



MEETING OF THE BOARD OF GOVERNORS  
Committee on Military and Veterans Affairs

September 19, 2019 at 10:30 a.m.  
University of North Carolina System Office  
Center for School Leadership Development, Room 276  
Chapel Hill, North Carolina

## AGENDA

- A-1. Approval of the Minutes of May 21, 2019 ..... N. Leo Daughtry
- A-2. Recap of UNC System Military Affairs Survey Results ..... Siobhan Norris and Kathie Sidner
  - a. Enrollment data
- A-3. Summary of Current Initiatives and Partnerships ..... Siobhan Norris and Kathie Sidner
- A-4. Proposed FY 2020 Priorities..... Siobhan Norris and Kathie Sidner
  - a. Enrollment
  - b. Website
- A-5. Military Credit Database Update .....Siobhan Norris
- A-6. Other Business ..... N. Leo Daughtry
  - a. Guest speaker .....Grier Martin, NC Military Affairs Commission Chair
  - b. Guest speaker .....COL Hayden, NC National Guard
- A-7. Adjourn.....N. Leo Daughtry

## **DRAFT MINUTES**

May 21, 2019

University of North Carolina System Office  
Center for School Leadership and Development, Board Room  
Chapel Hill, North Carolina

This meeting of the Special Committee on Military and Veterans Affairs was presided over by Chair N. Leo Daughtry. The following committee members, constituting a quorum, were also present in person: R. Doyle Parrish, Thomas C. Goolsby, and David Powers.

Chancellors participating were Sheri Everts and James Anderson.

Staff members present included Kathie Sidner, Siobhan Norris, Michelle Soler, Kevin Nathanson, Colin Russell, and others from the UNC System Office.

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### **1. Call to Order and Approval of the Minutes of January 23, 2019 (Item A-1)**

The chair called the meeting to order at 3:30 p.m. on Wednesday, January 23, 2019. Motion to approve the meeting minutes was passed unanimously.

### **2. Summary of Stakeholder Recommendations (Item A-2)**

Kathie Sidner and Siobhan Norris gave a presentation on stakeholder recommendations from leaders at national and state level organizations, NC military installation leaders, and UNC System military-affiliated students, faculty, and staff. Key recommendations were: 1) increase community college pathways and articulation agreements; 2) increase scholarship funding for student veterans, spouses, and their dependents; 3) ensure policies are military-friendly; 4) offer a consistent, System-wide military cultural competency training program for faculty and staff; 5) increase marketing to military audiences for all constituent universities with an emphasis on promoting HMSIs; 6) strengthen campus Student Veteran Organizations; 7) leverage existing resources by partnering with external community organizations; and 8) offer industry-recognized credentials in high-demand fields like Cyber/IT.

### **3. Summary of Results from UNC System Military Affairs Surveys (Item A-3)**

Kathie Sidner and Siobhan Norris gave a presentation on the UNC Military and Veterans Affairs survey results. Two baseline surveys were conducted across the UNC System in the fall of 2018. These surveys focused on: (1) data used to identify and track UNC System military-affiliated students and (2) resources and support structures available to UNC System military-affiliated students. Since 2016, all 16 UNC System universities have begun to use admission applications to identify military-affiliated students and collect enrollment data. Some UNC System institutions track other measures of academic progress, such as retention and graduation rates. More than 14,000 military-affiliated students were enrolled in UNC System institutions in fall 2017. More than half are spouses and children of service members. The top three academic programs pursued by UNC System military-affiliated students are business, health, and education. UNC System institutions offer a range of custom designed, online, and accelerated programs that are popular among these students. Ms. Norris shared survey data regarding UNC System resources

in areas of outreach, admissions, community college partnerships, staffing, veteran resource centers, mental health, and special events in support of military-affiliated students. UNC System institutions recommended several areas where the UNC System could increase support, including digital outreach, credit transfer, staffing and training.

#### **4. Summary of Military Student Market Research Report (Item A-4)**

Kathie Sidner and Siobhan Norris shared recommendations provided from a market research study completed in April. Data from this research shows that the UNC System has a total recruitment pool of nearly 237,000 potential military-affiliated students in the state of North Carolina. Committee members learned that North Carolina ranks 12<sup>th</sup> out of 50 states for Post-9/11 GI Bill funding. Yet, many of the UNC System's competitor institutions that receive the largest amount of GI Bill funds graduate less than 50% of their military students. The UNC System has a ripe marketing and outreach opportunity to increase military-affiliated student enrollment. Committee members also learned that the UNC System has three schools ranked in the top 65 four-year schools as reported by *Military Times*. The only other large public university system with more than one school on the list is the California State University system. Additional recommendations include increasing digital marketing outreach, adopting a System-wide set of promising practices, increasing full time staff support who are dedicated to serving the military-affiliated student, providing more accelerated and online degree programs, and improving the military credit transfer process.

#### **5. Military Credit Database (Item A-5)**

Kevin Nathanson and Michelle Soler gave a presentation on the progress of a UNC System military credit equivalency database. Significant work has been done in evaluating military training and experience for academic credit. The database is scheduled to pilot in July 2019 (for administrator use), followed by institutional training beginning in August 2019. A discussion ensued about the positive benefits of such a database, and the committee expressed strong support for the project.

#### **6. Other Business (Item A-6)**

Committee members heard from a guest speaker, Mr. John Brooker, director of the UNC-Chapel Hill Veterans Law Clinic. Mr. Brooker is a retired U.S. Army officer and a Durham native. His law clinic is playing a critical role in helping low income North Carolina veterans who need various legal support, namely with upgrading discharge statuses and gaining access to critical VA benefits. Additionally, the law clinic provides UNC System students with experiential learning opportunities and is equipping the next generation of lawyers to better serve North Carolina's veteran population.

Chairman Daughtry shared an update with the committee on the developing partnership with the US Army Futures Command, which will visit the region later in May to discuss establishing a strategic partnership with our universities. This new command oversees the Army's modernization efforts and roughly \$30 billion dollars of Army funding. The committee expressed support for building such a partnership with the Army.

## **7. Adjourn**

There being no further business, the meeting adjourned at 4:30 p.m.

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R. Doyle Parrish, Secretary

## AGENDA ITEM

A-2. Recap of UNC System Military Affairs Survey Results ..... Siobhan Norris and Kathie Sidner

**Situation:** Staff will review highlights from survey assessments of military-affiliated student data and resources at UNC System institutions.

**Background:** The UNC System Office conducted two surveys in fall 2018 among all UNC System institutions regarding: (1) data collection and reporting methods to identify and track academic progress of military-affiliated students; and (2) resources, services, and programs for current and prospective military-affiliated students.

The UNC Military Student Success Policy (UNC Policy Manual 700.7.1) and accompanying Regulation (700.7.1[R]) require that the UNC System “establish appropriate and uniform data collection procedures to enable the constituent institutions to identify and track the academic progress of military-affiliated students for the purposes of evaluating and reporting retention, graduation, and time to degree completion.” Secondly, the constituent institutions “shall develop and maintain campus-based support networks, as well as a comprehensive series of community, regional, and national referrals for military-affiliated students to assist in successful navigation of their educational goals. These services shall include, but are not be limited to, admissions, financial aid, housing, disability services, career services, health services and counseling, and other student services and supports offered under student affairs and academic affairs.” Thirdly, “the University and its constituent institutions shall establish a process by which [military-related] learning can be evaluated for possible course credit.”

Additionally, these surveys are intended to provide an update to the *UNC SERVES Resource Guide*, last updated in 2014.

**Assessment:** This presentation provides an overview of survey results addressing the following broad areas for UNC System military-affiliated students: (1) identification of students as “military-affiliated”; (2) tracking student performance metrics; (3) student support services; (4) admissions; (5) financial aid; (6) credit transfer; (7) academic support services; and (8) outreach and marketing. In many areas, our universities have excellent and robust programs in place. In other areas, there are gaps and opportunities for a System-level approach to enhance institutional efforts.

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

**AGENDA ITEM**

A-3. Summary of Current Initiatives and Partnerships ..... Siobhan Norris and Kathie Sidner

- Situation:** Staff will share an overview of the current initiatives and partnerships that have been established to support military student success.
- Background:** The University of North Carolina System Office has established a variety of formal agreements and contracts between the UNC System and public and private sector partners to support military service members and their families, the growth of our state's defense economy, and US national security. These partnerships enable collaboration in mutually beneficial areas of research, technology, education and training, and workforce development.
- Assessment:** This presentation provides an overview of the current initiatives and partnerships that have been established to support military student success. Recent initiatives and partnerships include: 1) \$6 million 5-year contract with the US Army Research Office; 2) formal partnership with Bunker Labs to grow the state's military entrepreneurial ecosystem; 3) Educational Partnership Agreements (EPAs) with the US Army Research Laboratory (ARL) and US National Security Agency (NSA) to encourage and enhance education in STEM, business, law, and technology transfer; 4) US Coast Guard's Enlisted Educational Professional Development Initiative (EEPDI); and 5) formal partnership with PsychArmor Institute to promote military cultural competency training for all UNC faculty and staff.
- Action:** This item is for information only.

**AGENDA ITEM**

A-4. Proposed FY 2020 Priorities ..... Siobhan Norris and Kathie Sidner

- Situation:** Staff will share an overview of proposed priorities for the current fiscal year, with a focus on military-affiliated enrollments and online resources for the UNC System.
- Background:** Since July 2018, the committee has met with and heard from leaders from North Carolina's military community, leaders of renowned national and state level organizations serving military communities, military-affiliated students attending UNC System institutions, and from campus staff supporting these students. Based on the collective input from these stakeholders, staff recommend various priorities to grow enrollment, retention, graduation, and post-graduation success rates for all UNC System military-affiliated students.
- Assessment:** This presentation provides an overview of critical focus areas and potential avenues to position the UNC System as a national leader in military and veteran education. The presentation will focus heavily on recruitment and enrollment strategies.
- Action:** This item is for information only.

**AGENDA ITEM**

A-5. Military Credit Database Update.....Siobhan Norris

**Situation:** The UNC System Office has developed and implemented a Military Credit Equivalency Database, in compliance with Section 3 of S.L. 2017- 67 (SB 761). This presentation will provide an update on the database.

**Background:** A plan was submitted in January 2015 by the UNC System Board of Governors and The State Board of Community Colleges as part of the requirement of Section 3 of S.L. 2017- 67 (SB 761). This collaborative plan represents a shared commitment to serve students and prospective students who have received military training, to provide clear and consistent information to constituents about possible academic credit received for military training, and to assure that the academic credit transfers to other programs where relevant. The development and implementation of this database is in response to that 2015 report submitted in support of the SB 761 legislation.

**Assessment:** This revolutionary tool allows the UNC System Office and the North Carolina Community College System to serve current and prospective students with prior military service, to provide clear and consistent information about academic credit awarded for military training and experience, and to ensure continued compliance with SB 761.

The set of digital tools provided by the Military Equivalency Database captures the course equivalency credits determined by NCCCS and UNC System disciplinary experts, who convened over the past three years and will continue to meet in the coming years. These joint faculty panels evaluate discipline-specific military programs (e.g. jet mechanic, logistics sergeant, nurse), and military schools (e.g., Spanish language, senior leadership academy, scuba). These panels also determine how training and military coursework credits transfer to the UNC System or the North Carolina Community College System.

That database will be maintained by the UNC System Office, which will also provide training and materials to all campuses.

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



**AGENDA ITEM**

A-6. Other Business.....N. Leo Daughtry

- Situation:** Special Committee members will hear from the chairman of the North Carolina Military Affairs Commission and current US Army Reservist, NC Representative Grier Martin.
- Background:** Chair Daughtry has invited Representative Grier Martin to speak to the committee about how the UNC System can support North Carolina's military community.
- David Grier Martin III is a Democratic member of the North Carolina General Assembly representing the state's 34th House District. His district includes the northern part of Raleigh in Wake County. He is an attorney from Raleigh and is the son of D.G. Martin. Martin is currently a lieutenant colonel in the US Army Reserve and served in Afghanistan in 2002-03. He is a graduate of the Army's Airborne School, Air Assault School, and the Field Artillery Officer Basic Course.
- Assessment:** Guest speaker will share his background, guidance, and expertise on how the UNC System can enhance outreach and support for current and prospective military-affiliated students.
- Action:** This item is for information only.