



EAST TENNESSEE STATE
UNIVERSITY



Veterans Affairs Past, Present and Future

Update to Interim University Council
2/8/16

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Overview

- Big picture
- Where we've been
- Where we are
- Where we're going
- Risks



c. 1978 on the Bristol Hwy (11-E) in Johnson City



Big Picture – Why We Exist

To promote student success at East Tennessee State University. We do this by managing and administering United States Department of Veterans Affairs education benefits, assisting veterans and dependents through the transition from military to academic life, and serving as advisor, liaison, and advocate on campus and in the community.

“Excellence through Service”



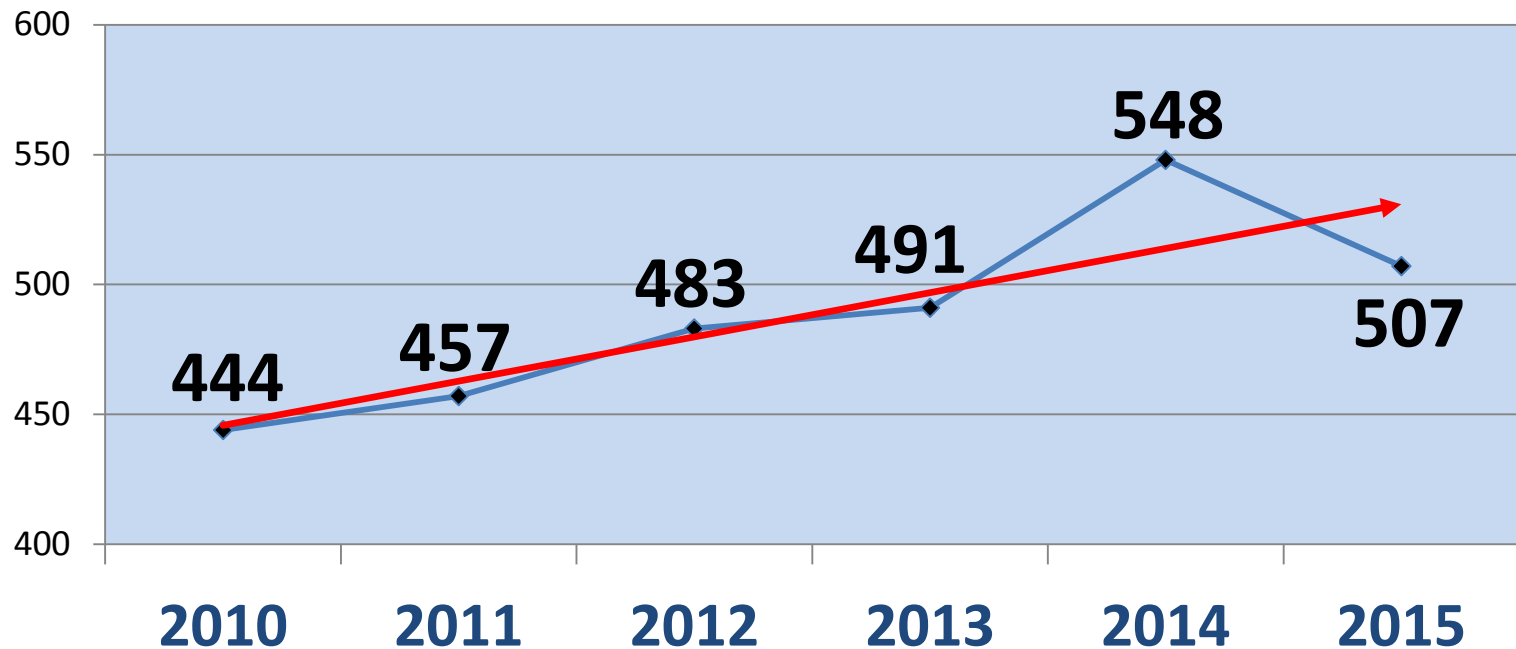
Where We've Been – Increasing Enrollment

- Pro forma created in 2012 to project growth
 - Goal to double enrollment in 5 years (~14% annual)
 - Unlimited Yellow Ribbon scholarships to cover 100% of out of state costs
 - Buc Hero scholarship established to cover 60% of out-of-state cost for Yellow Ribbon ineligible
 - Dedicated marketing funds beginning 2013



Where We've Been – Fall Enrollments

Student Veteran and Beneficiary Enrollment



Turning Point in 2014-2015

- Complete changeover of staff
 - Secretary position funded and filled
 - Temporary employee transitioned to full-time Retention Specialist via Veteran Reconnect grant
- Reports to Vice Provost for Enrollment Services
- Short and long-term planning initiated



Where We Are – Staffing

- Director – leads and manages overall program; primary certifying official
- Secretary – administrative & certifying official
- Retention Specialist – student support across the performance spectrum
- Coordinator – marketing, promotion, and community relations





Where We Are – Veteran Reconnect

Scope and Responsibilities

- Veteran specific orientation program
- Standardized tracking system
- Academic and non-cognitive support
- Partner with local workforce
- Student Veteran Success Committee

At-Risk Students

- Non-attending
- Probation
- Suspension

Performing Students

- Internship program
 - MSHA placements for Spring
- Mentoring opportunity
- Tutoring program

Challenges/ Measuring Success

- Student response
- Brief timeline for measuring results
- Measure success one student at a time
- Continually observe overall trends/ metrics to determine what works



Where We Are – Marketing & Promotion

- Areas of Influence
 - Currently Tri-Cities (TN), Fayetteville (NC), Clarksville (TN), Jacksonville (NC)
 - Expand to Columbia, SC next year
- Methods of Outreach
 - Billboards; Education guides, magazines, & mailers
 - Online ads & TV spots
 - On-Site Recruitment: education fairs



Where We Are – Campus Environment

- **Military Friendly** for seventh consecutive year; Tennessee **VETS Campus**; **Principles of Excellence** School
- Busy **Veterans Lounge** (3rd floor, Yoakley)
- **Vet Success** and **Vet Standing** Committees
- Nearby Mountain Home **VA Medical Center**

Let's go further.



Where We're Going – TBR Strategic Priorities

- THEC Quality Assurance Funding
 - Veterans are one of five subpopulations in the outcomes-based formula
 - Graduations in 2014-2015 were 119% of 3-year rolling average
- 2015-2025 Strategic Objectives
 - Veterans are an important part of on-campus, online, and out-of-state enrollment goals
 - Focused effort to improve graduation rate to 60% and retention rate to 85%



Where We're Going – Our Priorities

- First imperative remains certifying enrollment to deliver benefits with rigorous efficiency
- Continue shaping and enhancing the ETSU environment to increase student success
- Grow enrollment through targeted marketing and online programs
- Retain more of those we recruit through efforts that make a difference



Where We're Going – Projecting Enrollment

- Large number of factors; no evident predictors
- Active duty population is available year to year, but reliable separation data is not
- Small sample size—data from 2010-2015 only
- Methodology
 - Compare all terms' enrollment to the trendline
 - Continue regression analyses for correlations
 - Work with IR and Director of Technical Systems to improve our data collection and analysis



Where We're Going – Online Programs

- Two special-emphasis campaigns in development
 - CoPH: Master of Public Health
 - CBAT: B.B.A, Logistics and Supply Chain Management concentration
- Revised Buc Hero Scholarship to cover 100% of out-of-state cost for eligible students
- Goal: **Succeed and expand** to other programs
- Significant potential in Active Duty & dependents



Risks to Where We're Going

- **Staffing:**
 - Dedicated Certifying Official is an unfunded requirement in our pro forma for FY 2016-17
 - Online enrollment growth will require a liaison
- **Space—No Veterans Center**
 - Main office too small for more than one student and some disabled customers
 - Half of staff is geographically separated in Yoakley
 - Tutoring space —stop-gap is PH conference room
- **Retention Funds:** Reconnect period ends 31 Dec



Questions/Discussion

