

Student Veterans: A Valuable Asset to Higher Education

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Sept 27, 2018

Agenda



▶ Overview

- Institute for Veterans and Military Families (IVMF)
- Institute for National Security and Counterterrorism (INSCT)

▶ 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



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.

POST-MILITARY CAREER

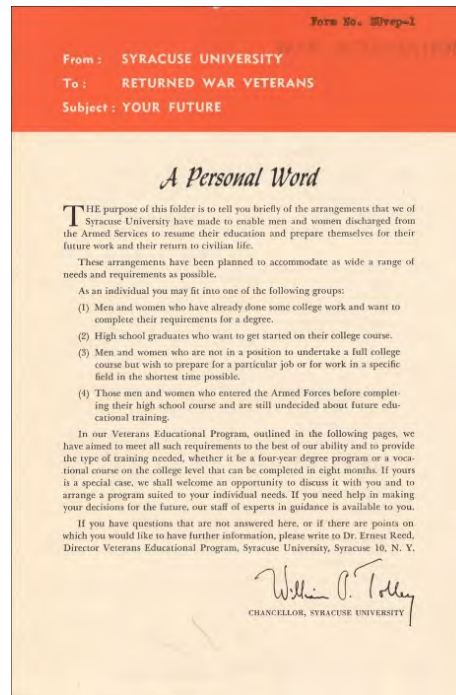
55%

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



Business Case for Student Veteran College Recruitment

- ▶ 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



Perception Before 1944

- ▶ Robert M. Hutchens, President of the University of Chicago - *"Colleges and universities will find themselves converted into educational hobo jungles [E]ducation is not a device for coping with mass unemployment."*
- ▶ Harvard University's president, James B. Conant - lamented that the GI Bill failed *"to distinguish between those who can profit most from advanced education and those who cannot"* and expressed fear that *"we may find the least capable among the war generation . . . flooding the facilities for advanced education."*

Perception After 1948

- ▶ By 1948, a growing consensus among educators that the veterans were the hardest working, most serious, and best students that the campuses had ever seen. *"The GI's,"* an education editor for The New York Times wrote late in 1947, *"are hogging the honor rolls and the Dean's lists."*
- ▶ President Conant of Harvard changed his mind *"for seriousness, perceptiveness, steadiness, and all other undergraduate virtues,"* the former soldiers and sailors were *"the best in Harvard's history."*
- ▶ At Columbia University in '47, none of the 7,826 veterans in attendance was in serious academic difficulty. Such performances were the norm on campuses across the country.

This generation of veterans included:

- ▶ 14 Nobel Prize winners
- ▶ Three Supreme Court justices, three presidents, 12 senators
- ▶ 24 Pulitzer Prize winners
- ▶ 238,000 teachers, 91,000 scientists, 67,000 doctors, 450,000 engineers,
- ▶ 240,000 accountants, 17,000 journalists, 22,000 dentists
- ▶ Millions of lawyers, nurses, artists, actors, writers, pilots and entrepreneurs

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.



- ▶ 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 #1

Financial Aid

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



100%

OF TUITION AND FEES



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.

ACTION ITEM



POST-9/11 GI BILL

- Higher education institutions should consider developing a student veteran-specific recruitment and financial aid strategy with financial aid and admissions offices in order to inform decision making on recruitment and enrollment of student veteran applicants.

KEY ASPECT #2

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%

ACTION ITEM



DIVERSITY AND CAMPUS ENVIRONMENT

- Higher education institutions should facilitate and encourage collaboration between student veterans organizations and other student clubs and organizations on campus to share student veterans' military experiences, expertise, and interests with the wider civilian student body.

KEY ASPECT # 3

Academic Performance

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



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%



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

3.34 AVERAGE STUDENT VETERAN GPA

2.94 AVERAGE TRADITIONAL STUDENT GPA

ACTION ITEM



ACADEMIC PERFORMANCE

- Offer tailored, culturally competent academic advising, career services, and campus counseling supports to student veterans without perpetuating stigmas or stereotypes.

KEY ASPECT #4

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%)

ACTION ITEM



POST-EDUCATION PERFORMANCE

- Work with your institution's career services center(s) to create student veteran-specific programs and advising sessions to enable them to be successful in job fairs, interviews, and long-term employability.

KEY ASPECT #5

Post Education Commitment

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



ACTION ITEM



POST-EDUCATION COMMITMENT

- Alumni Relations and Career Services offices should collaborate to stay connected with student veteran alumni and encourage them to bring their firms and organizations to campus for recruiting events, informational interviews, and networking opportunities.

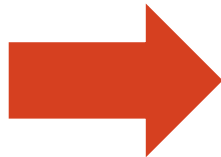
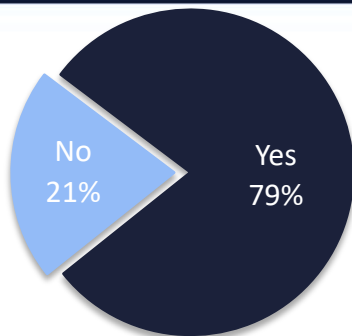


Higher Education Experiences and Helpful Resources on Campus

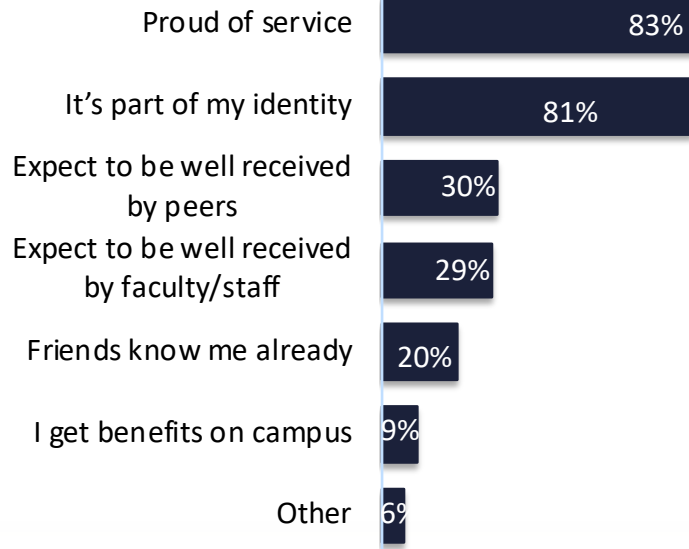
KEY HIGHLIGHTS

Comfortable at School

Q: Do you feel comfortable sharing your experiences as a veteran/service member at your school?



Q. Why do you feel comfortable sharing your experiences as a veteran/service member at your school?



Majority (79%) said they feel comfortable sharing their experience as a service member at school.

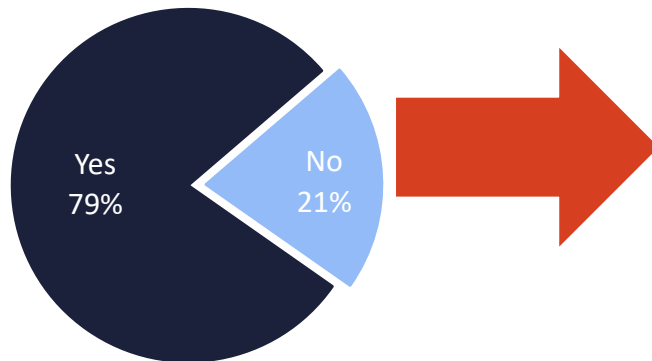
Top reasons were:

- proud of service (83%)
- part of identity (81%)
- expect to be well received by peers (30%)
- expect to be well received by faculty/staff (29%)

KEY HIGHLIGHTS

Not Comfortable at School

Q: Do you feel comfortable sharing your experiences as a veteran/service member at your school?

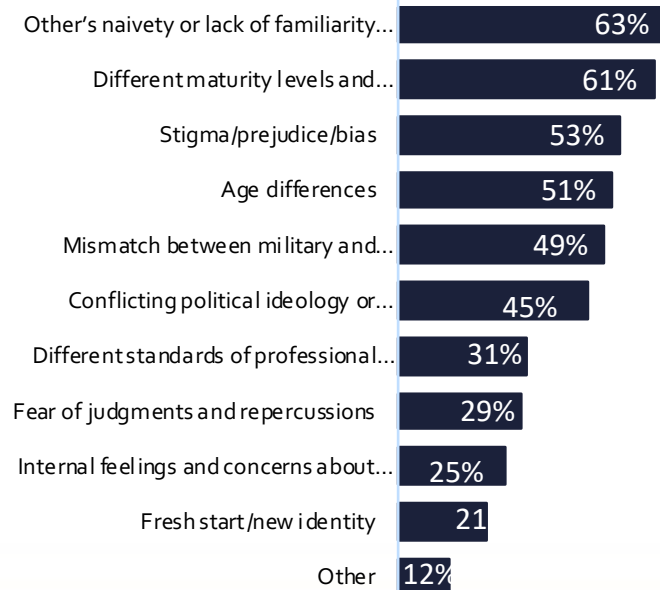


The majority (79%) said they feel comfortable BUT one in five (or 21%) do not feel comfortable

Top reasons why were:

- Other's naivety or lack of familiarity with military service (63%)
- Different maturity levels & worldliness of students on campus (61%)
- Stigma/prejudice/bias (53%)
- Age differences (51%)

Q. Why do you not feel comfortable sharing your experiences as a veteran/service member at your school?



KEY HIGHLIGHTS

Top Problems Encountered at School

Q: Have you encountered any problems at your school while pursuing your education? Select all that apply.



Top problems encountered at school while pursuing education:



Age difference (37%)



Lack of financial resources (32%)



Working full time job(32%)



Family responsibilities (29%)



Transferring academic credits (24%)

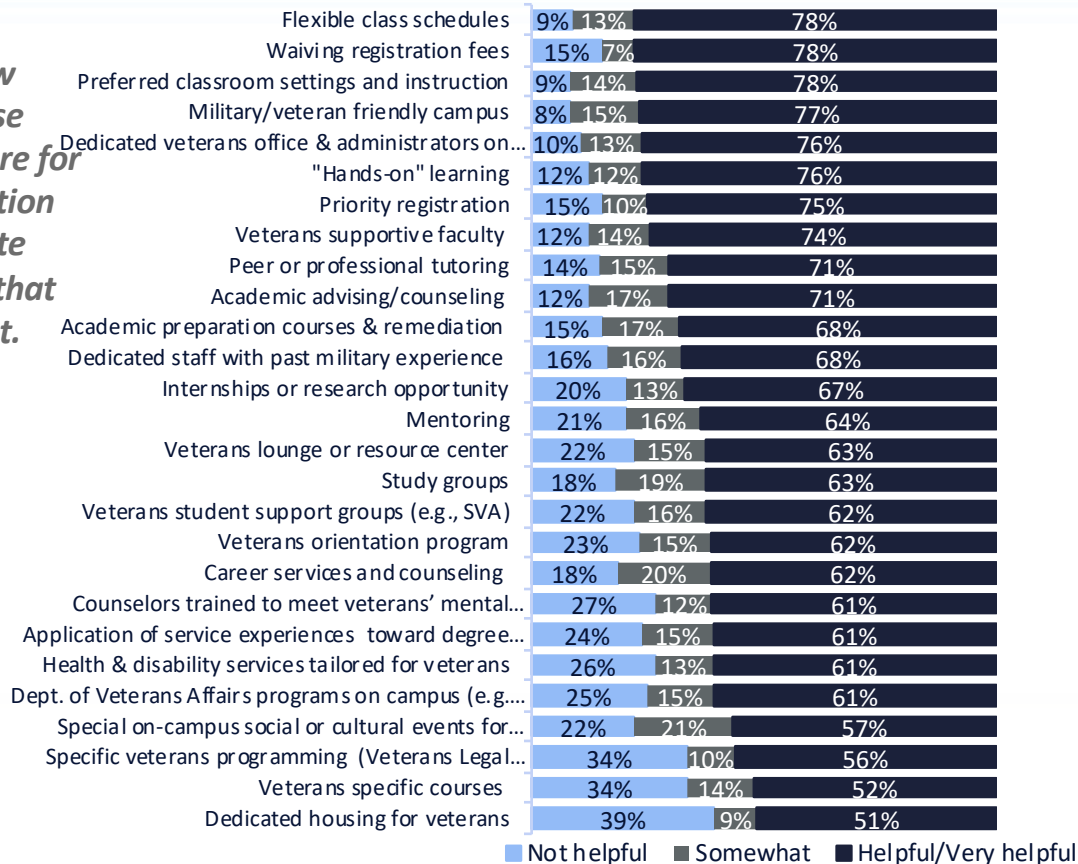


Few veterans resources on campus (26%)

KEY HIGHLIGHTS

Helpful Campus Resources

Q: Rate how helpful these resources are for your education success. Rate only those that are relevant.



Helpful resources and assets for veteran success include:

- Having a military/veteran friendly campus and environment (including policies, resources, faculty/staff, etc.)
- Dedicated academic advising/counseling and peer or professional tutoring for student veterans
- Dedicated veterans office & administrators on campus
- Flexible class schedules
- Veterans orientation program and academic preparation courses & remediation for those that need

Discussion/Questions?

For more information contact:



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Thank You

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