



MEETING OF THE BOARD OF GOVERNORS  
Military and Veterans Affairs

July 22, 2020 at 1:30 p.m.  
Via Videoconference and UNC-TV Live Stream  
The University of North Carolina System Office  
Center for School Leadership and Development, Room 128  
Chapel Hill, North Carolina

**AGENDA**

- A-1. Approval of the Minutes of February 20, 2020 ..... N. Leo Daughtry
- A-2. UNC Military Affairs Update..... Siobhan Norris and Kathie Sidner
- A-3. Presentation on the Governor’s Challenge for Veteran Suicide Prevention ..... Dr. Patricia Oliver
- A-4. Adjourn

**Additional Information Available**

- A-2. UNC Military Affairs Update: [Session Law 2020-87 House Bill 1053](#)
- A-2. UNC Military Affairs Update: [Report: A Collective Effort for Military Spouses: Workforce Development Solutions for the 21<sup>st</sup> Century Military Spouse](#)
- A-2. UNC Military Affairs Update: [Report: Transitioning to Success: Private Sector Pathways to Long-Term Post-Military Career Opportunities](#)



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

## DRAFT MINUTES

February 20, 2020  
University of North Carolina System Office  
Center for School Leadership Development, Room 128  
Chapel Hill, North Carolina

This meeting of the 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 or by phone: David Powers, Thomas C. Goolsby, and Terry Hutchens.

Chancellors participating were Zito Sartarelli from UNC Wilmington and Peggy Valentine from Fayetteville State University.

Staff members present included Siobhan Norris, Kathie Sidner, and others from the UNC System Office.

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

The chair called the meeting to order at 3:30pm on Thursday, February 20, 2020, and called for a motion to approve the open session minutes of January 16, 2020.

**MOTION:** Resolved, that the Committee on Military and Veterans Affairs approve the open session minutes of January 16, 2020, as distributed.

**Motion:** David Powers

**Motion carried**

### 2. UNC System Digital Learning Accelerator (Item A-2)

Dr. Jim Ptaszynski, vice president for Digital Learning at the UNC System Office, gave a presentation that summarized the UNC System Digital Learning Accelerator. Dr. Ptaszynski also talked about a proposed concept for a fully online bachelor degree in cyber security, targeted to military, veteran, and rural students in North Carolina. A Digital Learning Accelerator at the UNC System Office would provide a platform for shared services to support the growth of online learning across the System. It would also help develop programs that target North Carolina's top workforce needs and underserved populations. Within our state alone, there are over 600,000 veterans who live in Tier 1 and Tier 2 rural counties where there is no UNC System presence. This accelerator would support their educational needs by bringing the universities to them.

### **3. Guest Speakers (Item A-3)**

The Committee on Military and Veterans Affairs heard from three guest speakers: Ms. Mona Dexter, Mr. Calvin Jensen and Mr. Dale Robbins.

Ms. Mona Dexter, senior director of Operations and Communications for Hiring our Heroes, presented on the U.S. Chamber of Commerce Foundation's Hiring Our Heroes initiative. This initiative launched in March 2011 as a nationwide effort to connect veterans, transitioning service members, and military spouses with meaningful employment opportunities. Ms. Dexter noted that the UNC System is the first university system in the nation to partner with Hiring Our Heroes. This official partnership will enhance national level visibility and military student recruitment opportunities for UNC System institutions, while also creating post-graduation employment pathways for UNC System military affiliated students.

Mr. Calvin Jensen, Career & Professional Development Manager for Student Veterans of America, presented on the joint partnership with LinkedIn. Veterans and military spouses are offered a free one-year premium membership with LinkedIn and Student Veterans of America helps student veterans build their professional digital presence early in their college career. Through this partnership, many employers like Microsoft, Google, Amazon, and other Fortune 500 companies are able to partner with universities to connect with student veteran organizations to support their hiring needs.

Mr. Dale Robbins, executive director of Whole Vet, gave a presentation and overview on Whole Vet. Whole Vet is a North Carolina non-profit organization that provides holistic support and resources to veterans and their families. Mr. Robbins mentioned that the programs consist of corporate campus visits, military career transition days, mentorship program, marriage program, and youth program. Whole Vet has partnerships with North Carolina employers such as Biogen, Cisco, and many RTP companies. Mr. Robbins also shared that they have a strong working relationship with System universities, including North Carolina State University, East Carolina University, and University of North Carolina Wilmington.

### **4. Adjourn (Item A-4)**

There being no further business, the meeting adjourned at 4:28pm.

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David Powers, Secretary

**AGENDA ITEM**

A-2. UNC Military Affairs Update ..... Siobhan Norris and Kathie Sidner

<b>Situation:</b>	Committee members will receive a presentation from UNC System staff on a variety of initiatives related to the priorities of the special committee.
<b>Background:</b>	Special committee members voted to approve the following priorities in 2019: improve enrollment, retention, graduation, and employment success for military-affiliated students; grow strategic internal and external partnerships; award more academic credit for military experience; grow digital learning opportunities; and provide up-to-date military supportive policies.
<b>Assessment:</b>	UNC System staff will provide an overview of the committee priorities for recently appointed members; provide the committee with current military affiliated student enrollment data; introduce new non-voting faculty liaison members; update the committee on the progress of current and new initiatives, partnerships, and programs; and lead a thoughtful discussion on actionable next steps for the committee to consider.
<b>Action:</b>	This item is for discussion only.

## Faculty Liaison Biographies

## Dr. Alan Freitag, UNC Charlotte



Dr. Alan Freitag, (Ph.D, Ohio University, 1999) is a professor (in phased retirement) of public relations and has been with UNC Charlotte since August 1998. From 2015-18, he was Assistant Dean in the Graduate School. A Fulbright scholar, Freitag served in Poznan, Poland, for six months in 2012, and again for 10 months in Poznan in 2015/16 as Distinguished Chair. He is lead author of *Global Public Relations: Spanning Borders, Spanning Cultures*, published by Routledge, London, in 2009. His research has also been published in *Public Relations Journal*, *Journalism and Mass Communication Quarterly*, *Journal of Public Relations Research*, *Public Relations Review*, *Journal of Communication Management*, *Communication Research Reports*, *Public Relations Quarterly*, *Public Relations Tactics*, *Newspaper Research Journal*, *Airman*, and *Asia-Pacific Defense Forum*, as well as several prominent European journals. He has authored five book chapters. He has frequently presented papers and served on panels for many national and international conferences. In 2006, he was awarded the first Bonnie E. Cone Early-Career Professorship at UNC Charlotte. Freitag has earned the “APR” professional accreditation through the Public Relations Society of America and was honored in 2006 by being named a member of the Society’s College of Fellows. In 2016, he received the Infinity Award from the Charlotte Chapter of the Public Relations Society of America for lifetime achievement and contributions to the profession.

A U.S. Air Force veteran, Freitag retired in 1995 as a lieutenant colonel after 22 1/2 years of service. He began his career as a navigator aboard C-130 Hercules aircraft then entered the public affairs career field. His service included 10 years in Europe and four years at the Pentagon.

His military duties included direct public affairs involvement in the resettlement of Vietnamese refugees in 1975, the return of U.S. hostages from Iran in 1981, the raid on Libyan terrorist facilities in 1986, and the invasion of Panama in 1989. During three critical years with NATO, Freitag was closely involved with Alliance media activities surrounding the reunification of Germany, the collapse of the Soviet Union and the Warsaw Pact, the opening of NATO to Eastern Europe, the attempted Russian coup, the Conventional Forces in Europe Treaty, and NATO's involvement in the first Gulf War. He has traveled to 65 countries.

**Dr. Clark Maddux, Appalachian State University**



Dr. Clark Maddux enlisted in the US Army in 1980. He was commissioned as an infantry officer in 1982 through Officer Candidate School at Fort Benning and served first in Germany before returning to Fort Benning for company command and staff assignment. He finished his undergraduate degree while a soldier, and resigned his commission in 1992. He earned his master's degree and his PhD in early American Studies from Purdue University in 2001. Committed to student success and academic excellence, he has taught undergraduate and graduate courses ranging from first year seminar to early American literature and philosophy. Dr. Maddux is a volume editor of the *Biblia Americana*, the first full-scale biblical commentary written in America, currently being published by Mohr Siebeck in Germany. He was also awarded, along with two colleagues in English and Communication, a major grant from the National Endowment for the Humanities to explore how the humanities can help us comprehend the experience of armed conflict. He is now researching a book relating the history of residential colleges in America. He is the Director of the Watauga Residential College at Appalachian State University and is a professor in the Department of Interdisciplinary Studies.

**AGENDA ITEM**

A-3. Presentation on the Governor's Challenge for Veteran Suicide Prevention..... Dr. Patricia Oliver

**Situation:** Committee members will receive an update on the UNC System's involvement with the North Carolina Governor's Challenge to Prevent Suicide Among Service Members, Veterans, and their Families.

**Background:** In November 2019, North Carolina received the invitation to participate in the US Department of Veterans Affairs Substance Abuse and Mental Health Services Administration (SAMHSA) Governor's Challenge to Prevent Suicide Among Service Members, Veterans, and their Families. The Governor's Challenge is a call to action, asking state, military, and civilian interagency teams to embark on a process of collaborating, planning, and implementing suicide prevention best practices and policies for service members, veterans, and their families statewide. Technical assistance offered through this initiative is designed to provide a forum for states to consider how existing policies, practices, infrastructure, and resources influence the effectiveness of the systems that support service members, veterans and their families.

**Assessment:** Presently, the NC Governors Working Group, NC Department of Veterans and Military Affairs, the NC Department of Commerce, the NC Department of Health and Human Services, the NC Regional Benefits Office, VISN 6, and the Veterans Healthcare Administration will team with SAMHSA to implement a comprehensive plan informed by lessons learned and evidence-based best practices. These best practices will be implemented in a statewide effort to reduce suicide. Dr. Oliver will discuss the University's role in supporting this initiative.

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