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

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.

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

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

Status

Completed Milestones

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

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%

Up Next

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

• 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

• Access
  o Military marketing campaign

• Success
  o Military Student Success Regulation (Nov 2022)
  o Military credit regulation (May 2022); military credit articulation efforts underway
  o Mental Health First Aid Training, Green Zone Training

• Economic Impact & Community Engagement
  o Defense community partnerships (AFWERX – Jan 2023)
Access: Military Marketing Campaign

• **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

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

• Audience
  o Active Duty/Reserve had most conversions (101), then General Awareness (98), and Veterans (43).

• Channels
  o LinkedIn created significant awareness with 615,571 impressions (highest of all channels), 26 conversions (unexpected and atypical).
## Military Marketing Campaign: Optimization

<table>
<thead>
<tr>
<th>Phase I (May-July 2022)</th>
<th>Phase II (Oct 2022-Jan 2023)</th>
<th>Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>135 Conversions</td>
<td>272 Conversions</td>
<td>101.48% increase</td>
</tr>
<tr>
<td>0.93% Conversion Rate</td>
<td>1.53% Conversion Rate</td>
<td>64% increase</td>
</tr>
<tr>
<td>$148.10 Cost Per Acquisition</td>
<td>$110.18 Cost Per Acquisition</td>
<td>26% decrease in price</td>
</tr>
</tbody>
</table>
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

I DON'T KNOW BUT I'VE BEEN TOLD UNC SCHOOLS ARE SOLID GOLD
LEARN MORE

Affordable Tuition | Online Colleges for Military
BLUF: Earn your college degree, certification or graduate education with the UNC System.

UNC Wilmington | UNC Chapel Hill
BLUF: Earn your college degree, certification or graduate education with the UNC System. Use your GI Bill in one of 16 colleges and universities in NC.
Opportunities for Strategic Plan and PKH

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

UNC System Military-Affiliated Student Enrollments

Fall 2016: 15429
Fall 2017: 17803
Fall 2018: 18921
Fall 2019: 19307
Fall 2020: 20819
Fall 2021: 21056
Fall 2022: 21086

Percent of Total Enrollments:
- Fall 2016: 6.75%
- Fall 2017: 7.64%
- Fall 2018: 7.98%
- Fall 2019: 8.05%
- Fall 2020: 8.59%
- Fall 2021: 8.61%
- Fall 2022: 8.80%
Federal Education Benefits: The Numbers

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

UNC System Students Using GI Bill (VA) and Tuition Assistance (DOD) Benefits

- 2016-2017: $49,227,385
- 2017-2018: $52,061,169
- 2018-2019: $53,520,990
- 2019-2020: $55,964,133
- 2020-2021: $51,715,304
- 2021-2022: $53,067,224

Graph showing the trend of benefits from 2016-2017 to 2021-2022.
Rankings

**Top 10**

<table>
<thead>
<tr>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Western Carolina</td>
<td>Appalachian State</td>
</tr>
<tr>
<td>Elizabeth City State</td>
<td>UNC Charlotte</td>
</tr>
<tr>
<td>UNC Greensboro</td>
<td></td>
</tr>
<tr>
<td>NC State University</td>
<td></td>
</tr>
<tr>
<td>UNC Pembroke</td>
<td></td>
</tr>
<tr>
<td>Winston-Salem State</td>
<td></td>
</tr>
</tbody>
</table>

**Best for Vets Rankings**

<table>
<thead>
<tr>
<th>Overall</th>
<th>Southeast</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNC Wilmington</td>
<td>15</td>
</tr>
<tr>
<td>Appalachian State</td>
<td>67</td>
</tr>
<tr>
<td>UNC Greensboro</td>
<td>71</td>
</tr>
<tr>
<td>Western Carolina</td>
<td>74</td>
</tr>
<tr>
<td>East Carolina</td>
<td>93</td>
</tr>
<tr>
<td>UNC Pembroke</td>
<td>106</td>
</tr>
<tr>
<td>NC State University</td>
<td>147</td>
</tr>
<tr>
<td>UNC Charlotte</td>
<td>207</td>
</tr>
</tbody>
</table>

*Record high number of “Top Ten” rankings
*No schools ranked below “Silver”

*Record high ranking (UNCW #15 Overall)
*All schools ranked in “Top 50” for the Southeast
Military Student Success Regulation

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

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

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

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
On the Horizon: Green Zone Training

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, UNCSO 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

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

<table>
<thead>
<tr>
<th>82%</th>
<th>8/1/22</th>
<th>Phase I: 6/02/23</th>
<th>Green Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent Complete</td>
<td>Start Date</td>
<td>Target Date</td>
<td>Status</td>
</tr>
<tr>
<td><strong>Completed Milestones</strong></td>
<td></td>
<td></td>
<td>Roadmap</td>
</tr>
<tr>
<td>• Complete Transitive Data document- 2/10/23</td>
<td></td>
<td>Meet with Registrar Stakeholders to Review Data 3/2/23- 100%</td>
<td></td>
</tr>
<tr>
<td>• Distributed final draft of Implementation Guide for Military Equivalency Rules entry</td>
<td></td>
<td>Institutions Complete Data Review 3/31/23- 100%</td>
<td></td>
</tr>
</tbody>
</table>

**Up Next**

- Institutions begin entering equivalencies in their SIS
- Discuss targets and next steps for external facing components
- Entry of Equivalency Rules in SIS Complete 6/02/23- 0%

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**THE UNIVERSITY OF NORTH CAROLINA SYSTEM**

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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

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

A stronger community. One veteran at a time.
Why We Invest in Military Student Success

- High performers: 3.34 GPA vs. 2.94 GPA
- Disciplined, adaptive, strong work ethic, resilient, mature
- Earn degrees in high-demand fields
  - STEM
  - Business
  - Health
- Critical skills to fill NC workforce gaps (Cyber, IT, Healthcare)
- Economic boost—Earn $17k more annually than non-veteran peers
- $50+ million / year in VA/DOD benefits
- Lower student debt at graduation than non-veteran peers
- Higher completion rates than other adult learners
### Federal Education Benefits: The GI Bill

<table>
<thead>
<tr>
<th>Paid to Student (Not Reported to IPEDS)</th>
<th>Paid to School (Reported to IPEDS)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Post-911 GI Bill (CH33)</strong></td>
<td><strong>In-State Tuition</strong></td>
</tr>
<tr>
<td><strong>VR&amp;E (CH31)</strong></td>
<td>(paid in full for public university)</td>
</tr>
<tr>
<td><strong>Housing Allowance</strong></td>
<td><strong>Academic Fees</strong></td>
</tr>
<tr>
<td>$1000-$2000/mo based on location</td>
<td>(paid in full for public university)</td>
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<tr>
<td><strong>Supplies Stipend</strong></td>
<td><strong>Monthly Stipend</strong></td>
</tr>
<tr>
<td>$1000/yr</td>
<td>$1298/mo for DEA</td>
</tr>
<tr>
<td><strong>DEA (CH35)</strong></td>
<td>$2150/mo for MGIB</td>
</tr>
<tr>
<td><strong>MGIB (CH30)</strong></td>
<td>$407/mo for MGIBSR</td>
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<tr>
<td><strong>MGIB SR (CH1606)</strong></td>
<td>(Can be stacked with Federal or State TA)</td>
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Only data in this column are reported to IPEDS.