with the option to extend to a third year. Additional committees can be formed as needed. Student representatives will not serve in committee chair capacity. In June, the MVC Director will contact members to verify Council membership and committee preference, and seek committee Chairs. Committees may further break into working groups to meet committee goals.

As of 3/25/2022

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# Charter

The following committees will be activated:

- Executive Committee – review applications for Council membership and Committee Chairs, and make recommendation to Council Chair
- MVC Support Committee – focus is supporting MVC; work with MVC staff for programs offered to military-connected students (mentoring, networking, alumni, workshops, etc.)
- SVA Support Committee – focus is supporting the Student Veterans Association (SVA); work with SVA advisor and SVA officers for chapter members' professional and career development (workshops, field trips, etc.)
- Talent Attraction Committee – focus is attracting veterans to UT Dallas and connecting them to companies which meet their career goals

**Vacancies**

Council members will notify the MVC Director if their employment status changes and they can no longer serve on the Council. Companies and UT Dallas offices will fill vacancies as soon as practical.

**Meetings**

- The Community Advisory Council will meet twice annually in July/August and January/February at The University of Texas at Dallas.
- Committees will meet a minimum one time each semester to fulfill goals. Committees will report their activity and progress during the general meetings.

**Values**

- Active participation
- Be a role model by providing service
- Commitment and collaboration
- Dignity for the person/student/veteran

As of 3/25/2022

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## Committees

- **MVC Support Committee** – Volunteer committee comprised of workforce professionals, focused on supporting the MVC through tangible and experiential resources. Partners with MVC staff for programs offered to UTD military-connected students that promote education and career opportunities; aid in the transition to educational and civilian professions; and advance and promote workforce partnerships.
- **SVA Support Committee** – Volunteer committee comprised of workforce professionals, focused on supporting the UTD Student Veterans Association (SVA) through tangible and experiential resources. Partners with SVA advisor and SVA officers for chapter members' professional and career development (e.g., workshops, field trips, networking).
- **Talent Attraction Committee** – Volunteer committee comprised of experienced, workforce professionals aimed at meeting the career goals of UTD student veterans. Develop initiatives that attract top talent, enhance internal mobility (e.g., leadership development), and create new pipelines (e.g., encouraging students to explore local job opportunities).

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## Committees

- Committees are charged with creating and accomplishing a goal(s) (solving a problem, exploring new opportunities, etc.) each academic year
- **Select Committee Positions**
  - Chair is responsible for facilitating committee planning and meetings, promoting community outreach, developing agendas, and coordinating communication with MVC. Chair responsibilities include submitting meeting notes to the MVC Director and providing provide outbriefs to the Council
  - Co-Chair will assist the chair with responsibilities and assist the committee with staying on track; Takes meeting notes in absence of secretary; Connects with sub-committee leads on progress
  - Secretary is responsible for taking meeting notes and submitting to chair/co-chair within one week of meeting

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## External Council – Cost/Budget

- Cost
  - Meeting space and media
  - Snacks, drinks
  - Printing and folders
  - Recognition/awards
- Budget
  - Gift funds
  - Membership dues or initial donation
  - Alternate meeting locations/hosts

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## Meetings

- Logistics
  - Time/Location
  - 2 meetings per AY: Aug & Jan
  - Employer (VETworking) events: Sep, Feb, Apr
- Agenda
  - MVC & Student Veterans
  - Discussion Questions/Prompts & Event Feedback
  - Company/Org updates (around the table)
  - Guests
- Challenges

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## Recognition

- No Cost (Ongoing)
  - Council webpage
  - Donor/Scholarship webpage
  - Social media
- End of the Year
  - Individual certificates
  - Plaques to recognize 3-year term



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## Outcomes

- Networking
  - Company to Company; Company to University
  - Company to Student (Interviews/Internships/Employment)
- Funding
- Feedback & Information Exchange
- Speakers for MVC events
- Camaraderie
- Evidence of Commitment to Veterans

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## Questions/Discussion

veterans.utdallas.edu



Lisa Adams

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