



STUDENT VETERANS
of AMERICA



Student Veterans: A Valuable Asset to Higher Education

**Student Veterans of America
Institute for Veterans and Military Families**

University of North Carolina, Board of Governors Committee on Military and Veterans Affairs
November 2018

Agenda



▶ Overview

- Institute for Veterans and Military Families (IVMF)
- Student Veterans of America (SVA)

▶ Post 9/11 Veteran Population Overview and Transition

▶ Business Case for Colleges to Recruit Student Veterans

▶ Discussion

INSTITUTE FOR VETERANS AND MILITARY FAMILIES (IVMF)

OUR MISSION

To advance the post service lives of America's service members, veterans, and military families

WHO WE SERVE

- Individuals
- Organizations
- Communities

WHAT WE DO

- Programs
- Services
- Research and evaluation

Provided programs and services to **more than 90,000** veterans, service members, and their families since 2007

PROGRAMS AND SERVICES



FOCUS AREAS

- ✓ Entrepreneurship and Small Business Training
- ✓ Career Preparation and Employment
- ✓ Community-Based Coordinated Care & Support

RESEARCH AND EVALUATION



FOCUS AREAS

- ✓ Employment and Entrepreneurship
- ✓ Higher Education
- ✓ Community-based Services
- ✓ National Policy and Strategy
- ✓ Measurement and Evaluation

STUDENT VETERANS OF AMERICA (SVA)

OUR MISSION

To provide military veterans with the resources, support, and advocacy needed to succeed in higher education and following graduation, through our over 1500 chapters – the largest chapter-based student organization in America.

WHAT WE DO

- Research
- Programs
- Advocacy
- Tell Student Veterans' Stories

HOW WE DO IT

Through dynamic programs, ground-breaking research, and informing policy makers and stakeholders

PROGRAMS



FOCUS AREAS

- ✓ Chapter Leadership
- ✓ Chapter Support
- ✓ Scholarships

RESEARCH AND POLICY



NATIONAL VETERAN EDUCATION
SUCCESS TRACKER

FOCUS AREAS

- ✓ Post-Secondary Outcomes
- ✓ Life Cycle of Student Veterans
- ✓ Protecting the GI Bill

Post 9/11 Veteran Population Overview

U.S. Veteran Population Overview

KEY HIGHLIGHTS

Period of Service

39% WWII, Korean War, and Vietnam eras
40% Gulf War I and Other Service Periods

20% Post-9/11 Veterans (4.1 million)

Period of Service	Total	
	Estimated Number	%
All Americans	246,006,000	
Nonveterans	225,619,000	
All Veterans	20,387,000	8%
Gulf War Era II (post-9/11)	4,116,000	20%
Gulf War Era I	3,279,000	16%
WWII, Korean War and Vietnam Veterans	8,052,000	39%
Other service period veterans	4,941,000	24%

Age

64% of all Veterans are 55 or older

46% of Post-9/11 veterans 18–34

Age	All Veterans		Gulf War Era II (post-9/11)	
	Estimated Number	%	Estimated Number	%
Total, 18 years and over	20,387,000		4,116,000	
18 to 24 years	231,000	1%	231,000	6%
25 to 34 years	1,704,000	8%	1,678,000	41%
35 to 44 years	2,226,000	11%	1,189,000	29%
45 to 54 years	3,142,000	15%	634,000	15%
55 to 64 years	3,647,000	18%	305,000	7%
65 years and over	9,437,000	46%	79,000	2%

Data Source: BLS, Current Population Survey, 2017 annual averages, population 18 and over

U.S. Veteran Population Overview

KEY HIGHLIGHTS

Gender

- Veterans are predominantly male
- Female post-9/11 veterans fastest (17% vs. 10% overall)

Gender	All Veterans		Gulf War Era II (post-9/11)		Total US	
	Estimated Number	%	Estimated Number	%	Estimated Number	%
Total	20,387,000		4,116,000		246,006,000	
Male	18,387,000	90%	3,400,000	83%	118,688,000	48%
Female	2,000,000	10%	716,000	17%	127,318,000	52%

Race/Ethnicity

- On average, post-9/11 veterans have higher representation of African-Americans and Hispanic minorities.

Ethnicity/Race	All Veterans		Gulf War Era II (post-9/11)		Total US	
	Estimated Number	%	Estimated Number	%	Estimated Number	%
Total	20,387,000		4,116,000		246,006,000	
White	16,867,000	83%	3,133,000	76%	192,255,000	78%
African-American	2,587,000	13%	709,000	17%	30,970,000	13%
Hispanic	1,459,000	7%	527,000	13%	39,190,000	16%
Asian	336,000	2%	108,000	3%	14,804,000	6%

Data Source: BLS, Current Population Survey, 2017 annual averages, population 18 and over

U.S. Veteran Population Overview

KEY HIGHLIGHTS

Education

- On average, post-9/11 veterans achieve higher educational attainment than earlier generations and the general U.S. population

Education Attainment	All Veterans		Gulf War Era II (post-9/11)		Total US	
	Estimated Number	%	Estimated Number	%	Estimated Number	%
Total	20,387,000		4,116,000		246,006,000	
Less than a high school diploma	891,000	4%	64,000	2%	26,441,000	11%
High school graduates, no college	6,006,000	29%	915,000	22%	71,283,000	29%
Some college or associate degree	7,112,000	35%	1,701,000	41%	69,789,000	28%
College graduates (Bachelors or Higher)	6,378,000	31%	1,436,000	35%	78,493,000	32%

Data Source: BLS, Current Population Survey, 2017 annual averages, population 18 and over

Transition

Transition and Post Military Career

TRANSITION

TOP TRANSITIONAL CHALLENGES

60%

NAVIGATING
VA ADMIN.
OR BENEFITS

55%

GETTING A
JOB

41%

GETTING
SOCIALIZED
TO CIVILIAN
CULTURE

40%

FINANCIAL
STRUGGLES

39%

SKILLS
TRANSLATION

92%

INDICATED THAT EDUCATION
SHOULD PLAY A ROLE IN THEIR
POST-SERVICE TRANSITION

- ▶ Currently there are **4,1 million post-9/11 veterans**. This number is growing as service members transition.
- ▶ Every year nearly 180,000 people enlist/re-enlist in the armed forces. Nearly **200,000** veterans transition out of the military each year—and most eventually pursue civilian careers. **115,000** veterans begin higher education each year as part of their transition, with most working during college.

POST-MILITARY CAREER

55%

OF SERVICEMEMBERS SAID THAT
THEY ARE LIKELY TO PURSUE A
DIFFERENT CAREER THAN THEIR
MILITARY SPECIALIZATION

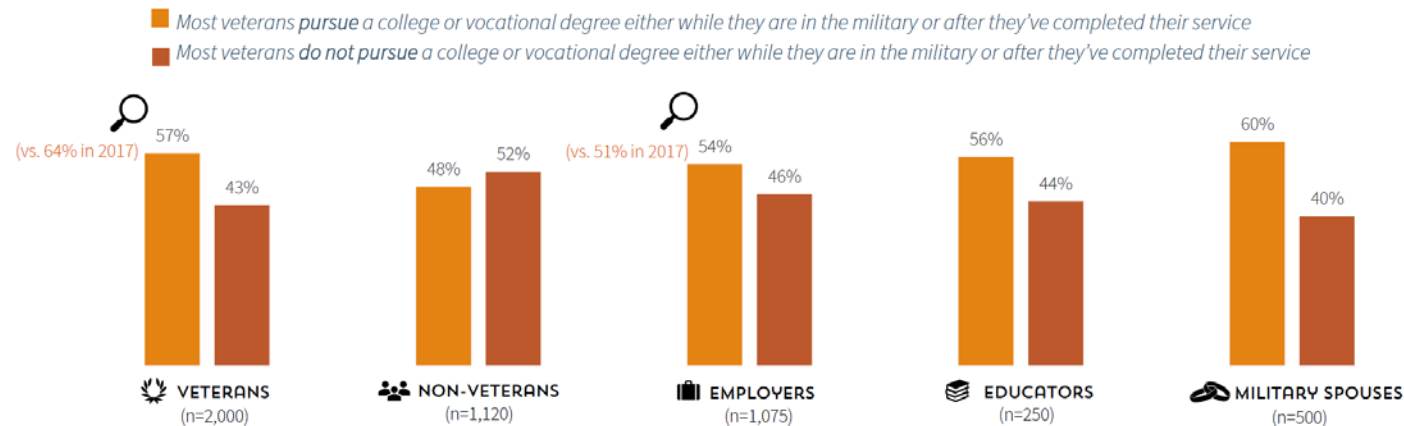
Career and Education - Perceptions

Most audiences, including employers, believe most veterans pursue a college or vocational degree either during their service or after

This year, a slightly larger majority of employers (54%) say veterans pursue higher education at some point. However, fewer veterans believe this is true compared to 2017.

PERCEPTIONS OF VETERANS' PURSUIT OF EDUCATION

Shown: Percent that selected response



Q52: Which of the following best represents your views?

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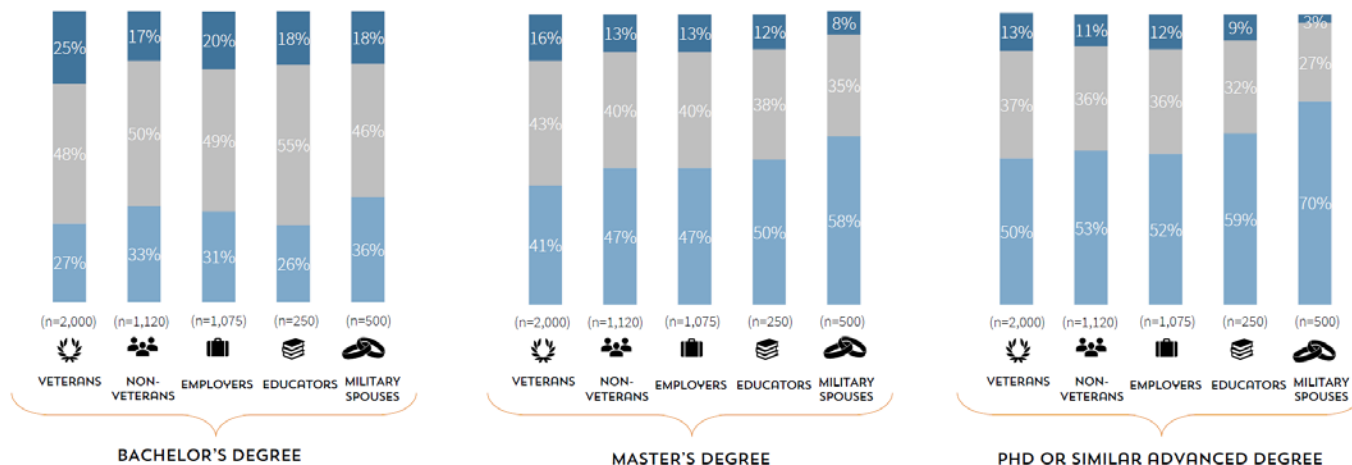
Career and Education - Perceptions

Majorities say veterans are more than or equally likely to obtain a bachelor's degree as non-veterans – though the same is not true for advanced degrees

PERCEPTIONS OF VETERANS' EDUCATION

Shown: Percent that selected statement

- Military veterans are more likely than the average citizen to obtain a bachelor's/ master's/ PhD or similar advanced degree
- Military veterans are equally as likely as the average citizen to obtain a bachelor's/ master's/ PhD or similar advanced degree
- Military veterans are less likely than the average citizen to obtain a bachelor's/ master's/ PhD or similar advanced degree



Q53. For each set of statements, please select the one that best represents your views.
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Career and Education - Perceptions

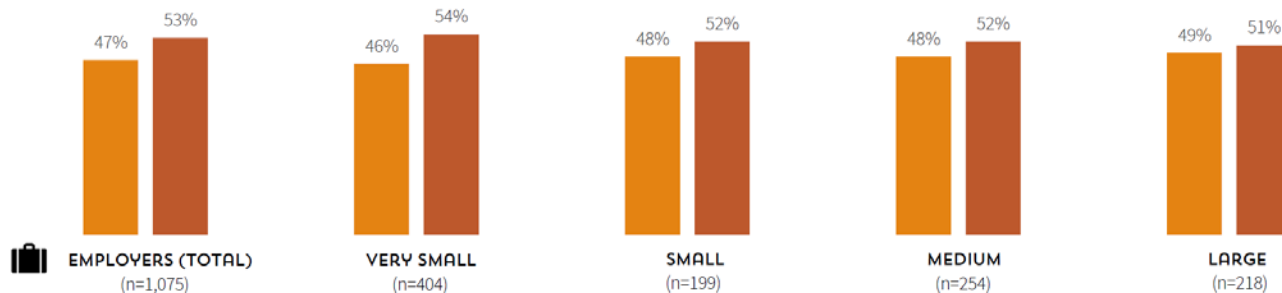
A slight majority (53%) of employers believes that, compared to non-veterans, most veterans do not have successful careers after leaving the military

There are not significant differences between 2017 and 2018 employer perceptions of veterans' post-military careers.

PERCEPTIONS OF VETERANS' CAREERS

Shown: Percent that selected statement

- Compared to average citizens, most veterans have successful careers after leaving the military
- Compared to average citizens, most veterans do not have successful careers after leaving the military



Q54: Which of the following best represents your views?

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Career and Education - Perceptions

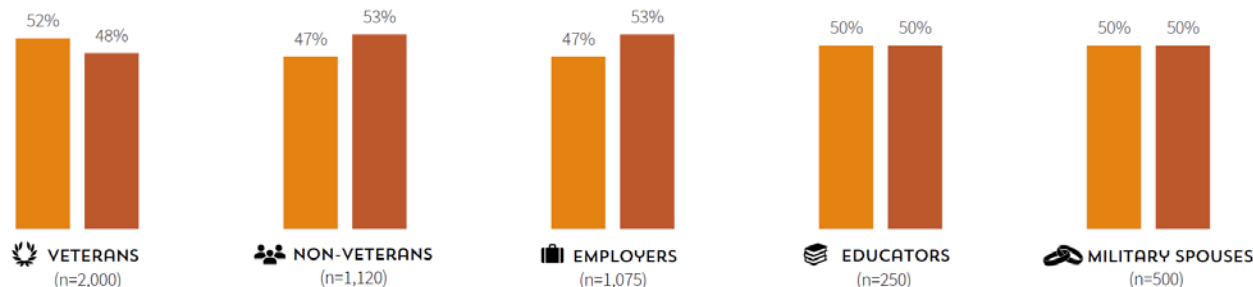
Only a small majority (52%) of veterans themselves believe that most veterans have successful careers after leaving the military

Military spouses are split 50/50 – half believe veterans do have successful post-military careers relative to non-veterans, while half do not. There are no significant differences in audience perceptions of veterans' post-military careers from 2017 to 2018.

PERCEPTIONS OF VETERANS' CAREERS

Shown: Percent that selected statement

- Compared to average citizens, most veterans have successful careers after leaving the military
- Compared to average citizens, most veterans do not have successful careers after leaving the military



Q54: Which of the following best represents your views?

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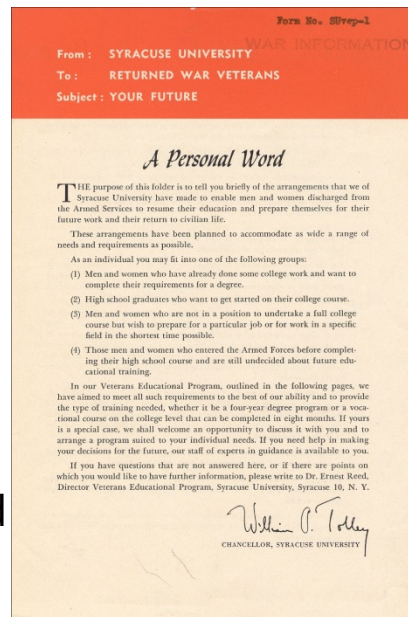
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Business Case for Student Veteran College Recruitment

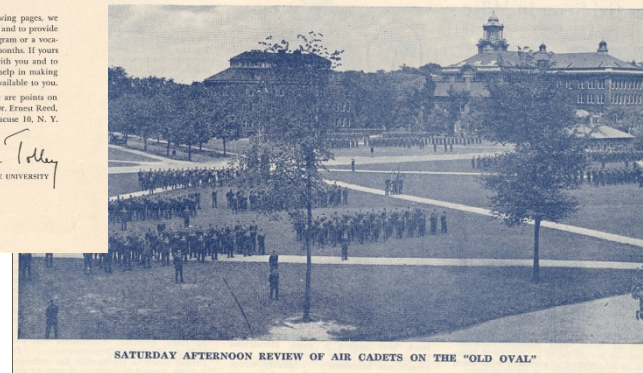
KEY HIGHLIGHTS

History

- ▶ The idea that military veterans are not "college material" and will never succeed in college has been argued since the beginning of the GI Bill in 1944.
- ▶ However, the notion of veterans being incapable of achieving academic standards quickly dissipated as student veterans not only met but often exceeded expectations



Yes, the Campus *Does* Look Different



KEY HIGHLIGHTS

Today's Student Veteran

- ▶ Similar to previous generations, current generation of student veterans are highly motivated to excel in college and view a post-secondary certificate or degree essential to their future.
- ▶ Military service promotes higher education throughout the service member's time in the military.
- ▶ However, many in higher education today still have doubts about actively recruiting student veterans on their campus.

TOP MOTIVATIONS FOR MILITARY SERVICE



53% EDUCATIONAL BENEFITS

52% DESIRE TO SERVE MY COUNTRY

49% OPPORTUNITY TO PURSUE
NEW EXPERIENCES,
ADVENTURES, OR TRAVEL

MILITARY INFLUENCE ON POST-SERVICE ASPIRATIONS:

73% reported that the military service experience promoted their interest in education

68% of service members surveyed stated that the military prepared them for higher education



- ▶ SVA and IVMF have developed a business case to address these myths and provide colleges and universities with simple and evidence based reasons to focus their student recruitment on student veterans.
- ▶ The "Business Case for Student Veteran College Recruitment" provides empirical research on why student veterans are assets to colleges and universities.
- ▶ This presentation will go in-depth into the five key points of the "Business Case for Student Veteran College Recruitment":
 - ▶ Financial Aid
 - ▶ Diversity
 - ▶ Academic Performance
 - ▶ Post Education Outcomes
 - ▶ Post Education Commitments

KEY ASPECT

Financial Aid

The Financial Aid aspects describes the economic benefits student veterans bring to colleges and universities.



100%
OF TUITION AND FEES



UNIVERSITY
FOR ELIGIBLE
VETERANS



PROVIDES VETERANS WITH A
MONTHLY HOUSING ALLOWANCE
AND ANNUAL STIPEND FOR
BOOKS AND SUPPLIES.

As of May 2017, the Post-9/11 GI Bill has paid

\$75 BILLION

FOR VETERANS' TUITION, FEES, BOOK
STIPENDS, AND HOUSING ALLOWANCE.



**YELLOW
RIBBON
PROGRAM**

provides matching funds for schools and programs
that cost more than the in-state public tuition rate.

KEY ASPECT

Diversity

The **Diversity** aspect covers the ethnic, social, experiential, and thought diversity student veterans bring to campuses and the classroom.



STUDENT VETERANS ARE MORE LIKELY TO:



- ✓ BE OLDER;
- ✓ BE MARRIED;
- ✓ HAVE CHILDREN;
- ✓ HAVE A DISABILITY;
- ✓ WORKING FULL OR PART-TIME;
- ✓ FIRST GENERATION STUDENT



TOP SKILLS AND ATTRIBUTES STRENGTHENED BY MILITARY SERVICE:

WORK ETHIC AND DISCIPLINE

87%

TEAMWORK

86%

LEADERSHIP AND MANAGEMENT SKILLS

82%

MENTAL TOUGHNESS

81%

ADAPTATION TO DIFFERENT CHALLENGES

78%

SELF-DISCIPLINE

77%

PROFESSIONALISM

78%

KEY ASPECT

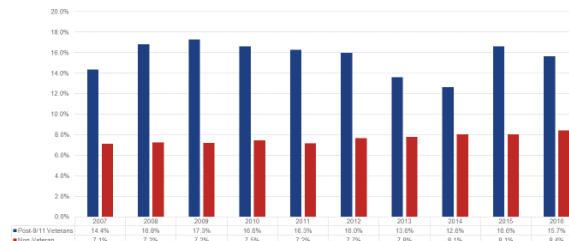
Degree Attainment, African-American Women, 2007-2016

Diverse student veterans earn degrees at higher rates than their peers who have never served.

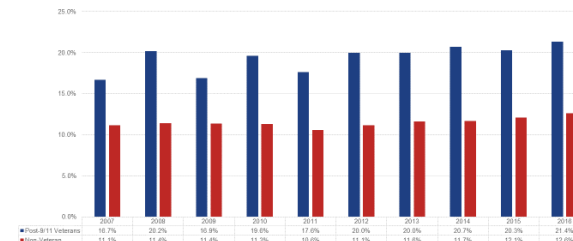
Blue bars represent Post-9/11 veterans, red non-veterans



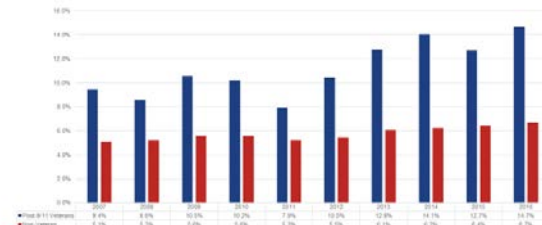
African-American Women Associate Level Degree Attainment



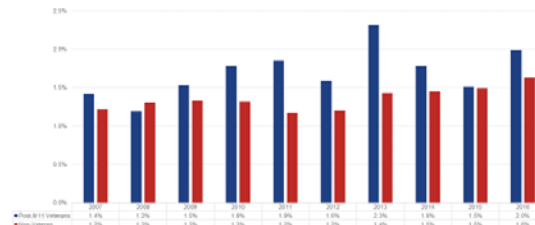
African-American Women Bachelor Level Degree Attainment



African-American Women Graduate Level Degree Attainment



African-American Women Doctorate Level Degree Attainment



KEY ASPECT

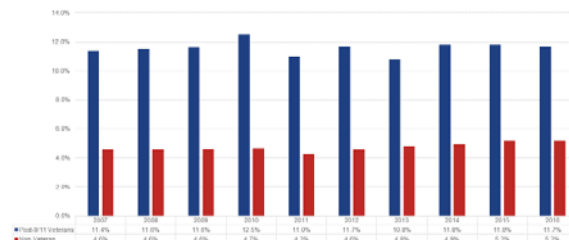
Degree Attainment, African-American Males, 2007-2016

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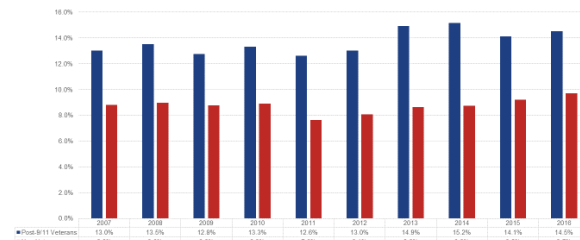
Blue bars represent Post-9/11 veterans, red non-veterans



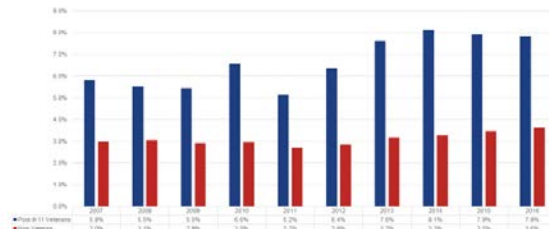
African-American Males Associate Level Degree Attainment



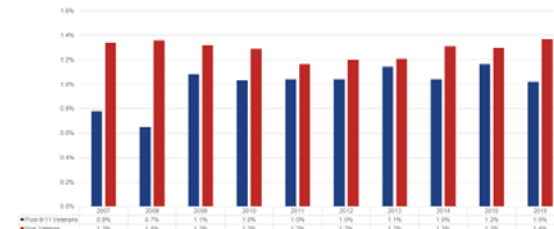
African-American Males Bachelor Level Degree Attainment



African-American Males Graduate Level Degree Attainment



African-American Males Doctorate Level Degree Attainment



KEY ASPECT

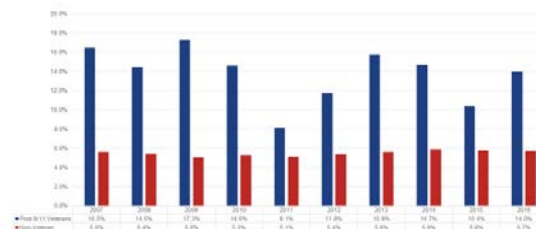
Degree Attainment, Hispanic Women, 2007-2016

Diverse student veterans earn degrees at higher rates than their peers who have never served.

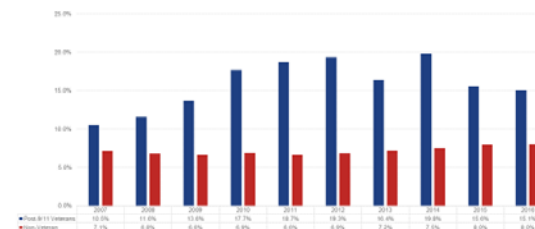
Blue bars represent Post-9/11 veterans, red non-veterans



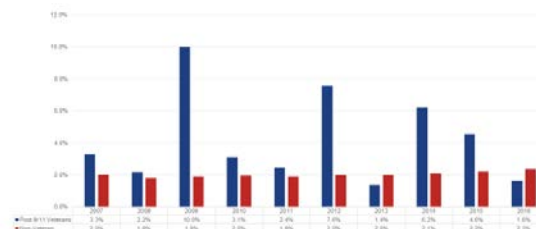
Hispanic Women Associate Level Degree Attainment



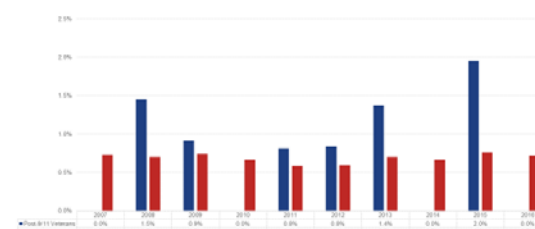
Hispanic Women Bachelor Level Degree Attainment



Hispanic Women Graduate Level Degree Attainment



Hispanic Women Doctorate Level Degree Attainment



KEY ASPECT

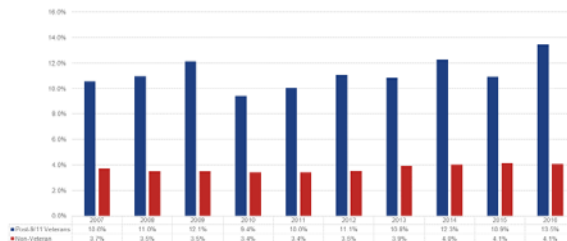
Degree Attainment, Hispanic Males, 2007-2016

Diverse student veterans earn degrees at higher rates than their peers who have never served.

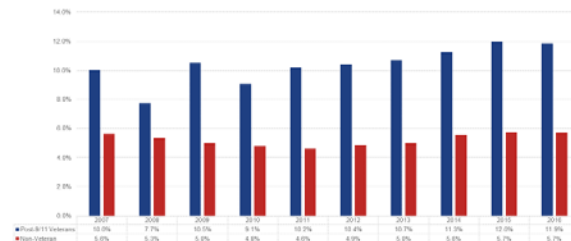
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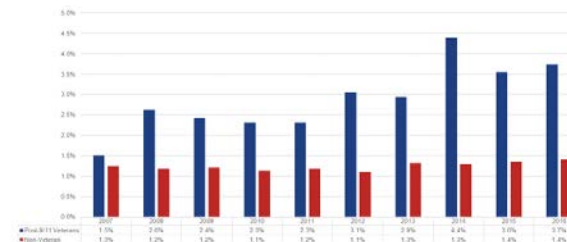
Hispanic Males Associate Level Degree Attainment



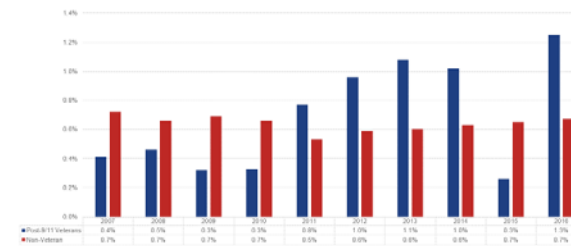
Hispanic Males Bachelor Level Degree Attainment



Hispanic Males Graduate Level Degree Attainment



Hispanic Males Doctorate Level Degree Attainment



KEY ASPECT

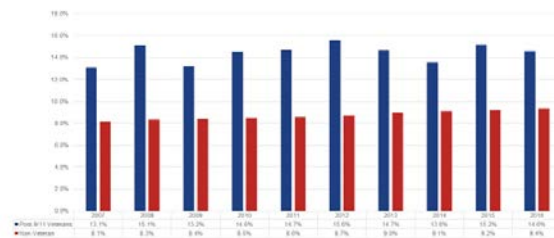
Degree Attainment, White Non-Hispanic Women, 2007-2016

Diverse student veterans earn degrees at higher rates than their peers who have never served.

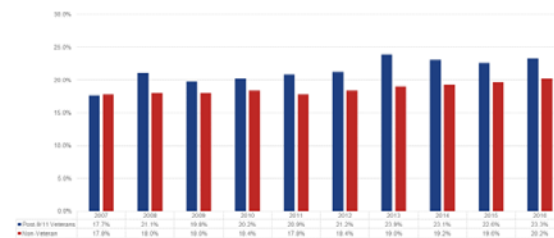
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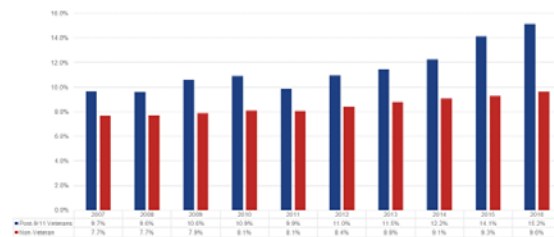
White Women Associate Level Degree Attainment



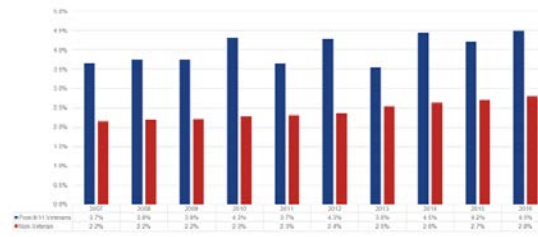
White Women Bachelor Level Degree Attainment



White Women Graduate Level Degree Attainment



White Women Doctorate Level Degree Attainment



KEY ASPECT

Academic Performance

The Academic Performance aspect provides evidence on student veterans' academic achievement and ability to handle the rigors of college coursework.



STUDENT VETERANS HAVE HIGHER ACADEMIC PERFORMANCE (GPA) COMPARED TO TRADITIONAL STUDENTS:

3.34 AVERAGE STUDENT VETERAN GPA

2.94 AVERAGE TRADITIONAL STUDENT GPA



STUDENT VETERANS' COMPLETE COLLEGE AT RATES SIMILAR TO THE NATIONAL AVERAGE AND HIGHER THAN OTHER ADULT LEARNERS:

Student veteran completion rate: 53.6%;
National completion rate: 52.9%;
Adult learners (first enrolled at 25 years or older): 39.2%

USING POST-9/11 GI BILL TO EARN HIGH-LEVEL DEGREES, CERTIFICATES:

10.3%; Associate Degrees: 26.7%; Bachelor Degrees: 43.0%; Graduate Degrees: 20.0%

STUDENT VETERANS EARNING A DEGREE IN HIGH-DEMAND, HIGH-GROWTH FIELDS:

Business Degrees: 27.0%; STEM Degrees: 14.4%;
Health Degrees: 10.4%

KEY ASPECT

Post Education Outcome

The **Post Education Outcomes** aspect highlights the latest empirical research on student veterans' post-secondary academic outcomes and entry into the civilian workforce.



EARNINGS

IN GENERAL, THE HIGHER THE DEGREE THE HIGHER THE INCOME.



VETERANS WITH BACHELOR'S DEGREES EARN ABOUT \$84,255

This is higher compared to their non-veteran counterparts who earn about \$67,232.



VETERANS WITH MORE THAN A BACHELOR'S DEGREE EARN ABOUT \$129,082

This is higher compared to their non-veteran counterparts who earn about \$99,734.



POST-9/11 VETERANS WITH A
BACHELOR'S DEGREE EARN ABOUT

\$71,399

Post-9/11 veterans with more than a Bachelor's degree earn about \$124,534.

UNEMPLOYMENT



IN GENERAL, THE HIGHER THE DEGREE THE LOWER THE UNEMPLOYMENT RATE.



VETERANS WITH A COLLEGE DEGREE HAVE A
SIMILAR UNEMPLOYMENT RATE COMPARED
TO THEIR NON-VETERAN COUNTERPARTS.

(3.3% compared to 2.6%)

POST-9/11 VETERANS WITH A COLLEGE
DEGREE HAVE A SIMILAR UNEMPLOYMENT RATE
COMPARED TO THEIR NON-VETERAN COUNTERPARTS.

(2.9% compared to 2.6%)

KEY ASPECT

Post Education Commitment

The Post Education Commitment aspect shows how student veterans remain connected to their school often become active and loyal alumni.



Discussion

For more information contact:



Institute for Veterans and Military Families

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GEORGE W. BUSH
INSTITUTE

Thank You

IN SERVICE TO THOSE WHO HAVE SERVED