

SPECIAL COMMITTEE ON MILITARY AFFAIRS

Thursday, June 19, 2014

Minutes

The Special Committee on Military Affairs (SCMA) met Thursday, June 19, 2014 in Conference Room C of the Spangler Center in Chapel Hill at 11:45 AM.

Committee members present included Chairman Trask, Mr. Holmes, Mr. Lampe, Ms. Maxwell and Mr. Mitchell. Also present were Vice President Rhinehardt, Vice President Morte, Associate Vice President Stewart and Senior Associate Vice President Dixon attended as staff. Also present were Director of Military Education Ann Marie Beall, and Defense Applications Engineer Kathie Sidner.

Chancellor Gary Miller of UNC-Wilmington was also in attendance.

The April minutes were approved.

Vice President Rhinehardt, along with Vice President Morte, gave Committee members an update on the progress of efforts towards gaining in-state tuition benefits for student veterans. Vice President Rhinehardt indicated that there were two bills before the North Carolina General Assembly but that, as the 2014 Short Session approached its end, it did not appear likely that an in-state tuition bill would be achieved.

Vice President Rhinehardt then discussed the number of student veterans at UNC member schools who utilize benefits through the Veterans Administration, indicating that that number was well over 8,000. Additionally, she indicated that a large number of UNC member schools are making progress towards understanding the number student veterans who are not utilizing available resources.

The Committee, led by Chairman Trask, then moved on to the discussion of marketing efforts regarding the UNC SERVES Initiative. Vice President Rhinehardt indicated that there were a myriad of unique military advertising options to consider, most namely through the Welcome Aboard website, associated with Marine Corps Base Camp Lejeune. She indicated that the Committee could choose to make modest investments for very targeted advertising on this website with the likelihood of reaching a significant number of service members. There was then some general discussion among Committee members with regard to this proposal and general agreement that more money must be spent so that UNC member schools have a real chance to reach the large and growing population of veterans who are considering enrollment at institutions of higher learning.

Ms. Beall then spoke briefly regarding the progress made on the North Carolina Military Educational Positioning System and brought to the Committee's attention a new tool that student veterans could utilize in pursuing their education. Offered through the Friday Center for Continuing Education, Ms. Beall indicated that this new groundbreaking continuing education program would allow student veterans and active duty service members to enroll in almost any general education course that they needed, quickly and without hassle. The course could then be taken at the service member's leisure, over the span of 6 months, with the credit for the course easily transferred to the college or university of the service member's choosing. Committee members expressed keen interest in learning more about this program.

Mr. Holmes then gave a general update regarding the progress of the UNC Joining Forces Initiative and indicated that real and significant progress had been made since the Committee's April meeting.

The meeting was adjourned at 12:55 PM.

Raiford Trask III, Chair
Special Committee on Military Affairs