

The Commercial Club of Chicago



**Joint VWG/VHEAG
Meeting**

Thursday, August 7, 2014

WELCOME

Brenda Bailey,
Divisional Senior Vice President for Subscriber Services and Executive Sponsor
for the Supporters of Military Veterans,
Health Care Service Corporation

REVIEW OF AGENDA

David Hiller

President and CEO, Robert R. McCormick Foundation

Meeting Overview

Welcome

Brenda Bailey, Divisional Senior Vice President for Subscriber Services and Executive Sponsor for the Supporters of Military Veterans, Health Care Service Corporation

Review of Agenda

David Hiller, President and CEO, Robert R. McCormick Foundation

Lightning Round 1.1.1

One person per organization, with one idea, speaking for one minute

Panel Presentations

Kirsten Carroll (facilitator), Civic Committee of the Commercial Club of Chicago

Panel One

William Hubbard, Student Veterans of America

Gretchen Nester, Kellogg School of Management, Northwestern University

Panel Two

Joaquin Miranda, Blue Cross Blue Shield of Illinois

Scott Stratton, DeVry University

Travis Bickford, City Colleges of Chicago

Sara Kirby, College of DuPage

Discussion: Supporting Employment Pipelines for Student Veterans

Amy Sherman (facilitator), Council for Adult and Experiential Learning (CAEL)

Wrap Up

David Hiller, President and CEO, Robert R. McCormick Foundation

LIGHTNING ROUND 1.1.1

PANEL ONE



STUDENT VETERANS --- *of* AMERICA

Student Veterans of America in 2014

Will Hubbard, Vice President of Government Affairs

August 2014



Organization Overview

Mission

SVA provides military veterans with the resources, support, and advocacy needed to succeed in higher education and after graduation.

Vision

SVA envisions a nation where all student veterans succeed in postsecondary programs and contribute to civilian society in meaningful ways.

Model

SVA delivers programs and services to student veterans via a campus-based peer support network made up of SVA chapters.

History

SVA was founded as a 501(c)(3) nonprofit in 2008 by returning Iraq and Afghanistan veterans who personally struggled with the transition from combat to college.

The grassroots coalition was born from the military ethos of “leave no one behind,” as its founders discovered that institutions were ill-prepared to support these new, nontraditional students.

From the original 20 chapters, SVA’s network has grown to more than 1,000 institutions of higher learning in all 50 states and three countries.

This peer-to-peer network continues to thrive today and is poised for growth



A Proven Model



An SVA chapter is a recognized student organization run by and for veterans at an accredited college or university.



1,100,000

Users of VA education benefits supported through SVA's advocacy work



Chapters provide peer-to-peer support to military veterans, thus easing the transition into higher education and increasing persistence to graduation.



400,000+

Veterans have access to an SVA chapter on their campus



Chapters are positive change agents on campus – advocating for military-friendly policies and bridging the civilian-military divide.



1,000+

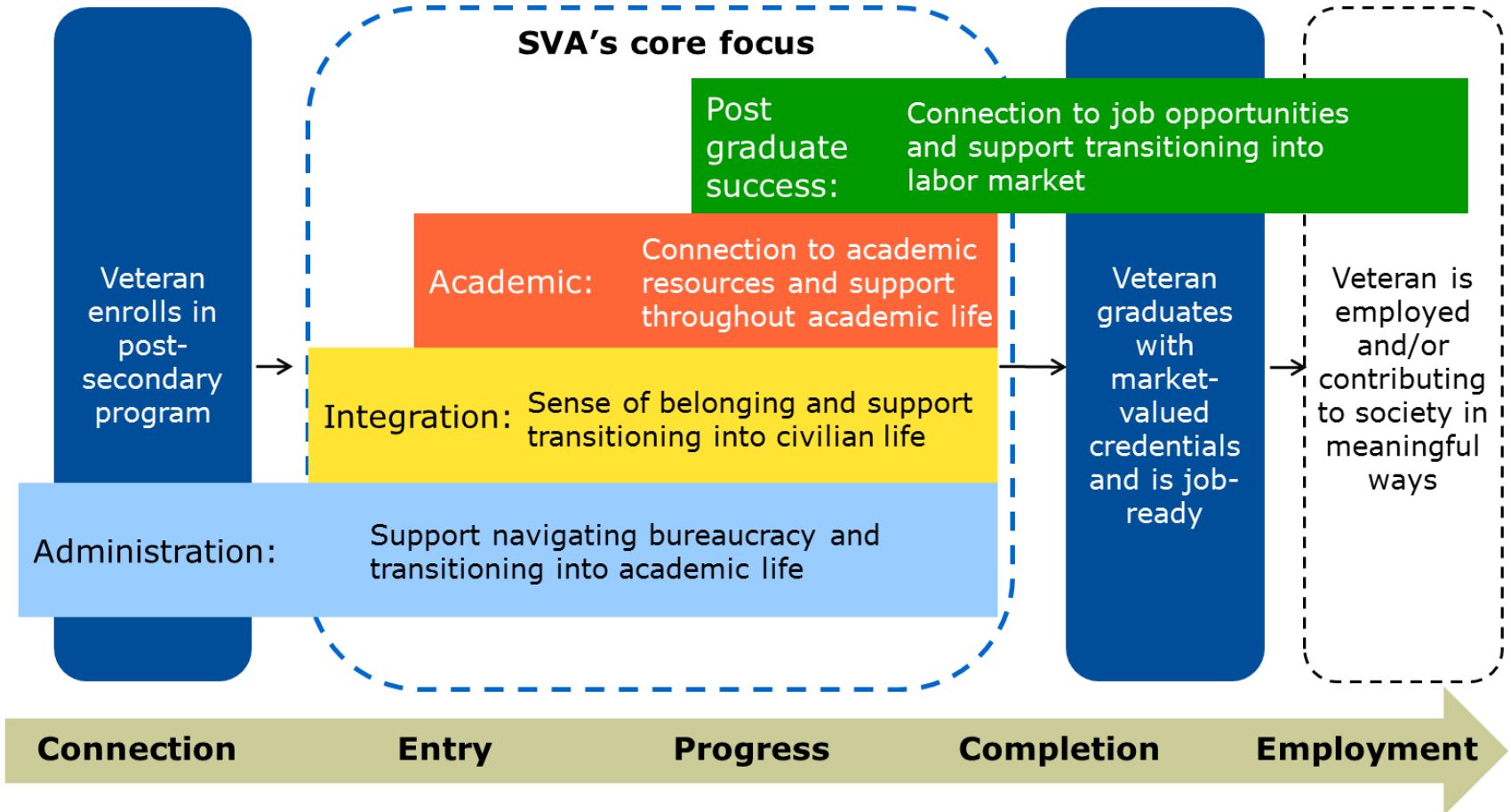
Chapters in all 50 states and 4 countries overseas



Connect with local SVA chapters



Empowering Veterans to Succeed



Facilitate veterans re-branding through mentorship

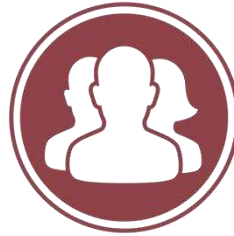


Opportunities for Impact

I. Strengthen SVA's Peer Support Network



II. Invest in STEM Education and Career Pathways



III. Scale the Drivers of Academic Success for Veterans



SVA's focus on these three issues will increase the number of veterans who not only graduate, but who earn degrees in high-growth, high-demand fields.



Grow targeted initiatives through personal networks



Increasing Access to Peer Support

Targeted Chapter Growth

Develop chapters at schools with high veteran populations to increase impact at a manageable level.

Increasing Connectivity

Regional staff will facilitate horizontal communication among various chapters to increase the sharing of best-practices.

Investing in Best Practices

SVA disseminates grants to chapters to fund innovative on-campus initiatives that are empirically linked to academic success.

Training Chapter Leaders

SVA's Leadership Institute and Leadership Summits teach chapters to create business plans. An online toolkit will highlight tactical solutions.

Measuring Chapter Impact

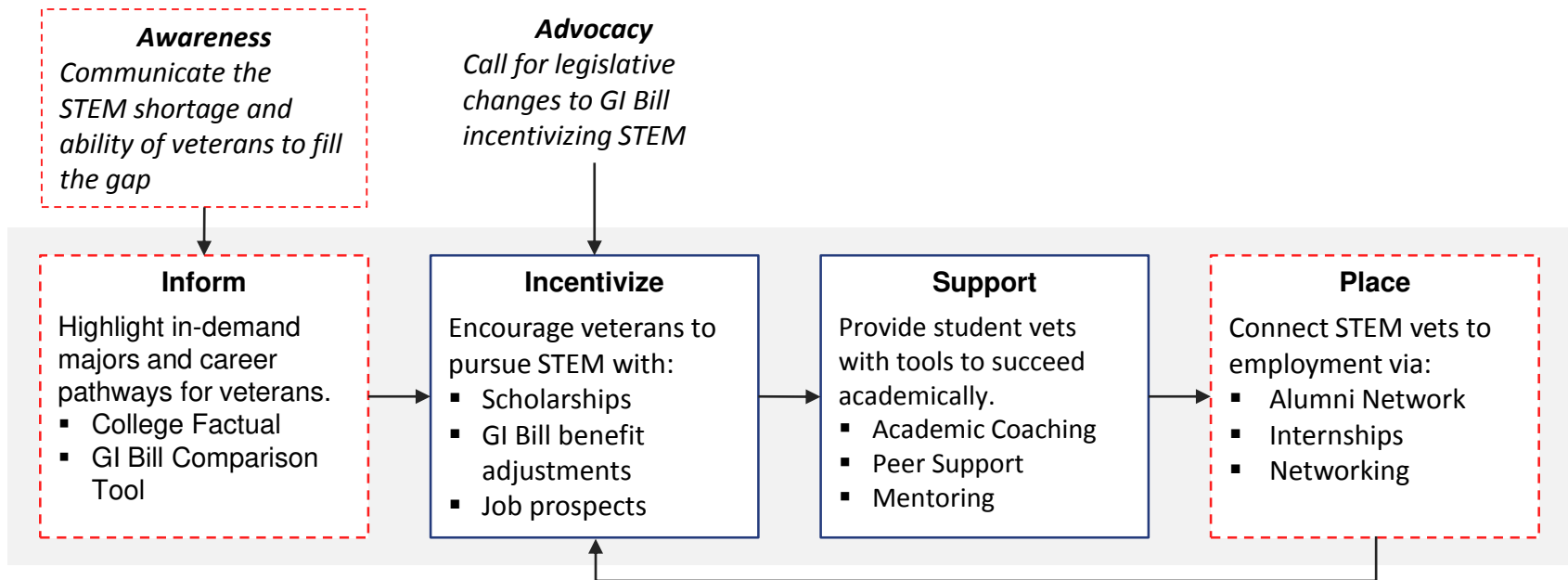
SVA is implementing a tiered-grading rubric to evaluate the strength of the network. Chapters will be measured on programs, efficiency, and overall reach.



Investing in STEM Education & Careers

The National Science Foundation maintains that reduced domestic student interest in STEM fields and the large segment of the existing STEM workforce approaching retirement may threaten America's long-term prosperity and national security.

- It is imperative that the U.S. maintain a strong STEM workforce to enhance scientific innovation and remain globally competitive.
- A great opportunity to fill this gap exists in encouraging veterans to utilize their GI Bill benefits to pursue postsecondary degrees in STEM fields and build upon the technical skill sets gained through intensive military training and experience.





Scaling the Drivers of Academic Success

STUDENT VETERANS *of* AMERICA

SVA established a partnership with the VA and National Student Clearinghouse to track the academic outcomes of student veterans. Building on the success of Phase I, SVA will combine academic outcomes data with survey results to determine the drivers of academic success.



SVA to survey Institutions of Higher Education to identify programs and services provided to veterans.



Pair VA data with NSC data to collect academic outcomes on 1m Post-9/11 GI Bill veterans.



Data Informs SVA's:

- Leadership Institute Series
- Chapter Grading Rubric
- Chapter Grants



Support data-driven efforts directly impacting veterans



Academic Outcomes and Progress

SVA analyzed 788,915 student records – approximately 22% of the student veteran population receiving GI Bill benefits for the period studied (2002-2010).

Completion Rates

Majority of students complete a bachelor's degree within four to six years; associate degrees within four. Unsurprisingly, many of these veterans do not typically follow the path of traditional college students:

- Some enroll in college after high school graduation, withdraw to join the military, then re-enroll after military service;
- Other veterans enroll in postsecondary institutions after they complete their military service; and
- Others earn college credit before, during and after military service but may need to repeat some coursework that was lost due to deployment

51.7% of veterans graduate and that number is expected to increase as Post-9/11 GI Bill users have the time to complete



Academic Outcomes and Progress

Fields of Study

At the associate level, the five degree fields most often pursued were in liberal arts and sciences; business; homeland security; law enforcement and firefighting; and health professions.

The top five bachelor's degree fields were business; social sciences; homeland security; law enforcement and firefighting; and computer and information sciences.

Type of School

Most student veterans who complete school enroll in (79.2%), and earn degrees (71.7%) from, public schools.

The remaining students enroll in private nonprofit or proprietary (private for-profit) institutions. Just more than 15% obtain degrees from private nonprofit institutions and 12% from proprietary institutions.

Degree Obtained

Many student veterans achieve higher levels of education:

- 31.3 % of the sample who initially earned a vocational certificate,
- 35.8 % of the sample who initially earned an associate degree and
- 20.8 % of the sample who initially earned a bachelor's degree, went on to also earn a higher degree.



Measuring Impact

Individual-Level Metrics

Indicators related to key challenges:

- **Administration:**
Number of veterans accessing GI Bill benefits
- **Integration:**
Satisfaction with campus experience
- **Academic:**
Veteran graduation rates
- **Post-graduate success:**
Employment rates

Network-Level Metrics

Indicators related to strength of network:

- Number of chapters
- Number of active members in each chapter
- Number of student veterans on campuses with chapters
- Number of chapters in each tier of grading rubric



***Preach* the value of veterans**



Five Avenues of Business Engagement



***Connect* with local SVA chapters**



***Facilitate* veterans re-branding through mentorship**



***Grow* targeted initiatives through personal networks**



***Encourage* data-driven efforts directly impacting veterans**



***Preach* the value of veterans**



STUDENT VETERANS
of AMERICA

PANEL TWO

Case Study: School/ Employer Partnership



Scott M. Stratton
Senior Advisor
DeVry Military Resource Club (DMRC)



**BlueCross BlueShield
of Illinois**

Joaquin Miranda
Sr. Diversity & Inclusion Business Consultant
Center for Diversity & Inclusion

5 things for employers.....

- *Call your local college and speak to their veterans coordinator*
- *Host an event such as "bring a vet to work" day*
- *Offer up mentoring to your local college veterans groups*
- *Attend Veteran as Strategic Assets symposiums and other forums designed to break down barriers to hiring*
- *Don't rely on traditional veterans hiring fairs (Recruit Military, etc.)*

5 things for colleges....

- *Work with your career services office or employer liaison*
 - *Don't have one? Make the calls yourself*
- *Seek out your veteran alumni*
 - *Invite them to your veterans club meetings*
- *Encourage attendance of professional development opportunities*
 - *Student Veterans of America conferences*
 - *SALUTE National Honor Society dinners*
 - *Veterans as Strategic Assets symposiums*
- *Host visibility events and invite the community/corporate partners*

5 things for colleges...

- *Work with veteran service organizations in your area*

- *Volunteers of America*



TRUE NORTH
PROJECT FOR VETERANS

- *The Mission Continues*



**THE
MISSION
CONTINUES**

Setting up Strategic Assets: Bridges to Employment

Pritzker Military Museum & Library

February 2014



In practical terms....

- *Veteran enrolls in college, meets Single Point of Contact (SPOC)*
- *Veteran takes an active role on campus and seeks out peer engagement*
 - *Finds a part-time job at the campus working in his field of study*
 - *Learns how to work with civilians, but leveraging hard/soft skills learned as a veteran*
 - *Veteran attends the Setting up Strategic Assets: Bridges to Employment event at the Pritzker in Feb (picture is attached....he's the 2nd from the right)*
- *SPOC attends the Veterans as Strategic Assets event @ the University club on June 5th*
 - *This is where the SPOC and the employer meet*
 - *Employer is invited to attend the upcoming student veteran (DMRC) meeting at the college*
 - *Employer is given the name of a motivated veteran who might fit the bill: a conversation happens in the next 48 hours*
- *Employer attends/presents at the June DMRC meeting*
- *Contact is made; interview process begins*
- *Veteran is hired in July*



CITY COLLEGES
of CHICAGO
Education that Works

Travis Bickford,
District Director of Student Veteran Services

College to Careers

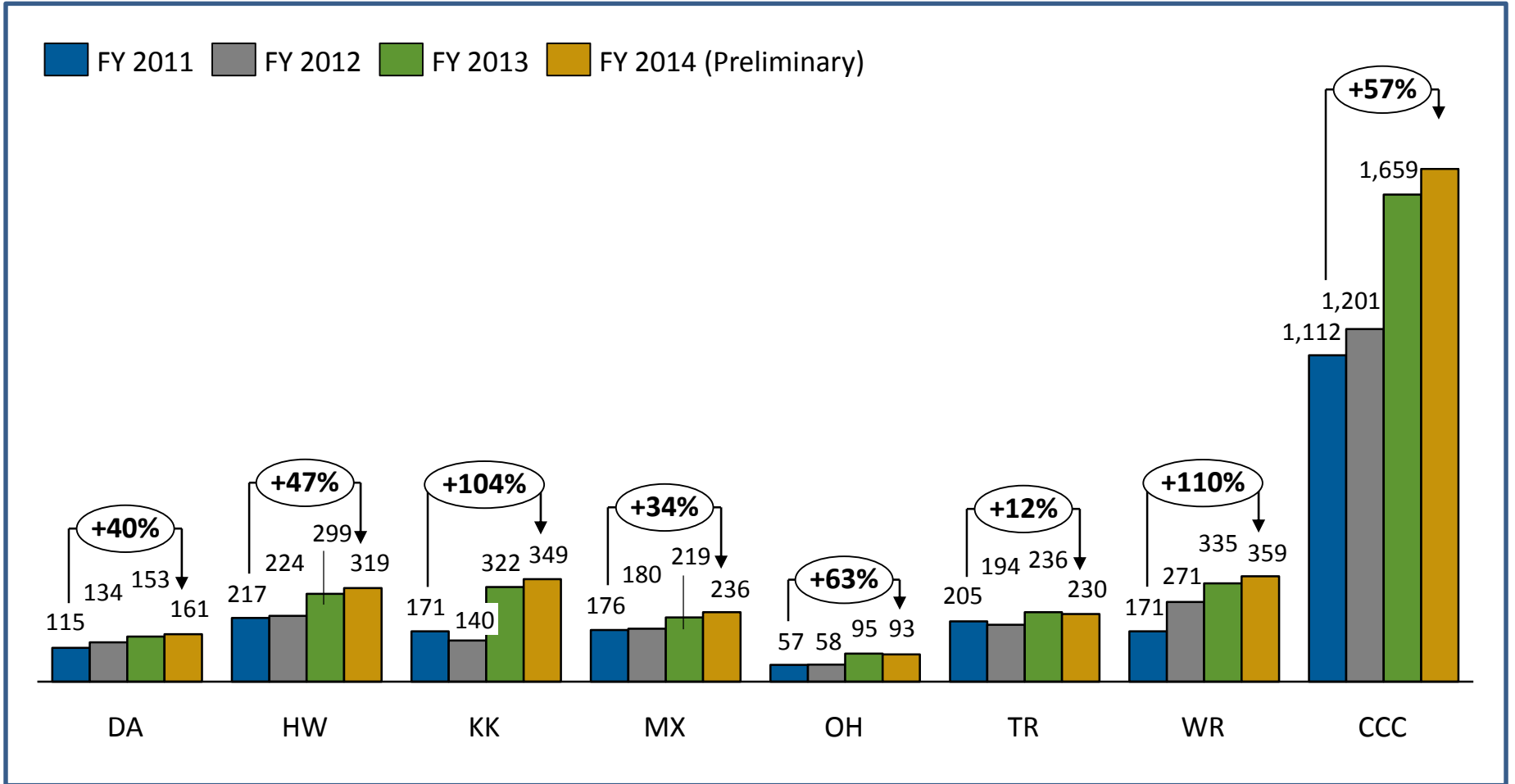
- In 2011, Mayor Emanuel launched the College to Careers (C2C) program for City Colleges to refocus training to address the skills gap, ensuring Chicago residents are prepared for jobs in high growth industries.
- As part of the C2C initiative, City Colleges has enhanced its occupational programs in seven fast-growing fields. Each program is headquartered at one of the City Colleges:
 - Richard J. Daley College (DA): Advanced Manufacturing
 - Harold Washington College (HW): Professional Services & Entrepreneurship
 - Kennedy-King College (KK): Culinary and Hospitality
 - Malcolm X College (MX): Healthcare
 - Olive-Harvey College (OH): Transportation, Distribution and Logistics
 - Truman College (TR): Education, Human and Natural Sciences
 - Wilbur Wright College (WW): Information Technology
- City Colleges is now in the midst of a Reinvention, a collaborative effort to review and revise City Colleges programs and practices to ensure students leave City Colleges college-ready, career-ready and prepared to pursue their life's goals. Since the beginning of its Reinvention effort, City Colleges has nearly doubled the number of degrees awarded annually and nearly doubled its graduation rate.

CCC Veterans Services Centers

- City Colleges of Chicago serves thousands of U.S. military veterans each year.
- Veterans Services Centers are centralized, on-site source of support and access to veteran-specific information and resources
- Centers are located at each City College and staffed by full-time veteran services specialists who offer a variety of resources and holistic approach to help students reach their educational and civilian career goals
- Resources include:
 - Support with transition from military to college life
 - Veterans benefits information
 - Connection to college support services
 - Connections to external veterans services organizations
 - How to get credit for military training and experience
 - A place for veterans to gather and study together; peer support
 - Details about businesses and organizations looking to employ veterans

Credit Enrollment Summary

Total unduplicated credit enrollment



Source: dw242 & dw351

Veteran Students - Top 5 Focus Areas in Fall 2013

Focus Area CCC	#	%
Liberal Arts	377	30%
Healthcare	202	16%
Education and Human Svc.	170	14%
Life & Physical Sciences	108	9%
Business & Prof Svcs	105	8%
Other	276	22%
Total	1,238	100%

Focus Area DA	#	%
Liberal Arts	37	34%
Healthcare	18	17%
Education and Human Services	15	14%
Construction Tech and Drafting	12	11%
Life & Physical Sciences	10	9%
Other	16	15%
Total	108	100%

Focus Area HW	#	%
Liberal Arts	79	36%
Education and Human Services	44	20%
Business & Prof Svcs	30	14%
Life & Physical Sciences	21	10%
Information Tech.	18	8%
Other	25	12%
Total	217	100%

Focus Area KK	#	%
Construction Tech and Drafting	56	23%
Liberal Arts	49	20%
Education and Human Services	48	20%
Missing*	20	8%
Healthcare	15	6%
Other	57	23%
Total	245	100%

Focus Area MX	#	%
Healthcare	75	44%
Liberal Arts	52	30%
Life & Physical Sciences	11	6%
Business & Prof Svcs	9	5%
Information Tech	9	5%
Other	15	9%
Total	171	100%

Focus Area OH	#	%
Liberal Arts	22	33%
Business & Prof Svcs	10	15%
Healthcare	8	12%
Life & Physical Sciences	6	9%
Information Tech.	5	7%
Other	16	24%
Total	67	100%

Program TR	#	%
Liberal Arts	68	39%
Healthcare	24	14%
Life & Physical Sciences	21	12%
Missing*	14	8%
Information Tech.	12	6%
Other	37	21%
Total	176	100%

Program WR	#	%
Liberal Arts	70	28%
Healthcare	49	19%
Education and Human Services	40	16%
Life & Physical Sciences	31	12%
Business & Prof Svcs	29	11%
Other	35	14%
Total	254	100%

*Fall 13 focus area information is missing from OpenBook and the Decision Support team is currently investigating with the Data Warehouse how to match up these records

In Fall 2013, Liberal Arts and Healthcare were the two most popular focus areas at CCC for veteran students.

Military Credit Transfer Initiative

- City Colleges of Chicago is reforming its military credit transfer policy to accept more credits from military training and experiences.
- Benefits of the new policy:
 - Serve as a skills translator for veterans to guide them in selecting which civilian occupation to pursue; may reduce the number of veterans who pursue a broad liberal arts program and allow veterans to take full advantage of College to Careers initiative
 - Once publicly available, can serve as a skills translator for employers that will allow them to translate military coursework into typical college coursework
 - Alleviate exhaustion of military education benefits
 - Expending less benefits on coursework will allow students to utilize benefits for internships in their chosen occupation.

News You Can Use

For Employers

- Establish relationships with CCC Veterans Services staff in each College – especially those in Colleges with focus that applies to your business (e.g. Malcolm X for health care)
- Consider offering internships for veterans (use military education benefits to expand program)
- Provide mentorships/job shadow days for student veterans who are considering employment in your industry
- Use CCC translator to evaluate military training and experiences

For Higher Education

- Collect data on your student veterans to track their progress, identify their courses of study, etc.
- Help your student veterans leverage their military training and experience by maximizing college credit and providing career counseling
- Reach out to local employers in occupations that many of your veterans pursue, and build recruiting relationships
- Establish veteran specific resources – designated staff and/or centers – where veterans can go to have their unique concerns addressed

College of DuPage

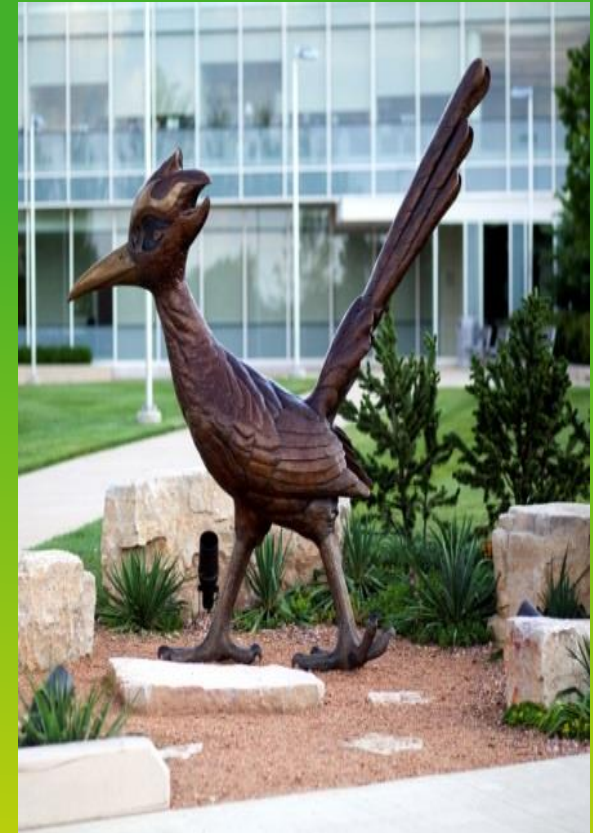


Veteran Employment Assistance

Sara S. Kirby
Assistant Manager, Career Services

College of DuPage

- **Glen Ellyn, Illinois**
- **Community College**
- **26,000 students**
- **Governor's Excellence in Education Award – Veterans Services**
- **Designated Military Friendly campus**
- **650 veterans per semester**
- **Top Majors: Criminal Justice, Fire Science, Health Sciences**



College of DuPage Initiatives

- **American Corporate Partners Mentorship**
 - Connects veterans with corporate mentors
 - Goal: assist with transition to civilian workforce
 - http://www.acp-usa.org/Mentoring_Program
- **Manufacturing Pipeline Initiatives**
 - **Educating veterans on manufacturing opportunities**
 - Connecting veteran students to manufacturing faculty
 - Eliminating manufacturing courses with articulated credits
 - Partnerships with Employers like Illinois Manufacturing Association
 - **iNAM (Illinois Network for Advanced Manufacturing)**
 - Prepare veterans for high wage, high skill, advanced manufacturing operations
 - New grant coordinator



College of DuPage Initiatives

- **LPN Bridge course**
 - Air Force & Navy Medic transition assistance
 - 8 week bridge course
- **Veteran Career Preparation**
 - Veterans Career Fair
 - Pre-Fair workshops
 - Civilian career readiness assistance
- **Strong Veteran Community**
 - Veterans Lounge
 - Veterans Events
 - Strong collaborations with veteran organizations



How to Connect on Campus

- **Build relationship with institution**
 - Career Services Center
 - Veterans Services
 - Academic Programs
- **Be visible on campus**
 - Recruit on campus
 - Participate in employer events
 - Post jobs on electronic job boards
- **Consider internships**
 - Gives veterans civilian training
 - Allows a “try out” for student and employer

DISCUSSION

Amy Sherman,
Council for Adult and Experiential Learning (CAEL)

WRAP-UP

David Hiller

President and CEO, Robert R. McCormick Foundation