

Military/Veteran Student Success Plan (MVSSP) Example

Instructions

A Military/Veteran Student Success Plan (MVSSP) simply details how your institution will meet its Military-related recruiting, retention and graduation objectives. The plan should align with the best practices outlined in the training and explain how the institution plans to recruit, assimilate, retain, graduate and connect Military-related students (including Active Duty Military, Veterans, National Guardsmen and Reservists) to employment and to career opportunities with V3-certified companies.

At a minimum, we recommend that your plan be submitted on Institutional letterhead and signed by a Senior Official. It should then detail:

- 1) A short overview of the institution, location, type of degrees or certification programs, the population of institution and that of your current Veteran population and the Institution's point of contact for the Training and Education Alliance.
- 2) The organization's Veteran or military-related enrollment and graduation objectives for the following year.
- 3) Details about how the institution intends to recruit, acclimate, retain, graduate and, connect Military-connected Veterans to employment opportunities to include V3-certified companies.

DVS leadership will also accept your current Veteran/Military Student Recruiting plan as a proxy for your MVSSP provided it address those areas listed above.

On the following pages, is an example MVSSP. It is simply provided as a guide for your use in developing your Institution's plan. As this is an editable version of a sample MVSSP, we do not recommend you simply add names and times to this form. Rather, we hope you will consider the best practices and only list those you intend to employ. Institutions should also feel free to add to these practices, including those policies or programs that have served them well in their recruitment and retention efforts of military-affiliated students. The TEA staff will then review your new practices/approaches and possibly add them to future versions of this exemplar.

We are available to assist you in the development of your plan. Should you have any questions or concerns, please do not hesitate to contact the Training and Education Alliance Coordinator at tea@dvs.virginia.gov

Thank you!

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Brandywine College
1 Brandywine Drive
XXXXXX, VA

Brandywine College, is a private, coeducational, four-year liberal-arts college located in Brandywine, a town in Highland County Virginia. Established in 1920, the school began with offering only agriculture and education majors, however, over the years the school has grown to now offer 60 majors and minors, awarding Bachelor of Arts and Bachelor of Science degrees.

On our campus, we have 1,800 full-time students and 1000 part-time students. The campus also has 115 full-time faculty, 29 part-time faculty.

Our current military-related student enrollment is 145 and with our goal to increase that number to 175 in by the fall of 20XX (or next year). In the past year, we graduated 34 Military/Veteran students.

In preparing this Military/Veteran Student Success plan (MVSSP), we reviewed the best practices introduced through the Training and Education Alliance (TEA) program and selected those policies and processes that we believe most closely align with the capabilities of the staffing of our small college.

Through the following pages, we will describe how Brandywine College will attract, matriculate, graduate and assist in connecting our graduating Veterans with employment opportunities, some of which will be in connecting them to V3-certified employers.

It should be noted that much of the responsibility for completing our plan will be the responsibility of our newly hired, Director of Military Affairs, a retired Army Lieutenant Colonel, who reports to the Director of Enrollment. Lt Colonel Smith leads our Military Affairs Office and acts as a liaison with our Academic departments and Administrative staff on all things related to the Military or Veteran student.

With our commitment to these practices, I am confident that current former warriors will find Brandywine an educator of choice.

Respectfully,

Adam C. Booker, PhD, President, Brandywine College

(Date)

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Best Practices to Prepare	Brandywine College Responsible Staff	Deadline
Highest level of leadership at Institution creates a business case for attracting and graduating Veterans and Military Students.	Provost/ Vice President for Enrollment Management / Director of Military Affairs	February XX
Appoint an interdepartmental taskforce to evaluate the institution's policies, practices and procedures relating to the military-connected students on a regular basis.	Provost	July XX
Develop on-line programs and credentials.	Accomplished	Current
Appoint a senior-level administrator, preferably a Veteran, to lead the institution's military and veteran support programs such as the Office of Military and Veterans Affairs. Insure that office has clearly articulated goals and expectations.	Accomplished	Current
Senior leadership and staff review past enrollment and graduation figures of all categories of military-related students. Based on these trends set realistic Veteran and military student recruitment, matriculation and graduations targets.	Director of Strategic Analysis and Reporting	On-going
Identify staff and faculty to complete TEA Training and certification. Develop and provide additional topics include training PTSD, TBI, etc. VCU's Green Zone training is also recommended. Complete training.	Director of Human Resources	May XX
Create dedicated Academic Advisers and Career Services personnel (preferably Veteran themselves) to work with military-related students. (Regent)	Director of Career Services staff	July XX
Offer multiple learning formats include videos, text, a library of archived audio content of classroom instruction, problem-solving activities, and practice tests.	Provost and Vice President for Academic Affairs	Annually introducing new formats

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Create MOUs with Community Colleges to insure credit transfer, etc.	MOUs completed	On-going
Identify and list all internal resources to assist students finding help to common issues. Educate institution staff on internal resources so they can may assist military-affiliated students.	Director of Human Resources	August XX
Develop an application process that clearly identifies Military-related students.	Vice President for Enrollment Management	July XX
Define academic and financial information about all program requirements; including total cost of admission, tuition, instructional materials, and all mandatory fees.	Vice President for Enrollment Management	May XX
Create recruiting policies that do not allow high pressure enrollment, unsolicited follow-up calls or other forms of personal contact.	Vice President for Enrollment Management	May XX
Establish a working relationship with the Student Veterans Association.	Director of Military Affairs	March XX
Develop a committee comprised of Military–related students charged to voice concerns for the population.	Director of Military Affairs	September XX
Create a dedicated Veteran space where military-related students can meet with one another. (NVCC, JMU, LU)	Director of Facilities	Two years from August XX

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Best Practices in to Attract	Brandywine College Responsible Staff	Deadline
Form a Military Advisory Council made up of both Faculty and Alumni to attract and improve enrollment.	Director of Military Affairs	December XX
Develop easily understood but accurate recruiting literature and Military-friendly webpages, with a simplified application processes, and complete financial information.	Associate Vice President for Marketing and Communication	May XX
Include on webpage, information for returning/newly admitted military or Veteran students. ¹⁵	Associate Vice President for Marketing and Communications	May XX
Advertise credit for prior learning and the school's policies.	Associate Vice President for Marketing and Communications	May XX
Waive admissions fees.	Under consideration by Vice President for Enrollment Management	December XX
Advertise priority enrollment.	N/A	N/A
Offer flexible enrollment deadlines and preferential scheduling of classes.	Under consideration by Vice President for Enrollment Management	May 2018
Offer scholarship opportunities for Active Duty, National Guardsmen, Reservists and/or Veterans.	On-going, additional scholarships researched by Director of Alumni & Family Relations	December XX
Use TEA certification seal on all recruiting literature/website.	Associate Vice President for Marketing and Communications	May 2018
Advertise multiple campus locations.	N/A - Only one campus	N/A

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Participation in various military and Veteran programs and partnerships; Yellow Ribbon, etc.	Under consideration Vice President for Enrollment Management / Director of Military Affairs	December XX
Leverage high-touch recruiting but avoid high pressured tactics. Military Recruiters should connect both by phone and in person.	Vice President for Enrollment Management	June XX
Offer Military Appreciation at College Sporting Events.	Vice President for Enrollment Management	August XX
Attend Education fairs at local installations and/or through TEA offerings.	Director of Military Affairs currently works with local Reserve and National Guard at nearby posts	On-going
Provide various options for students to “tour” campus, in-person, virtually, Skype, Facetime, etc.	Vice President for Enrollment Management	On-going
Post Veteran or military student success stories on webpage.	Associate Vice President for Marketing and Communications	On-going
Advertise work study options.	TBD	TBD

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Best Practices to Matriculate	Brandywine College Responsible Staff	Deadline
Clearly define the roles and hand-off between the recruiting staff and the admissions staff.	Vice President for Enrollment Management	June XX
Offer credit for prior military learning.	Vice President for Enrollment Management	On-going
Provide in-depth financial counseling, especially concerning GI Bill benefits timelines/constraints, etc. Students should fully understand their financial obligations upon enrolling in a specific educational program.	Director of Financial Aid	June XX
Provide clear details on webpage for returning admitted National Guard, Reserve or newly admitted Veterans.	Associate Vice President for Marketing and Communications	July XX
“Ensure students are appropriately placed and prepared for the programs in which they enroll. Consider employing any of the following practices: (a) assess academic readiness prior to enrollment; (b) offer appropriate remediation if necessary; (c) offer limited course loads; (d) offer a reasonable “Trial Period” for enrollment; (e) offer penalty-free drop/add periods upon enrollment.”	Registrar currently evaluate current processes.	July XX
Provide on-going access to questions concerning financial assistance for books/fees or waivers and options such a work study, etc.	Registrar, Director of Financial Aid	On-going
Connect enrolled students to Military Affairs Office/Veteran Center or an Ombudsmen to answers questions that are confusing or frustrating.	Director of Military Affairs	On-going

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Best Practices to Assimilate	Brandywine College Responsible Staff	Deadline
Provide a tailored orientation program for Military students and Veterans to include specific details on housing, parking, internet, meal plans, what to expect in an academic setting, etc. Insure a similar program exists for on-line students.	Director of Military Affairs	July XX
Leverage Military Affairs Office/Veteran Center to connect students to Veteran services such as Veteran Affairs, Virginia Veterans and Family Support.	Director of Military Affairs	July XX
Develop a Military Student link on school's website directing them to a variety of resources, frequently asked questions, etc.	Associate Vice President for Marketing and Communications	May XX
Provide connections with Family Services e.g., support for spouses, child-care, transportation, support groups, etc.	Director of Military Affairs	June XX
Create a sponsorship program matching a seasoned Veteran student or trained faculty member (preferably TEA Ambassador) with a new military-affiliated student.	Under consideration by the Director of Military Affairs	TBD
Faculty provide students with connections to academic support such as tutoring, remedial classes, etc.	Director of Military Affairs	Instituted after Faculty Training
Encourage faculty to collect information (FERPA-protected, voluntary) on all students to include major, year in school, and extracurricular commitments, and Veteran status. This may assist them in understanding the other pressures in the student's life other than the classroom.	Director of Military Affairs	Instituted after Faculty Training

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Best Practices to Retain	Brandywine College Responsible Staff	Deadline
Faculty should be taught to establish classroom rules of conduct so military students and Veterans feel safe. Respect their privacy, unless the student chooses to disclose his or her experience.	HR Director - Faculty training	July XX
Faculty should learn and employ effective instructional practices techniques to manage uncomfortable comments by non-military classmates.	HR Director - Faculty training	July XX
Designate Professors in some way, who are military friendly, so that students may easily identify them. TEA Ambassador certification is recommended.	Associate Dean for Academic Affairs	September XX
Provide tools and policies that support students who are deployed. Website offering preparation tips, flexible policies for deployment, no financial harm for add/drop of classes, etc.	Registrar	October XX
Offer Military Appreciation at College/University Sporting Events.	Director of Athletic Media Relations	August XX
Offer paid internships, possibly as a bridge to V3 Employers—based on academics—combined with educational work studies.	Currently being planned in conjunction with Senior Director of Development and the Director of Military Affairs	Two years hence from August XX
Offer support systems for women military-affiliated students.	Director of Military Affairs	June XX

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Best Practices to Retain	Brandywine College Responsible Staff	Deadline
Offer on-going communications to military-connected students keeping them aware of upcoming events, scholarships, etc. Examples newsletter, website, social media, etc.	Director of Military Affairs	On-going
Develop a Veteran Support Team–Military Liaison in each Department.	Director of Military Affairs	August XX
Appoint a Military and/or Veteran Student Ombudsman to escalate and resolve issues related, but not limited, to DoD or VA educational benefits, academic enrollment issues, and institutional policies and procedures. ²⁰	Director of Military Affairs	August XX
Conduct regular roundtable discussions, focus groups, and/or interviews with service-member military and student veteran organizations, both on-campus or virtually, to establish a continual understanding about the needs of the military and veteran student population. ²¹	Director of Military Affairs	TBD
Sponsor Athletic events that honor Veterans or provide athletes to meet Veterans.	Director of Athletics	June XX

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Best Practices to Graduate	Brandywine College Responsible Staff	Deadline
Develop a Military or Veteran student graduation event highlighting the school's commitment to military-related students. Ensure College/University leadership is present. Possibly invite local community leaders, and if possible a celebrity. Include a reception.	Director of Military Affairs	October XX
Include event that also involves the military family in the graduation event. For those who are deployed, extend an invitation to the local family members inviting them to graduation event.	Director of Military Affairs	December XX
For those graduating service members who are deployed, involve their leadership with information about their graduation, so it can be celebrated at the unit/installation level.	Director of Military Affairs	October XX
Provide meaningful tokens for graduates, coins, a red, white and blue cord for military-related graduates.	Director of Military Affairs	December XX
Determine effective means of recognizing on-line graduates or those who are deployed during graduation.	Director of Military Affairs	TBD

Institution Letterhead

Best Practices in to Employ	Brandywine College Responsible Staff	Deadline
Provide stepped certifications so the student can work and continue with degree and earn income.	Director of Military Affairs	On-going
Leverage V3 employers for internships, OJT and apprenticeship opportunities.	Director of Military Affairs	October XX
Connect military-related students with Career Services at the college or university that have been vetted to hire Veterans.	Director of Military Affairs and Director of Career Services	December XX
Engage Alumni in connecting military-related students and graduates with connections in their chosen career field.	Director of Career Service and Director of Alumni Services	TBD
Coordinate with VTAP to send students to regional Recruiting Days.	Director of Military Affairs and Director of Career Services	October XX
Offer a career starter program, to help with resume writing, networking skills, mock interviews, etc.	Director of Career Services	TBD
Provide on-going career support after graduation. Access to Career Services for Life.	Director of Career Services	On-going