

April 19, 2023 at 1:30 p.m.  
Via Videoconference and PBS North Carolina Livestream  
UNC Pembroke  
James A. Thomas Building, Room 256  
Pembroke, North Carolina

## AGENDA

- A-1. Approval of the Minutes of October 19, 2022.....Michael Williford
- A-2. Military Affairs Update ..... Thomas Walker
- A-3. Adjourn



## DRAFT MINUTES

October 19, 2022  
Via Videoconference and PBS North Carolina Livestream  
140 Friday Center Drive  
Chapel Hill, North Carolina

This meeting of the Committee on Military and Public Affairs was presided over by Chair Michael Williford. The following committee members were also present in person or by video: J. Alex Mitchell, Jimmy Clark, Wendy Floyd Murphy.

Chancellors participating were Darrel Allison, Aswani Volety, and Interim Chancellor Kimberly van Noort.

Staff members present included Bart Goodson, Elizabeth Morra, Thomas Walker, and others from the University of North Carolina System Office.

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### 1. Call to Order and Approval of OPEN Session Minutes (Item A-1)

Chair Williford called the meeting to order at 2:15 p.m., on Wednesday, October 19, 2022.

Chair Williford called for a motion to approve the open session minutes of April 6, 2022.

**MOTION:** Resolved, that the Committee on Military and Public Affairs approve the open session minutes of April 6, 2022, as distributed.

**Motion:**  
**Motion carried**

### 2. MPAC Annual Report (Item A-2)

Chair Williford called on Mr. Bart Goodson to provide the annual report for 2021-22 to the committee. The committee received a recap of actions taken throughout the previous year.

Chair Williford called for a motion to approve the annual report for 2021-22.

**MOTION:** Resolved, that the Committee on Military and Public Affairs approve the Annual Report for 2021-22. as distributed.

**Motion:**  
**Motion carried**

### 3. Federal Government Relations Update (Item A-3)

Chair Williford called upon Ms. Elizabeth Morra to provide a federal government relations update to the committee. Ms. Morra provided an update on the federal budget and appropriations, as well as key legislation that is important to the University of North Carolina System institutions.

**4. Military Affairs Update (Item A-4)**

Chair Williford called upon Ms. Kathie Sidner to provide a military affairs update to the committee. Ms. Sidner provided an overview of UNC System military affairs initiatives aimed at supporting military-affiliated student enrollment and success, including awarding academic credit for military training and experience.

**5. Adjourn (Item A-5)**

There being no further business and without objection, the meeting adjourned at 3 p.m.

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J. Alex Mitchell, Secretary



**AGENDA ITEM**

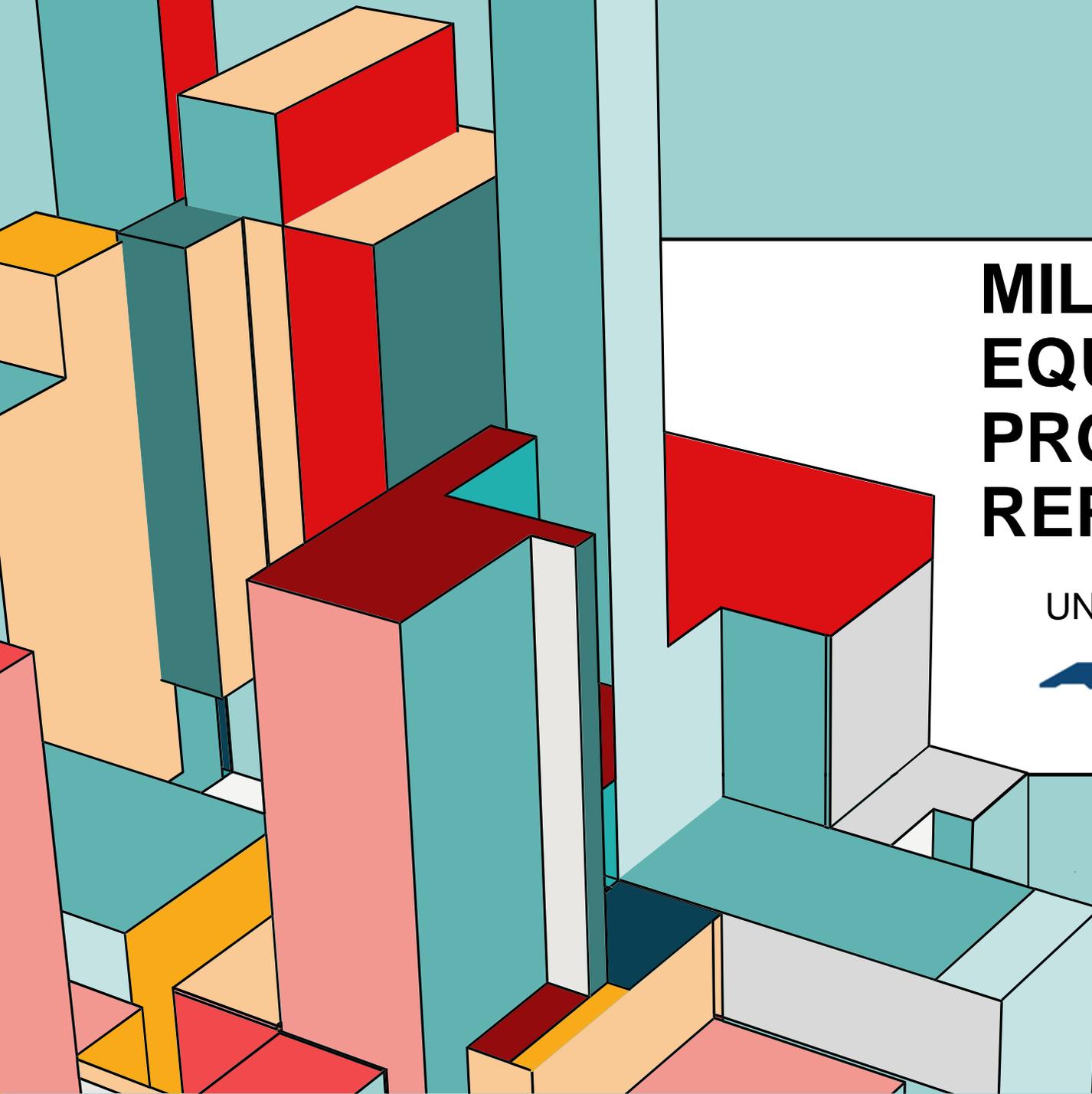
A-2 Military Affairs Update ..... Thomas Walker

**Situation:** Dr. Walker will provide a brief update on military affairs initiatives.

**Background:** The UNC System Military Affairs team is leading initiatives aimed at supporting military affiliated students and the state’s military community including: awarding of academic credit for military training and experience; outreach and marketing to increase military-affiliated student enrollment; new partnerships to support military missions and military student success; and mental health support for military students.

**Assessment:** Enclosed is the presentation that will be delivered by staff.

**Action:** This item is for information only.



# MILITARY EQUIVALENCY SYSTEM PROJECT STATUS REPORT

UNC System Office PMO



# MILITARY EQUIVALENCY SYSTEM

STRATEGIC GOAL: ACCESS- GOAL #1

Status	82%	8/1/22	Phase I: 6/02/23	Green
	Percent Complete	Start Date	Target Date	

## Completed Milestones

- Registrars meeting on 4/3/23
- Distribute final version of Implementation Guide
- Institutions Complete Data Review
- Address Institutions' Feedback on Data/Guide

## Up Next

- Institutions begin entering equivalencies in their SIS
- Discuss targets and next steps for external facing components

## Roadmap

- Meet with Registrar Stakeholders to Review Data 3/2/23- 100%
- Provide Institutions with Equivalency Rule Guide 4/15/23- 100%
- Institutions Complete Data Review 3/31/23- 100%
- Address Institutions' Feedback on Data/Rule Guide 4/14/23- 100%
- Entry of Equivalency Rules in SIS Complete 6/02/23- 0%

# EXECUTIVE SUMMARY

*The project is on track for its Phase I completion date. The Implementation Guide has been finalized and distributed to the Institutions. Our recent working sessions with the Institutions resulted in final decisions on course, subject and title formats, as well as the steps to enter these into their Student Information Systems.*

*The System Office will communicate these timelines for the remaining steps of the project:*

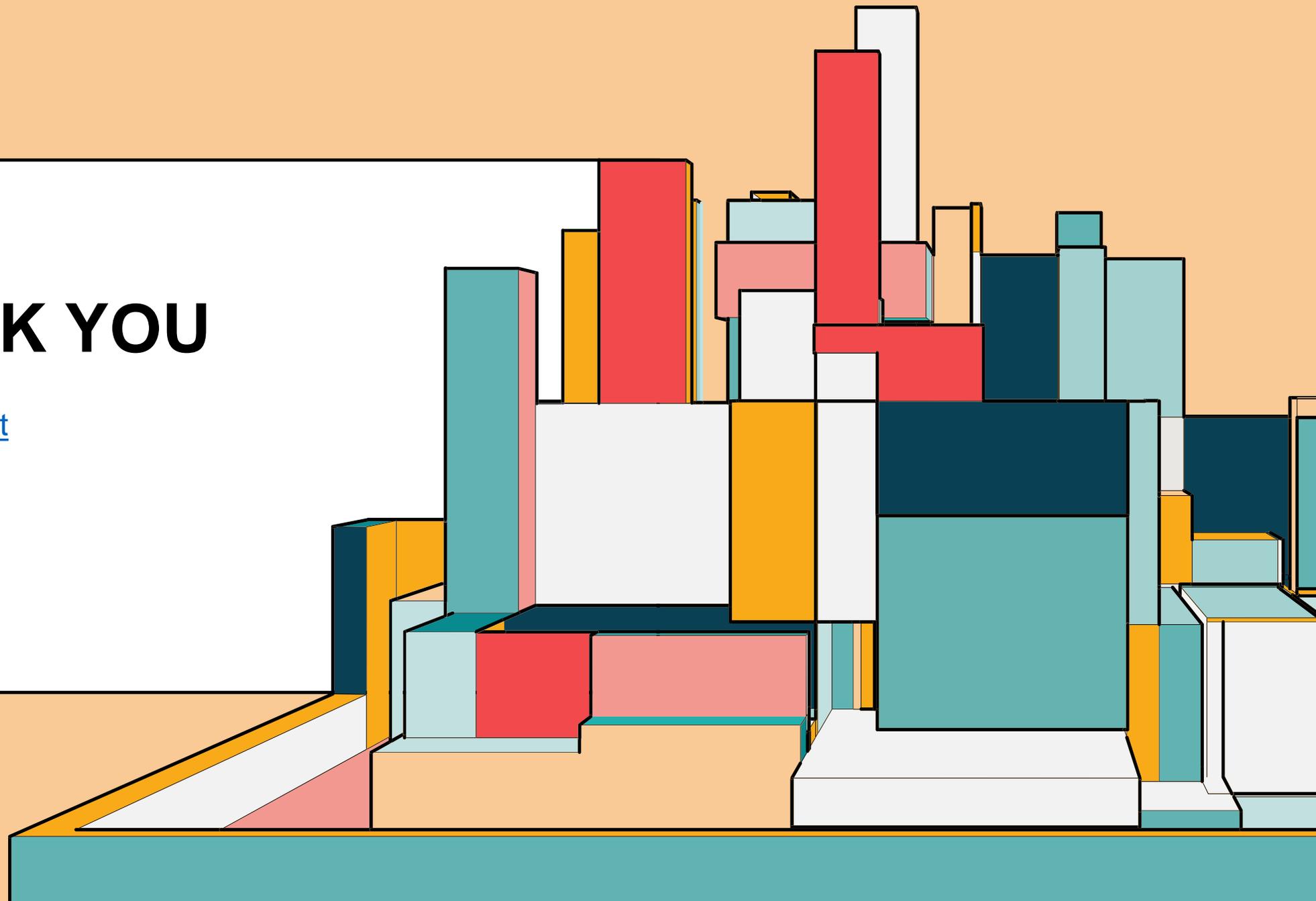
- Enter the remaining items from the experimental list – 5/1/23
- System Office IT will pull report to validate these have been entered – by 5/8/23
- Institutions will update existing equivalency rules to match the format we agreed to – 6/1

*To ensure institutions have entered the data, the System Office will run monthly reports to monitor the status of the total number of military equivalencies entered by each Institution.*

*After the above milestones have been completed, the System Office will draft an Operational Guide to outline the steps to enter new equivalencies as they come in, to ensure the ACE guide recommendations are being followed and the data is entered uniformly into their systems.*

# THANK YOU

[Link to project](#)





# MILITARY AFFAIRS

UNC Board of Governors  
April 2023

# Vision

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- **Goal: Become the finest university system in the nation for military service members and their families**
- **UNC Strategic Plan Goals:**
  - Increase military affiliated enrollment (Baseline: 20,455) to 25,000 (target) / 30,000 (stretch)
  - Increase # of system-level military partnerships (Baseline: 12) to 20 (target) / 25 (stretch)



# Strategic Plan Alignment

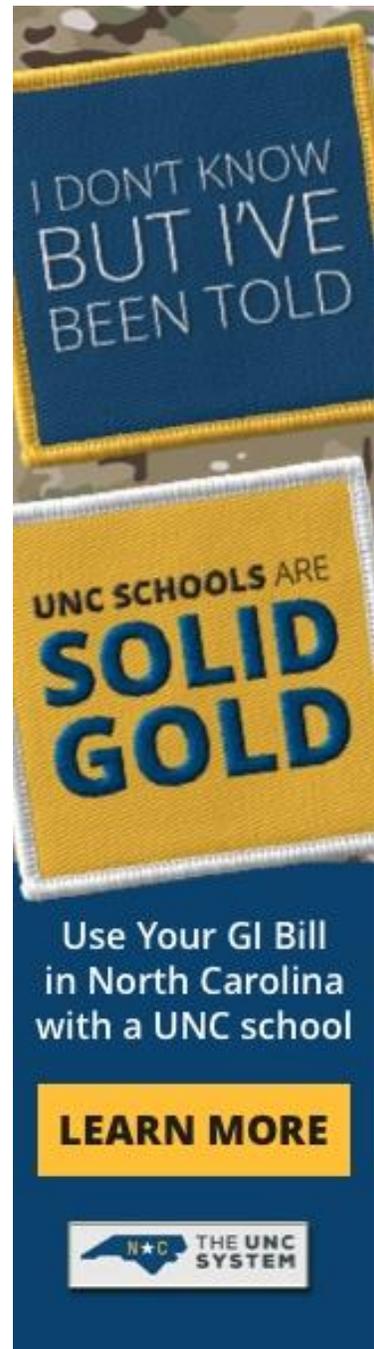
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- **Access**
  - **Military marketing campaign**
- **Success**
  - **Military Student Success Regulation (Nov 2022)**
  - **Military credit regulation (May 2022); military credit articulation efforts underway**
  - **Mental Health First Aid Training, Green Zone Training**
- **Economic Impact & Community Engagement**
  - **Defense community partnerships (AFWERX – Jan 2023)**

# Access: Military Marketing Campaign

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- **Two phases:**
  - Phase I: May – July 2022
  - Phase II: Oct 2022 – Jan 2023
- **Metrics**
  - Tremendous awareness and lead generation
  - Beat industry benchmarks, optimized over time
- **Audience Outreach**
  - Phase I: Veterans most engaged
  - Phase II: Active Duty & Reserves most engaged; LinkedIn most effective awareness tool



# Military Marketing Campaign: Goals and Metrics

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**Primary Goal:**  
**Increase Brand Awareness**

Measures of Success:  
Awareness, Engagement

KPIs: Web traffic, impressions, reach,  
clicks, click-thru-rate, cost-per-click

Channels:  
Google Display  
Programmatic Display  
LinkedIn

**Secondary Goal:**  
**Increase Enrollment**

Measures of Success:  
Conversion

KPIs: Conversions (leads), conversion  
rate, cost-per-click

Channels:  
Google Search  
Facebook, Instagram

# Military Marketing Campaign: Phase I (May-July 2022)

- Metrics

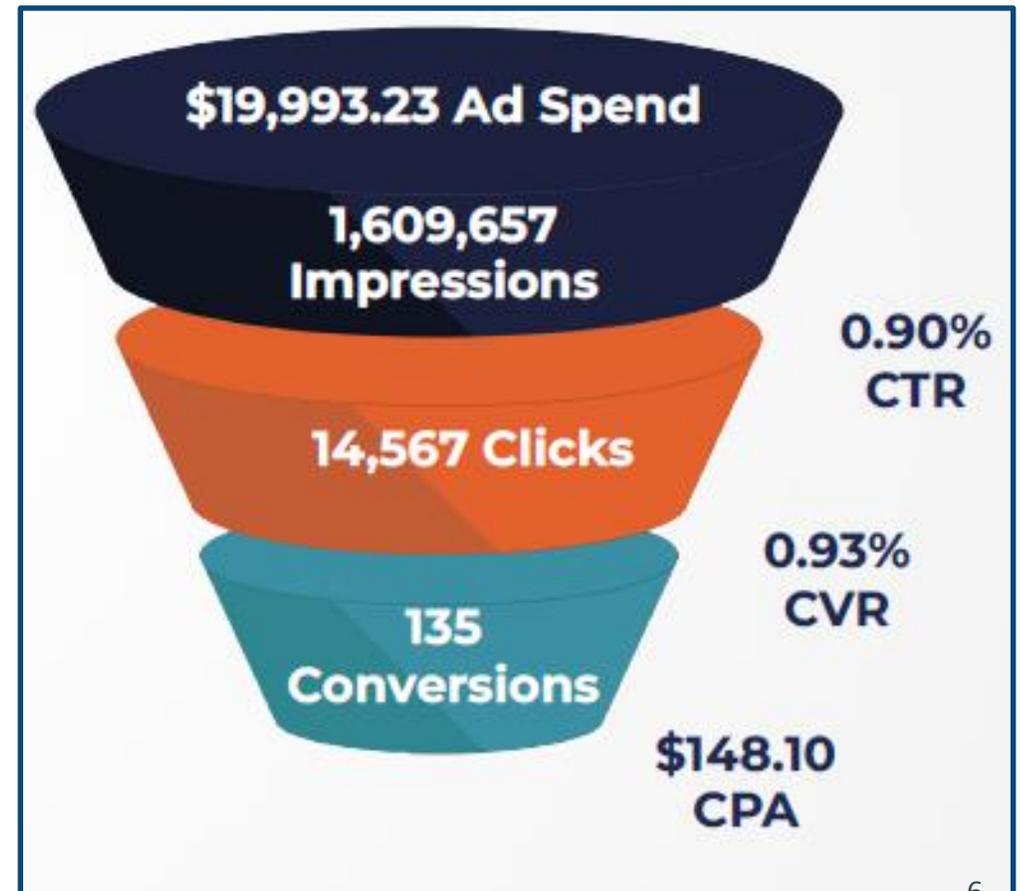
- > **1.6 million impressions**, nearly **15,000 clicks** on landing page
- **135 conversions** at a CPA of \$148.10.
- **0.90% CTR** (v. 0.55% industry benchmark)

- Audience

- **Veterans** had the highest CTR (and 45 conversions)

- Channel

- 97 conversions from **Google** – top performing platform at acquiring conversions



# Military Marketing Campaign: Phase II (Oct 2022 – Jan 2023)

- Metrics

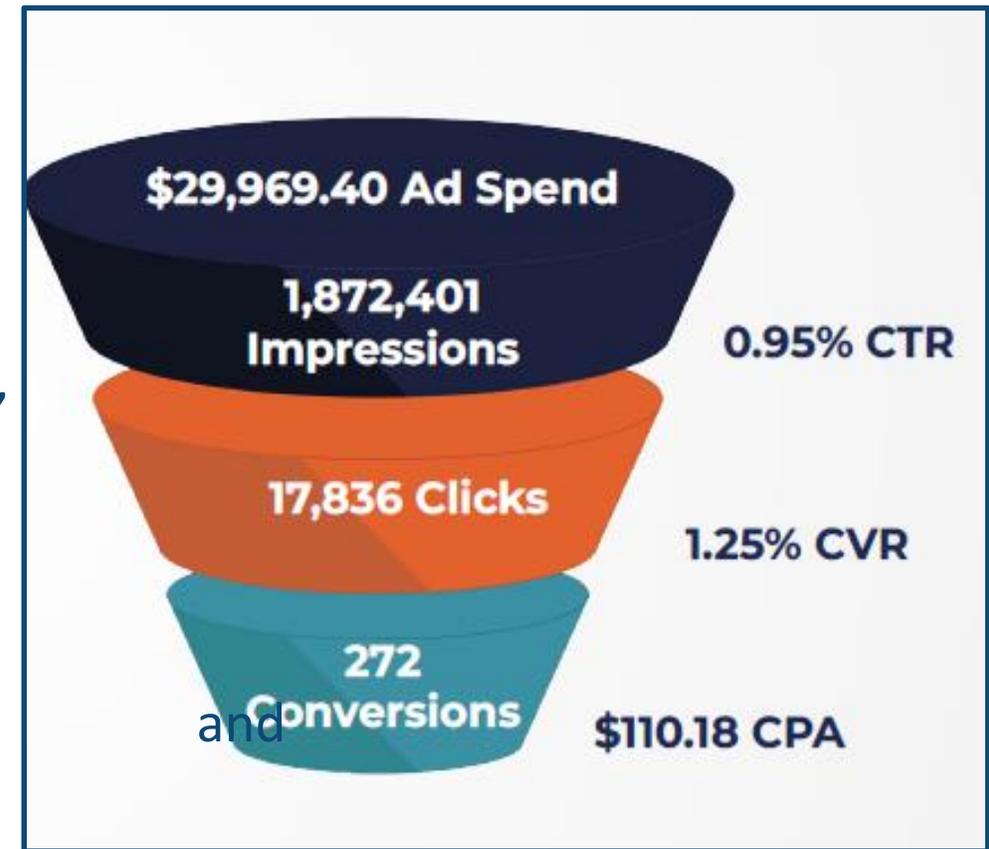
- Produced > **1.8 million impressions**, nearly **18,000 clicks** on landing page
- **272 conversions** at a low CPA of \$110.18.
- **0.95% CTR** (v. 0.55% industry benchmark)

- Audience

- **Active Duty/Reserve** had most conversions (101), then General Awareness (98), and Veterans (43).

- Channels

- **LinkedIn** created significant awareness with 615,571 impressions (highest of all channels), 26 conversions (unexpected and atypical).



# Military Marketing Campaign: Optimization

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Phase I (May-July 2022)	Phase II (Oct 2022-Jan 2023)	Improvement
135 Conversions	272 Conversions	101.48% increase
0.93% Conversion Rate	1.53% Conversion Rate	64% increase
\$148.10 Cost Per Acquisition	\$110.18 Cost Per Acquisition	26% decrease in price

# Military Marketing Campaign: Creative Assets



## TOP-PERFORMING CREATIVE



### UNC Schools Are Solid Gold

North Carolina offers military dependents access to some of the best schools in the U.S.



### Your College Career Is Waiting

North Carolina offers active duty military access to some of the best schools in the U.S.



# Military Marketing Campaign: Creative Assets

## TOP-PERFORMING CREATIVE



**University of North Carolina System**  
Sponsored · 

Here are your marching orders — use your GI Bill with one of 16 UNC System schools.



[www.uncsystemmilitary.com](http://www.uncsystemmilitary.com)  
**Elite Career Training**  
Your marching orders — u... [Learn more](#)

 Like  Comment  Share

Ad · [www.uncsystemmilitary.com](http://www.uncsystemmilitary.com)

[UNC Wilmington](#) | [UNC Chapel Hill](#)

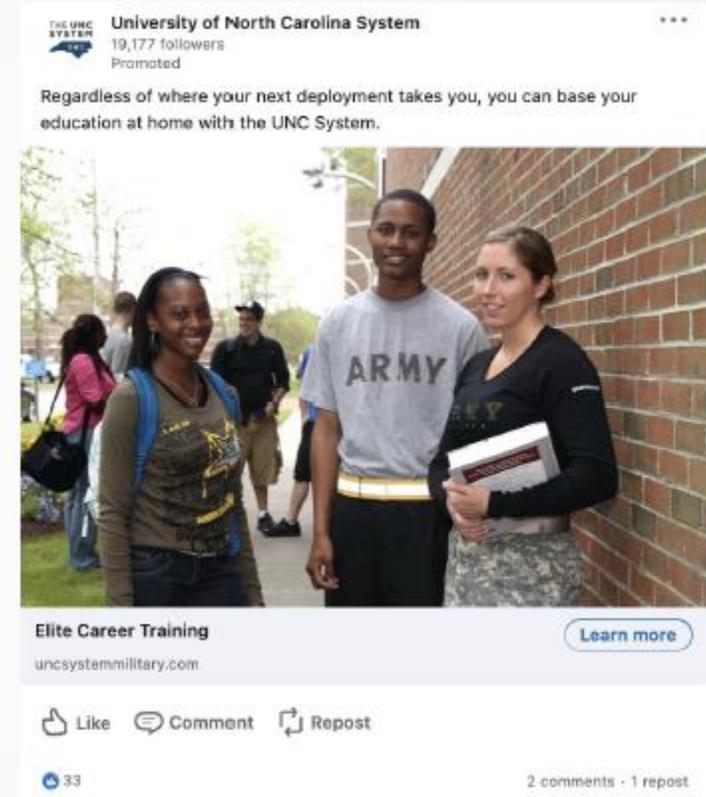
BLUF: Earn your college degree, certification or graduate education with the UNC System. Your marching orders: Use your GI Bill in one of 16 colleges and universities in NC.



Ad · [www.uncsystemmilitary.com](http://www.uncsystemmilitary.com)

[Affordable Tuition](#) | [Online Colleges for Military](#)

BLUF: Earn your college degree, certification or graduate education with the UNC System.



**University of North Carolina System**  
19,177 followers  
Promoted

Regardless of where your next deployment takes you, you can base your education at home with the UNC System.



**Elite Career Training**  
[uncsystemmilitary.com](http://uncsystemmilitary.com) [Learn more](#)

 Like  Comment  Repost

 33 2 comments · 1 repost

# Opportunities for Strategic Plan and PKH

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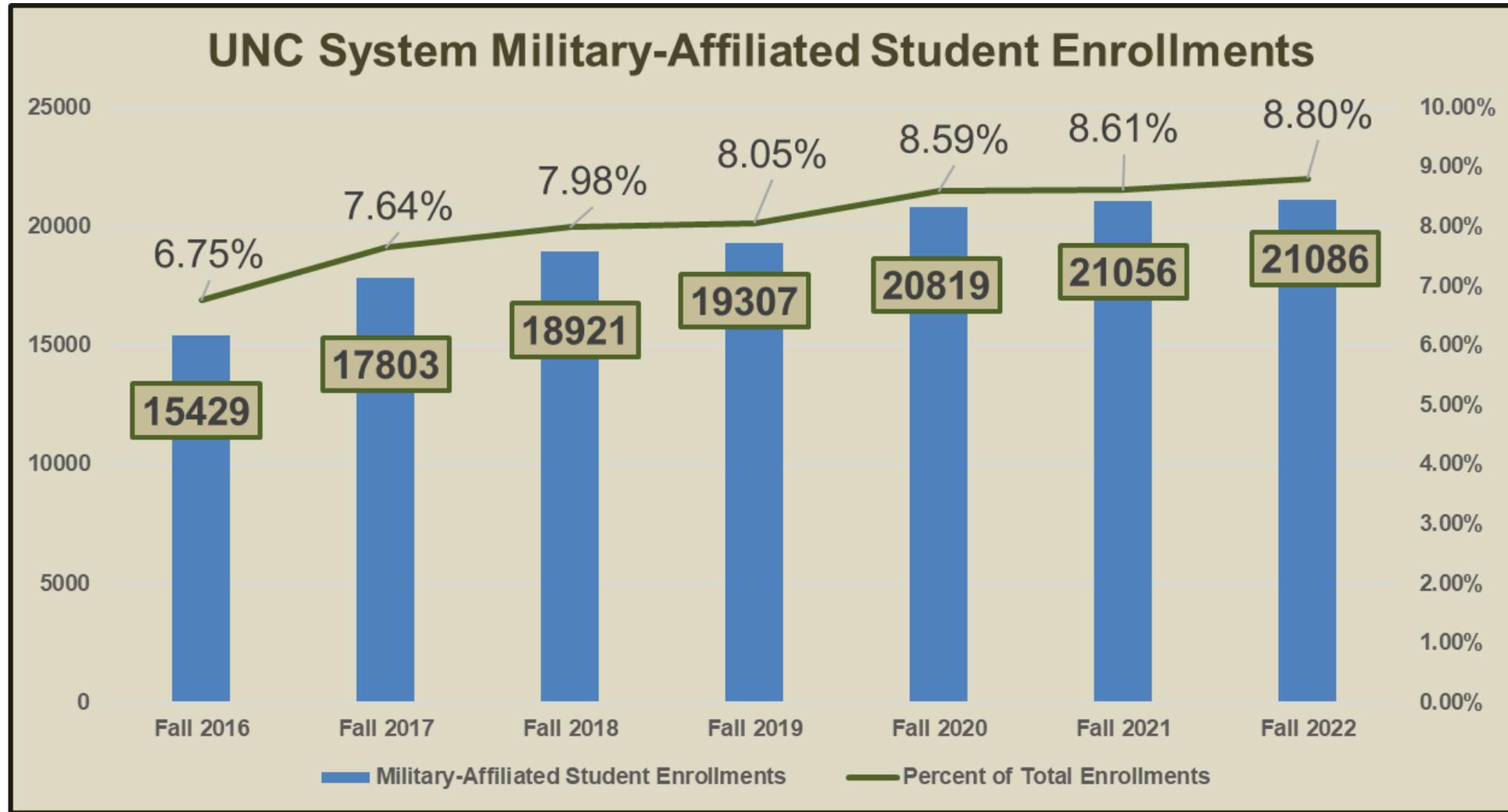
## High demand for online bachelor degrees:

- **76%** interested in online programming; **47%** interested in fully online programs.
- **70%** of those who indicated a degree or certificate program level are interested in pursuing undergraduate degrees.

## Highest demand signal at:

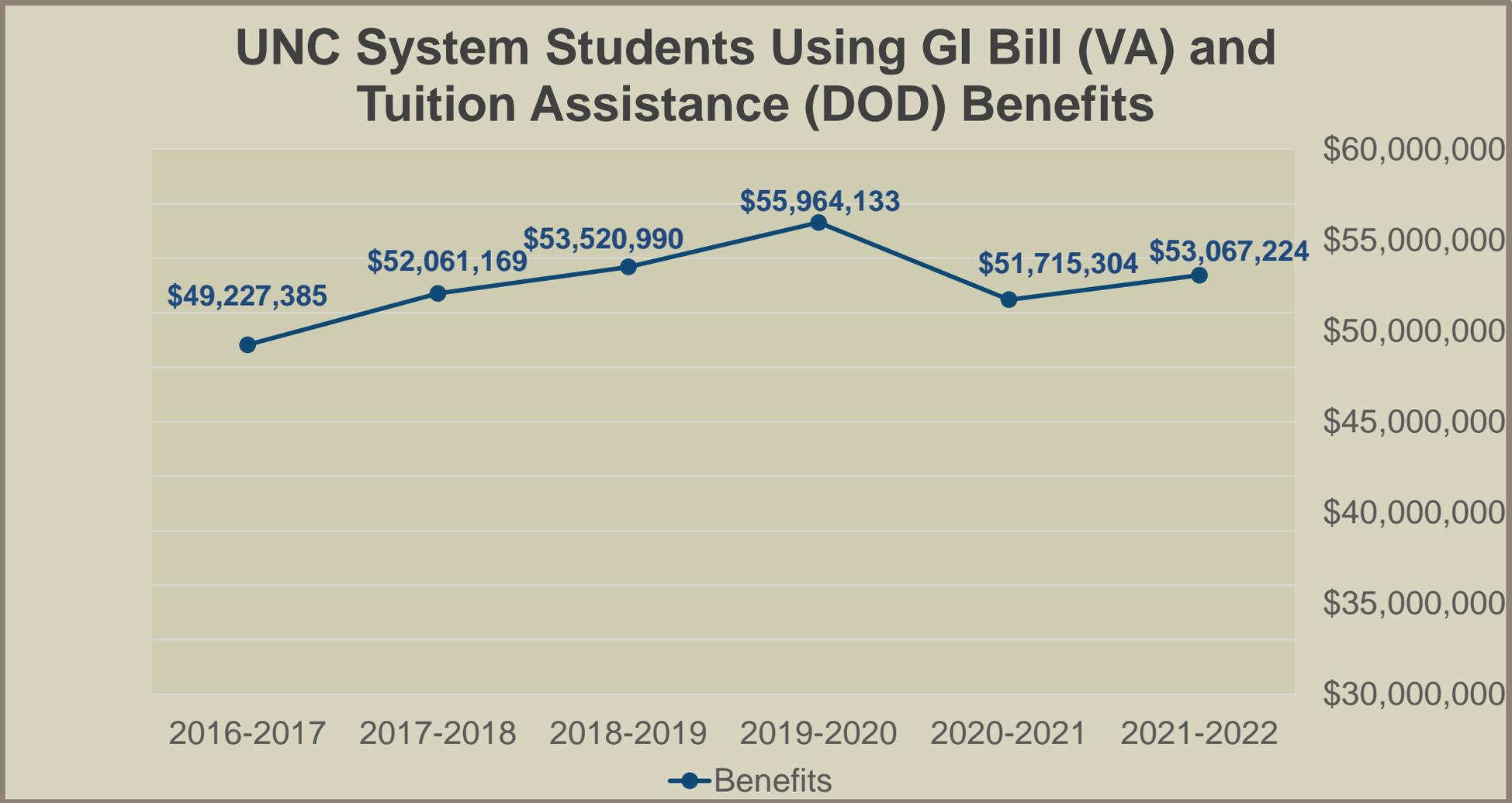
- **FSU, NCSU, UNW, ECU** account for nearly half (47%) of all leads generated, demonstrating high potential for attracting more military learners

# Military-Affiliated Student Enrollment



# Federal Education Benefits: The Numbers

Over 6500 students received \$53 million from Post 9/11 GI Bill and Tuition Assistance in 2021-2022





# Rankings



Top 10	Gold	Silver
Western Carolina	Appalachian State	UNC Chapel Hill
Elizabeth City State	UNC Charlotte	
UNC Greensboro		
NC State University		
UNC Pembroke		
Winston-Salem State		

\*Record high number of “Top Ten” rankings

\*No schools ranked below “Silver”

Best for Vets Rankings	Overall	Southeast
UNC Wilmington	15	2
Appalachian State	67	17
UNC Greensboro	71	18
Western Carolina	74	20
East Carolina	93	26
UNC Pembroke	106	29
NC State University	147	34
UNC Charlotte	207	42

\*Record high ranking (UNCW #15 Overall)

\*All schools ranked in “Top 50” for the Southeast

# Military Student Success Regulation

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## UNC System Regulation Signed 11/23/22

- Codifies key terms “Military Student” and “Military–Affiliated Student”
- Ensures equity among Military and Military-Affiliated Students by updating policies around application fees and priority registration

Per UNC System Regulation 700.7.1:

The term “military student” shall mean any student who is a veteran or actively serving member of the United States Uniformed Services as defined in 37 U.S.C.§101(3), a member of the military reserves, or a member of the National Guard.

The term “military-affiliated student” shall include both “military student” as defined above and any student who is the spouse, child, surviving spouse, or surviving child of a “military student” as defined above, as well as any student who is a Reserve Officers' Training Corps (ROTC) cadet.

# Military Student Success Regulation: Application Fees

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**This change pertains to the waiving of application fees for all “military students”.**

- Previous versions of the regulation required the waiving of application fees only for active-duty service members and not veterans.
- Offering application fee waivers only to active-duty service members and not veterans created a disparity of support between those who served (particularly those who served during wartime) and those who are currently serving.
- As such, the section regarding application fee waivers was amended to include veterans. *\*Note that this change does NOT include spouses and dependents*

# Military Student Success Regulation: Priority Registration

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This change centered on priority registration for students using VA Education Benefits (The GI Bill).

- Institutions were previously required to provide priority registration for students using DoD/DHS Tuition Assistance (TA) because of DoD/DHS policy restrictions.
- Students using VA Education Benefits face these same challenges but were not included in the priority registration section.
- The change was made to ensure that all students can use their benefits fully, regardless of what benefit they choose to use. *\*Note that this does not include all military-affiliated students, only those who are actively using VA Education Benefits or DoD/DHS Tuition Assistance.*

# Success/Community Engagement: MHFA

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Mental Health First Aid (MHFA): skills-based training course that teaches participants about mental health and substance-use issues.

- UNC System Office has a certified MHFA instructor dedicated to training and certifying campus personnel who work directly with military-affiliated students.
- In 10/22, UNCSO established a strategic partnership with The Governor's Institute, a non-governmental non-profit organization, to fund the training.
- MHFA training is now offered, by way of this partnership, to UNCSO, NCCCS, and NCICU faculty and staff, as well as NCDMVA, NCGOV, and other UNCSO partners (142 certified to date)
- Partnership is providing opportunities for UNCSO students/staff to serve as MHFA instructors



Identify. Understand. Respond.

# On the Horizon: Green Zone Training

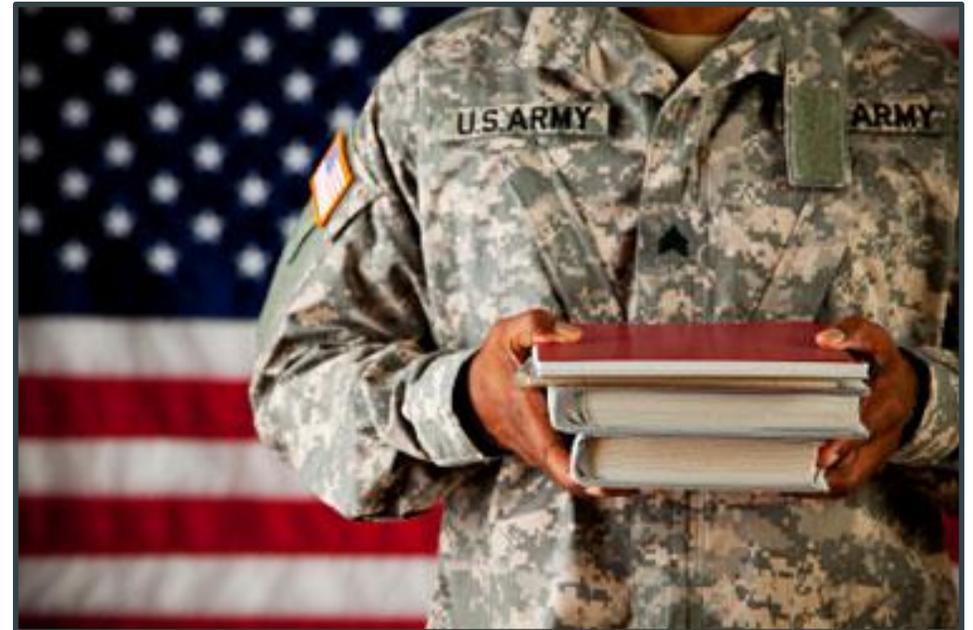
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Green Zone Training is meant to ensure that faculty and staff are:

- Knowledgeable about some of the issues and concerns faced by military and military-affiliated students
- Able to better relate to and understand the experience of this student community

Many schools already provide their own Green Zone trainings, but there has never been a consistent training provided system-wide.

- Beginning FA23, UNCISO will be providing regular Green Zone Trainings to all university faculty, staff, and students.
- Participants will be able to register on the Military Affairs Website



# Military Equivalency: Legislative Mandate

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The MES project is a result of Section 93B-15.1 of Senate Bill 761

The legislation states that the UNC System Office shall, “*develop a uniform system of granting course credits (...) based on military training or experience*”.

# Military Equivalency: Status

<b>82%</b>	<b>8/1/22</b>	<b>Phase I: 6/02/23</b>	<b>Green</b>
<b>Percent Complete</b>	<b>Start Date</b>	<b>Target Date</b>	<b>Status</b>

### Roadmap

Meet with Registrar Stakeholders to Review Data  
3/2/23- 100%

Provide Institutions with Equivalency Rule Guide  
4/15/23- 100%

Institutions Complete Data Review  
3/31/23- 100%

Address Institutions' Feedback on Data/Rule Guide  
4/14/23- 100%

Entry of Equivalency Rules in SIS Complete  
6/02/23- 0%

### Completed Milestones

- Complete Transitive Data document- 2/10/23
- Registrars meetings - 2/17/23, 3/2/23, 4/3/23
- Distributed final draft of Implementation Guide for Military Equivalency Rules entry

### Up Next

- Institutions begin entering equivalencies in their SIS
- Discuss targets and next steps for external facing components

# Military Equivalency: Executive Summary

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*The Military Equivalency System (MES) project is on track for its Phase I completion by the first week of June 2023.*

## ***Phase I Roadmap:***

The Phase I roadmap consists of the System Office providing a base list of military equivalency rules to all institutions, a guide for implementing the equivalency rules, and the Institutions entering the equivalency rules in their student information systems.

## ***An advisory committee of registrars assisting the System Office:***

- Has addressed feedback and input from the Institutions,
- Has helped to finalize the base list of equivalencies,
- Has helped to finalize the implementation guide, and
- Will assist with entering equivalency rules into SIS.

# Military Equivalency: Executive Summary

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The committee has addressed all feedback for the Implementation Guide and the System Office has provided step-by-step instructions for Institutions to uniformly enter equivalencies into their Student Information Systems. After institutions enter the data, they will have the ability to enter equivalency rules for any and all military credit they have historically granted, as well.

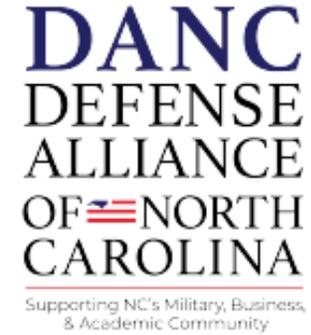
## **These efforts will ensure that:**

- The data is aligned and standardized for external-facing development in Phase II of the project in order to meet the statutes in the regulation.
- Military equivalency credit is granted uniformly to prospective students across the UNC System of Institutions, going forward.

***To ensure institutions have entered the data, the System Office will run monthly reports to monitor the status of the total number of military equivalencies entered by each Institution.***

# External Partnerships & Outreach

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THANK YOU

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# BACKUP SLIDES

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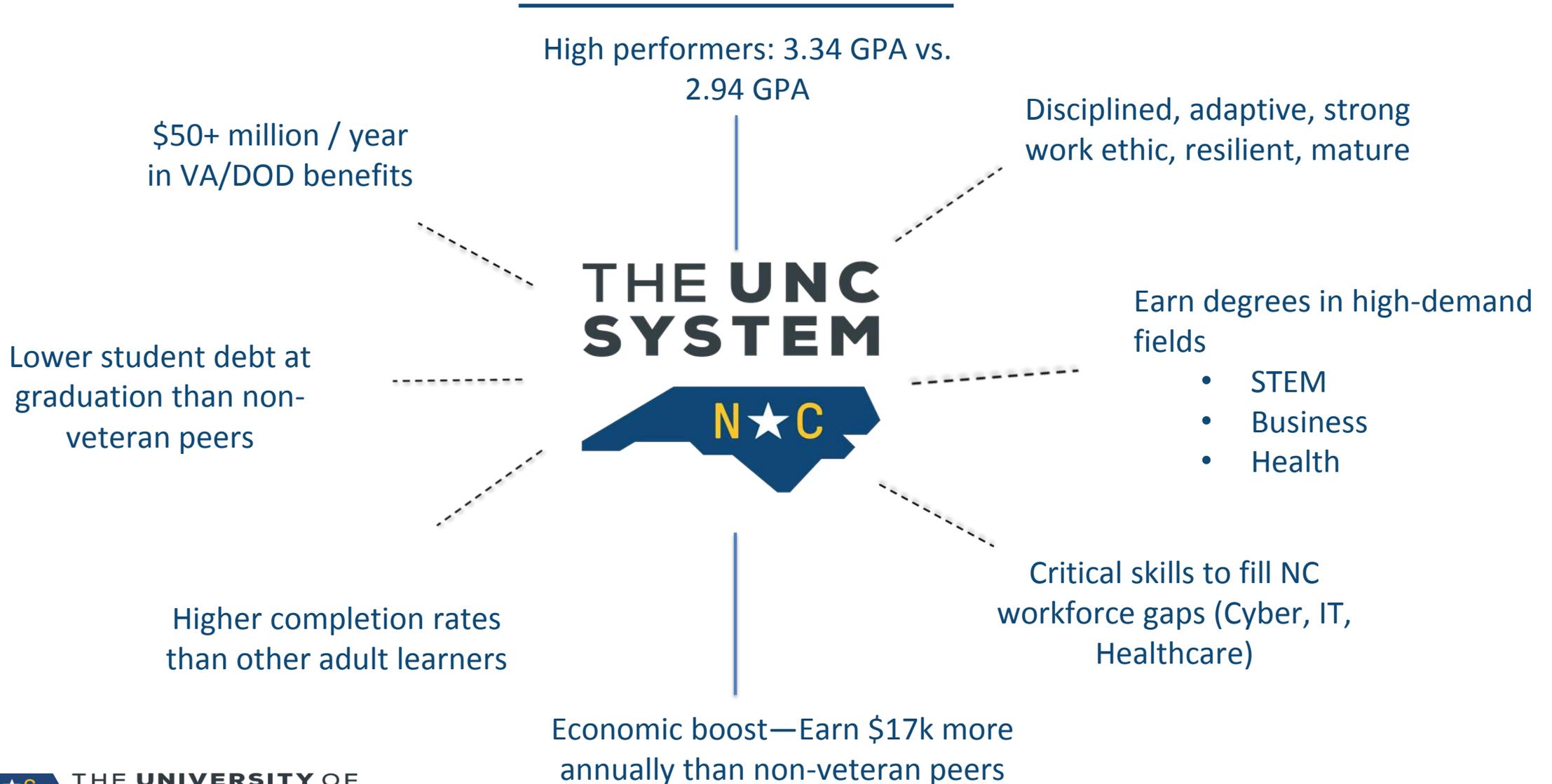
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# Why We Invest in Military Student Success



# Federal Education Benefits: The GI Bill



**Post-911 GI  
Bill (CH33)**

**VR&E (CH31)**

**DEA (CH35)**

**MGIB (CH30)**

**MGIB SR  
(CH1606)**

## **Paid to Student**

(Not Reported to IPEDS)

### **Housing Allowance**

\$1000-\$2000/mo  
based on location

### **Supplies Stipend**

\$1000/yr

### **Monthly Stipend**

\$1298/mo for DEA  
\$2150/mo for MGIB  
\$407/mo for MGIBSR  
(Can be stacked with  
Federal or State TA)

## **Paid to School**

(Reported to IPEDS)

### **In-State Tuition**

(paid in full for  
public university)

### **Academic Fees**

(paid in full for  
public university)

↑  
**Only data in  
this column  
are reported  
to IPEDS**