Joint VWG/VHEAG Meeting

Thursday, August 7, 2014
WELCOME

Brenda Bailey,
Divisional Senior Vice President for Subscriber Services and Executive Sponsor for the Supporters of Military Veterans,
Health Care Service Corporation
REVIEW OF AGENDA

David Hiller
President and CEO, Robert R. McCormick Foundation
Meeting Overview

Welcome
Brenda Bailey, Divisional Senior Vice President for Subscriber Services and Executive Sponsor for the Supporters of Military Veterans, Health Care Service Corporation

Review of Agenda
David Hiller, President and CEO, Robert R. McCormick Foundation

Lightning Round 1.1.1
One person per organization, with one idea, speaking for one minute

Panel Presentations
Kirsten Carroll (facilitator), Civic Committee of the Commercial Club of Chicago

Panel One
William Hubbard, Student Veterans of America
Gretchen Nester, Kellogg School of Management, Northwestern University

Panel Two
Joaquin Miranda, Blue Cross Blue Shield of Illinois
Scott Stratton, DeVry University
Travis Bickford, City Colleges of Chicago
Sara Kirby, College of DuPage

Discussion: Supporting Employment Pipelines for Student Veterans
Amy Sherman (facilitator), Council for Adult and Experiential Learning (CAEL)

Wrap Up
David Hiller, President and CEO, Robert R. McCormick Foundation
LIGHTNING ROUND 1.1.1
PANEL ONE
Student Veterans of America in 2014

Will Hubbard, Vice President of Government Affairs

August 2014
Organization Overview

Mission
SVA provides military veterans with the resources, support, and advocacy needed to succeed in higher education and after graduation.

Vision
SVA envisions a nation where all student veterans succeed in postsecondary programs and contribute to civilian society in meaningful ways.

Model
SVA delivers programs and services to student veterans via a campus-based peer support network made up of SVA chapters.

This peer-to-peer network continues to thrive today and is poised for growth

History
SVA was founded as a 501(c)(3) nonprofit in 2008 by returning Iraq and Afghanistan veterans who personally struggled with the transition from combat to college.

The grassroots coalition was born from the military ethos of “leave no one behind,” as its founders discovered that institutions were ill-prepared to support these new, nontraditional students.

From the original 20 chapters, SVA’s network has grown to more than 1,000 institutions of higher learning in all 50 states and three countries.
A Proven Model

An SVA chapter is a recognized student organization run by and for veterans at an accredited college or university.

1,100,000
Users of VA education benefits supported through SVA’s advocacy work

Chapters provide peer-to-peer support to military veterans, thus easing the transition into higher education and increasing persistence to graduation.

400,000+
Veterans have access to an SVA chapter on their campus

Chapters are positive change agents on campus – advocating for military-friendly policies and bridging the civilian-military divide.

1,000+
Chapters in all 50 states and 4 countries overseas

Connect with local SVA chapters
Empowering Veterans to Succeed

Facilitate veterans re-branding through mentorship
Opportunities for Impact

I. Strengthen SVA’s Peer Support Network
II. Invest in STEM Education and Career Pathways
III. Scale the Drivers of Academic Success for Veterans

SVA’s focus on these three issues will increase the number of veterans who not only graduate, but who earn degrees in high-growth, high-demand fields.

Grow targeted initiatives through personal networks
# Increasing Access to Peer Support

## Targeted Chapter Growth
Develop chapters at schools with high veteran populations to increase impact at a manageable level.

## Increasing Connectivity
Regional staff will facilitate horizontal communication among various chapters to increase the sharing of best-practices.

## Investing in Best Practices
SVA disseminates grants to chapters to fund innovative on-campus initiatives that are empirically linked to academic success.

## Training Chapter Leaders
SVA’s Leadership Institute and Leadership Summits teach chapters to create business plans. An online toolkit will highlight tactical solutions.

## Measuring Chapter Impact
SVA is implementing a tiered-grading rubric to evaluate the strength of the network. Chapters will be measured on programs, efficiency, and overall reach.
The National Science Foundation maintains that reduced domestic student interest in STEM fields and the large segment of the existing STEM workforce approaching retirement may threaten America’s long-term prosperity and national security.

- It is imperative that the U.S. maintain a strong STEM workforce to enhance scientific innovation and remain globally competitive.
- A great opportunity to fill this gap exists in encouraging veterans to utilize their GI Bill benefits to pursue postsecondary degrees in STEM fields and build upon the technical skill sets gained through intensive military training and experience.
Scaling the Drivers of Academic Success

SVA established a partnership with the VA and National Student Clearinghouse to track the academic outcomes of student veterans. Building on the success of Phase I, SVA will combine academic outcomes data with survey results to determine the drivers of academic success.

SVA to survey Institutions of Higher Education to identify programs and services provided to veterans.

Pair VA data with NSC data to collect academic outcomes on 1m Post-9/11 GI Bill veterans.

Data Informs SVA’s:
- Leadership Institute Series
- Chapter Grading Rubric
- Chapter Grants

Support data-driven efforts directly impacting veterans
SVA analyzed 788,915 student records – approximately 22% of the student veteran population receiving GI Bill benefits for the period studied (2002-2010).

**Completion Rates**

Majority of students complete a bachelor's degree within four to six years; associate degrees within four. Unsurprisingly, many of these veterans do not typically follow the path of traditional college students:

- Some enroll in college after high school graduation, withdraw to join the military, then re-enroll after military service;
- Other veterans enroll in postsecondary institutions after they complete their military service; and
- Others earn college credit before, during and after military service but may need to repeat some coursework that was lost due to deployment.

*51.7% of veterans graduate and that number is expected to increase as Post-9/11 GI Bill users have the time to complete*
### Academic Outcomes and Progress

#### Fields of Study

At the associate level, the five degree fields most often pursued were in liberal arts and sciences; business; homeland security; law enforcement and firefighting; and health professions.

The top five bachelor's degree fields were business; social sciences; homeland security; law enforcement and firefighting; and computer and information sciences.

#### Type of School

Most student veterans who complete school enroll in (79.2%), and earn degrees (71.7%) from, public schools.

The remaining students enroll in private nonprofit or proprietary (private for-profit) institutions. Just more than 15% obtain degrees from private nonprofit institutions and 12% from proprietary institutions.

#### Degree Obtained

Many student veterans achieve higher levels of education:

- 31.3 % of the sample who initially earned a vocational certificate,
- 35.8 % of the sample who initially earned an associate degree and
- 20.8 % of the sample who initially earned a bachelor's degree, went on to also earn a higher degree.
Measuring Impact

Individual-Level Metrics

Indicators related to key challenges:

- **Administration:**
  Number of veterans accessing GI Bill benefits

- **Integration:**
  Satisfaction with campus experience

- **Academic:**
  Veteran graduation rates

- **Post-graduate success:**
  Employment rates

Network-Level Metrics

Indicators related to strength of network:

- Number of chapters
- Number of active members in each chapter
- Number of student veterans on campuses with chapters
- Number of chapters in each tier of grading rubric

*Preach the value of veterans*
Five Avenues of Business Engagement

- **Connect** with local SVA chapters
- **Facilitate** veterans re-branding through mentorship
- **Grow** targeted initiatives through personal networks
- **Encourage** data-driven efforts directly impacting veterans
- **Preach** the value of veterans
Student Veterans of America
PANEL TWO
Case Study: School/ Employer Partnership

Scott M. Stratton
Senior Advisor
DeVry Military Resource Club (DMRC)

Joaquin Miranda
Sr. Diversity & Inclusion Business Consultant
Center for Diversity & Inclusion

DeVry University

BlueCross BlueShield of Illinois
5 things for employers.....

• Call your local college and speak to their veterans coordinator
• Host an event such as "bring a vet to work" day
• Offer up mentoring to your local college veterans groups
• Attend Veteran as Strategic Assets symposiums and other forums designed to break down barriers to hiring
• Don’t rely on traditional veterans hiring fairs (Recruit Military, etc.)
5 things for colleges....

• Work with your career services office or employer liaison
  • Don’t have one? Make the calls yourself
• Seek out your veteran alumni
  • Invite them to your veterans club meetings
• Encourage attendance of professional development opportunities
  • Student Veterans of America conferences
  • SALUTE National Honor Society dinners
  • Veterans as Strategic Assets symposiums
• Host visibility events and invite the community/corporate partners
5 things for colleges...

• Work with veteran service organizations in your area
  • Volunteers of America
  • The Mission Continues
Setting up Strategic Assets: Bridges to Employment

Pritzker Military Museum & Library

February 2014
In practical terms....

- Veteran enrolls in college, meets Single Point of Contact (SPOC)
- Veteran takes an active role on campus and seeks out peer engagement
  - Finds a part-time job at the campus working in his field of study
  - Learns how to work with civilians, but leveraging hard/soft skills learned as a veteran
  - Veteran attends the Setting up Strategic Assets: Bridges to Employment event at the Pritzker in Feb (picture is attached....he’s the 2nd from the right)
- SPOC attends the Veterans as Strategic Assets event @ the University club on June 5th
  - This is where the SPOC and the employer meet
  - Employer is invited to attend the upcoming student veteran (DMRC) meeting at the college
  - Employer is given the name of a motivated veteran who might fit the bill: a conversation happens in the next 48 hours
- Employer attends/presents at the June DMRC meeting
- Contact is made; interview process begins
- Veteran is hired in July
Travis Bickford,
District Director of Student Veteran Services
College to Careers

• In 2011, Mayor Emanuel launched the College to Careers (C2C) program for City Colleges to refocus training to address the skills gap, ensuring Chicago residents are prepared for jobs in high growth industries.

• As part of the C2C initiative, City Colleges has enhanced its occupational programs in seven fast-growing fields. Each program is headquartered at one of the City Colleges:
  - Richard J. Daley College (DA): Advanced Manufacturing
  - Harold Washington College (HW): Professional Services & Entrepreneurship
  - Kennedy-King College (KK): Culinary and Hospitality
  - Malcolm X College (MX): Healthcare
  - Olive-Harvey College (OH): Transportation, Distribution and Logistics
  - Truman College (TR): Education, Human and Natural Sciences
  - Wilbur Wright College (WW): Information Technology

• City Colleges is now in the midst of a Reinvention, a collaborative effort to review and revise City Colleges programs and practices to ensure students leave City Colleges college-ready, career-ready and prepared to pursue their life's goals. Since the beginning of its Reinvention effort, City Colleges has nearly doubled the number of degrees awarded annually and nearly doubled its graduation rate.
CCC Veterans Services Centers

• City Colleges of Chicago serves thousands of U.S. military veterans each year.

• Veterans Services Centers are centralized, on-site source of support and access to veteran-specific information and resources.

• Centers are located at each City College and staffed by full-time veteran services specialists who offer a variety of resources and holistic approach to help students reach their educational and civilian career goals.

• Resources include:
  – Support with transition from military to college life
  – Veterans benefits information
  – Connection to college support services
  – Connections to external veterans services organizations
  – How to get credit for military training and experience
  – A place for veterans to gather and study together; peer support
  – Details about businesses and organizations looking to employ veterans
Credit Enrollment Summary

Total unduplicated credit enrollment

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Source: dw242 & dw351

FY 2011
FY 2012
FY 2013
FY 2014 (Preliminary)
In Fall 2013, Liberal Arts and Healthcare were the two most popular focus areas at CCC for veteran students.

Source: dw242
Military Credit Transfer Initiative

• City Colleges of Chicago is reforming its military credit transfer policy to accept more credits from military training and experiences.

• Benefits of the new policy:

  ➢ Serve as a skills translator for veterans to guide them in selecting which civilian occupation to pursue; may reduce the number of veterans who pursue a broad liberal arts program and allow veterans to take full advantage of College to Careers initiative

  ➢ Once publicly available, can serve as a skills translator for employers that will allow them to translate military coursework into typical college coursework

  ➢ Alleviate exhaustion of military education benefits

  ➢ Expending less benefits on coursework will allow students to utilize benefits for internships in their chosen occupation.
News You Can Use

For Employers

- Establish relationships with CCC Veterans Services staff in each College – especially those in Colleges with focus that applies to your business (e.g. Malcolm X for health care)

- Consider offering internships for veterans (use military education benefits to expand program)

- Provide mentorships/job shadow days for student veterans who are considering employment in your industry

- Use CCC translator to evaluate military training and experiences

For Higher Education

- Collect data on your student veterans to track their progress, identify their courses of study, etc.

- Help your student veterans leverage their military training and experience by maximizing college credit and providing career counseling

- Reach out to local employers in occupations that many of your veterans pursue, and build recruiting relationships

- Establish veteran specific resources – designated staff and/or centers – where veterans can go to have their unique concerns addressed
Veteran Employment Assistance

Sara S. Kirby
Assistant Manager, Career Services
College of DuPage

- Glen Ellyn, Illinois
- Community College
- 26,000 students
- Governor’s Excellence in Education Award – Veterans Services
- Designated Military Friendly campus
- 650 veterans per semester
- Top Majors: Criminal Justice, Fire Science, Health Sciences
College of DuPage Initiatives

- **American Corporate Partners Mentorship**
  - Connects veterans with corporate mentors
  - Goal: assist with transition to civilian workforce
  - [http://www.acp-usa.org/Mentoring_Program](http://www.acp-usa.org/Mentoring_Program)

- **Manufacturing Pipeline Initiatives**
  - Educating veterans on manufacturing opportunities
    - Connecting veteran students to manufacturing faculty
    - Eliminating manufacturing courses with articulated credits
    - Partnerships with Employers like Illinois Manufacturing Association
  - iNAM (Illinois Network for Advanced Manufacturing)
    - Prepare veterans for high wage, high skill, advanced manufacturing operations
    - New grant coordinator
College of DuPage Initiatives

- **LPN Bridge course**
  - Air Force & Navy Medic transition assistance
  - 8 week bridge course

- **Veteran Career Preparation**
  - Veterans Career Fair
  - Pre-Fair workshops
  - Civilian career readiness assistance

- **Strong Veteran Community**
  - Veterans Lounge
  - Veterans Events
  - Strong collaborations with veteran organizations
How to Connect on Campus

• **Build relationship with institution**
  – Career Services Center
  – Veterans Services
  – Academic Programs

• **Be visible on campus**
  – Recruit on campus
  – Participate in employer events
  – Post jobs on electronic job boards

• **Consider internships**
  – Gives veterans civilian training
  – Allows a “try out” for student and employer
DISCUSSION

Amy Sherman,
Council for Adult and Experiential Learning (CAEL)
WRAP-UP

David Hiller
President and CEO, Robert R. McCormick Foundation