

STUDENT VETERANS  
*of* AMERICA



# Enhancing Veteran Success in Higher Education and Careers

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**Institute for Veterans and Military Families  
Student Veterans of America**

## OUR MISSION

To advance the post-service lives of America's service members, veterans, and military families

## WHO WE SERVE

- Individuals
- Organizations
- Communities

## PRIORITIES

- Deliver impactful, best in class programs and services, informed by research, measurement, and evaluation
- Advance practice and policy through rigorous research, measurement and evaluation, and data solutions that empower action

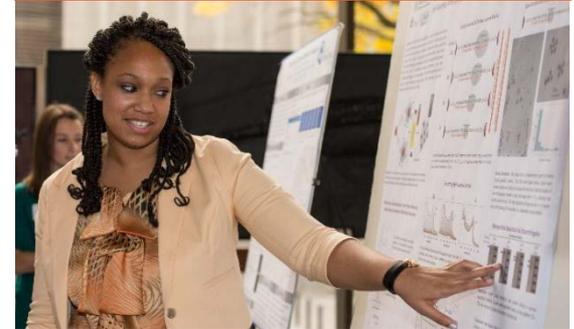
## PROGRAMS AND SERVICES



## FOCUS AREAS

- ✓ Career Preparation and Employment
- ✓ Entrepreneurship and Small Business Training
- ✓ Community-Based Support and Care Coordination

## RESEARCH AND EVALUATION



## FOCUS AREAS

- ✓ Employment and Entrepreneurship
- ✓ Higher Education
- ✓ Gov't. & Community-based Services
- ✓ Measurement, Evaluation, and Data Analytics

# STUDENT VETERANS OF AMERICA (SVA)

## OUR MISSION

To provide military veterans with the resources, support, and advocacy needed to succeed in higher education and following graduation, through our over 1500 chapters – the largest chapter-based student organization in America.

## WHAT WE DO

- Research
- Programs
- Advocacy
- Tell Student Veterans' Stories

## HOW WE DO IT

Through dynamic programs, groundbreaking research, and informing policy makers and stakeholders

## PROGRAMS



## FOCUS AREAS

- ✓ Chapter Leadership
- ✓ Chapter Support
- ✓ Scholarships

## RESEARCH AND POLICY



NATIONAL VETERAN EDUCATION  
SUCCESS TRACKER

## FOCUS AREAS

- ✓ Post-Secondary Outcomes
- ✓ Life Cycle of Student Veterans
- ✓ Protecting the GI Bill

# Trends in Veteran Employment

# KEY HIGHLIGHTS

# Veteran Population and Unemployment

## POPULATION

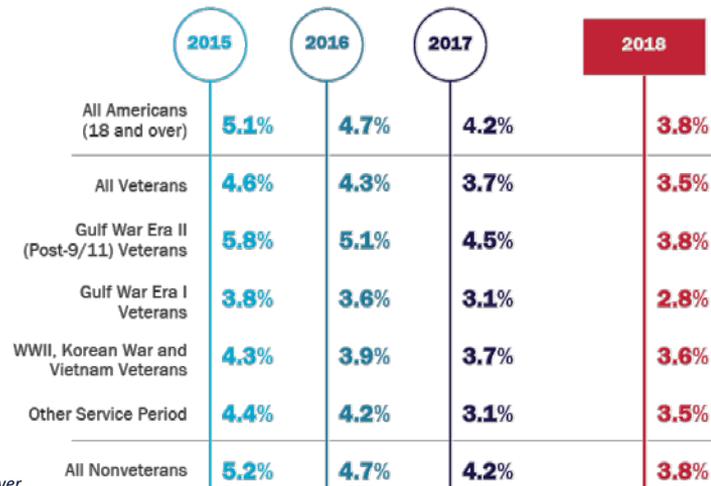
- ~ 19.2 million veterans (8% of the US pop, 18+)
- ~ 9.4 million veterans in labor force (half of all vets)

Estimated Population	Estimated	Percent
All Americans (18 and over)	248,874,000	
Nonveterans	229,673,000	92%
Veterans	19,201,000	8%
<i>Veterans by Period of Service</i>		
Gulf War Era II (Post-9/11)	4,149,000	22%
Gulf War Era I	3,089,000	16%
WWII, Korean War and Vietnam Veterans	7,626,000	40%
Other service periods	4,336,000	23%

Data Source: BLS, Current Population Survey, 2018 annual averages, population 18 and over

## UNEMPLOYMENT: NOTABLE IMPROVEMENTS

Unemployment gaps between veterans and nonveterans have closed considerably in recent years, due in part to employers making concerted efforts to hire veterans.



Data Source: BLS, Current Population Survey, 2015-2018 annual averages, population 18 and over

# KEY HIGHLIGHTS

## Veteran Unemployment

- ☑ Unemployment varies among veterans by age, gender, and race/ethnicity:
  - Younger veterans generally have higher unemployment rates.
  - Female veterans have had higher unemployment rates, until recently.
  - Minorities generally have higher unemployment rates.

	2015	2016	2017	2018
18-24	13.0%	9.2%	7.9%	10.6%
25-29	7.3%	8.0%	7.0%	5.1%
30-34	6.7%	5.1%	5.8%	3.4%
35-44	4.1%	3.7%	3.2%	3.5%
45-54	3.4%	3.4%	2.7%	2.6%
55-64	4.7%	4.3%	3.2%	3.2%
65 and older	4.0%	4.0%	3.6%	3.6%
Veteran Males	4.5%	4.2%	3.6%	3.5%
Veteran Females	5.4%	5.0%	4.1%	3.0%
Veteran - White	4.0%	4.1%	3.4%	3.3%
Veteran - Hispanic or Latino	6.2%	4.9%	3.8%	3.8%
Veteran - African-American	7.6%	5.5%	5.1%	4.3%
Veteran - Asian	3.1%	2.1%	1.6%	2.6%

Data Source: BLS, Current Population Survey, 2015-2018 annual averages, population 18 and over

# KEY HIGHLIGHTS

# Veteran Employment Landscape

## INDUSTRY



of all employed veterans  
**WORK IN PRIVATE,**  
nonagricultural industries



**WORK IN GOVERNMENT**  
Public sector employment remains  
an important channel through which  
veterans engage the labor market.

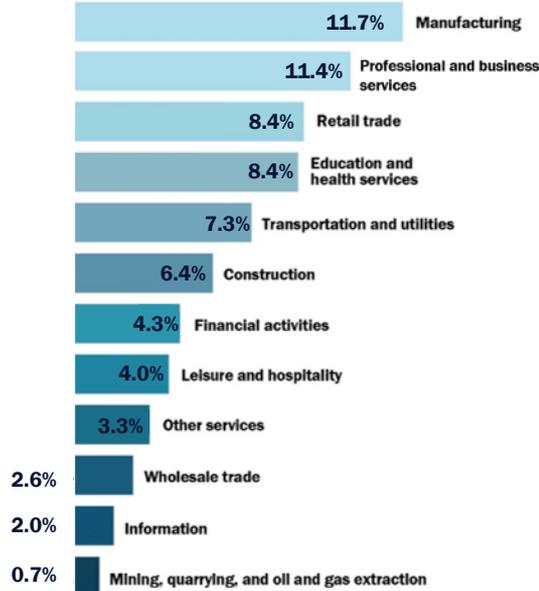


**SELF-EMPLOYED**  
workers, unincorporated



**AGRICULTURE**  
and related industries

## 70.4% PRIVATE INDUSTRY



## OCCUPATIONS



**39.1%**

of employed veterans  
worked in management,  
professional, and related  
occupations

**14.2%** Service occupations

**16.5%** Sales and office occupations

**13.7%** Natural resources, construction,  
and maintenance occupations

**16.4%** Production, transportation, and  
material moving occupations

Data Source: BLS, Current Population Survey, 2018 annual averages, population 18 and over

## ☑ FINDING A JOB IS STILL TOUGH

Despite declining unemployment rates and available resources, 55% of veterans still report employment as a top transition challenge.

## ☑ FACTORS THAT MATTER

People value various aspects of the job differently. For veterans, the highest rated important aspects of employment were:

### Hiring Common Employment Challenges:

- translating military experience
- obtaining the right education and credentials
- identifying the right job opportunities
- job availability
- identifying employment opportunities that match experience and education
- pursue a different career than their military specialization
- stigma
- culture
- knowledge gap

### Retention Important Aspects of Employment:

- opportunities to apply skills and abilities
- adequate benefits and pay
- meaningfulness of the work
- job security
- the work itself
- flexibility
- career advancement/development opportunities
- contributions of work to organization business goals
- autonomy/independence
- organizational commitment to professional development

**WORKFORCE READINESS** should be viewed as an **interaction** between:

- What the veteran brings to civilian workplace
- What employers put in place to understand, attract, and develop veteran talent in their workforce
- And what key public and private sector stakeholders do – in partnership – to prepare veterans for civilian employment, educate employers on the nuances of veteran hiring and retention, and create better pathways to employment in key growth industries



## KEY HIGHLIGHTS

## Employment Initiatives



Blackstone



JOINING FORCES



KKR



## SELECTED EMPLOYMENT INITIATIVES

- US Chamber of Commerce Foundation – Hiring Our Heroes
- The Blackstone Group
- KKR
- Joining Forces
- Federal Executive Order 13518 – Veterans Employment Initiative
- Walmart
- Hire Our Heroes USA
- Call of Duty Endowments
- Veteran Jobs Mission
- GWB Institute Military Services Initiative
- Onward to Opportunity/VCTP (Schultz Family Foundation/JPMC)

## KEY HIGHLIGHTS

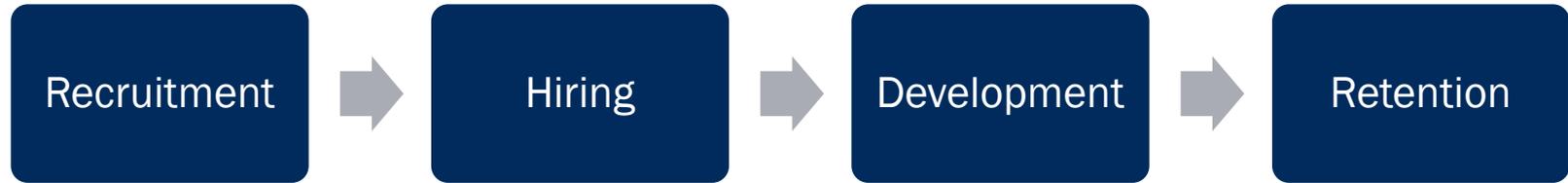
## Veteran Jobs Mission – Case Highlight

- The Veteran Jobs Mission is the leading private-sector solution addressing U.S. military veteran employment.
- The mission began in 2011 as a coalition of 11 leading companies committed to hiring 100,000 veterans by 2020.
- Since then, the coalition has grown to more than 235 private-sector companies that represent virtually every industry in the U.S. economy.
- The Veteran Jobs Mission coalition has collectively hired more than 450,000 veterans since 2011.



# KEY HIGHLIGHTS

# Evolution Recruiting, Hiring, Developing, and Retention



**Positive impact on the employment situation of veterans**  
Private-sector firms positively impact the employment situation of the nation’s veterans over the past decade.

**Employment taking a shift in tone and substance**  
As the conversations have evolved and matured, veterans’ employment program is evolving with focus on development and retention

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# Transition

## TRANSITION

### TOP TRANSITIONAL CHALLENGES



**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.
- ▶ 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

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# Higher Education: The Business Case for Student Veteran College Recruitment

- Some colleges and university embraced the opportunities but there were some skeptics and concerns for those in higher education
- 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.

# KEY HIGHLIGHTS

## By the Numbers

### THIS GENERATION OF VETERANS INCLUDED:



**14** NOBEL PRIZE WINNERS



**3 SUPREME COURT JUSTICES**

**67,000**  
DOCTORS



**22,000**  
DENTISTS

**24** PULITZER PRIZE WINNERS



**3 PRESIDENTS**

★ **12 SENATORS** ★

**MILLIONS**

of lawyers, nurses, artists, actors, writers, pilots and entrepreneurs



**238,000**  
TEACHERS



**91,000**  
SCIENTISTS



**450,000**  
ENGINEERS

**17,000**  
JOURNALISTS



**240,000**  
ACCOUNTANTS

- The GI bill represents the single largest investment in an educated workforce in American history.
- It sparked economic growth and expansion for a whole generation of Americans
  - By 1956, about 8 million World War II veterans had taken advantage of the G.I. Bill education and training benefit, including some of our nation's greatest leaders.
  - Created pathways to colleges for other populations that had historically been excluded
  - Changed the landscape in higher education which ultimately contributed to the middle class

For every \$1 spent, the original G.I. BILL returned  
**\$7 TO THE ECONOMY**



## KEY HIGHLIGHTS

## Today's Student Veteran

- Similar to previous generations, the current generation of student veterans are highly motivated to excel in college and view a post-secondary certificate or degree essential to their future.
- However, many in higher education today still have doubts about actively recruiting student veterans on their campus.
- Student veterans are valuable assets whose contributions make lasting impact(s) on higher education institutions, both while they are on campus and well after graduation

### TOP MOTIVATIONS FOR MILITARY SERVICE



- Student veterans bring with them a range of diversity, cross-cultural experiences, and valuable skills that are a huge asset for college campuses and beyond

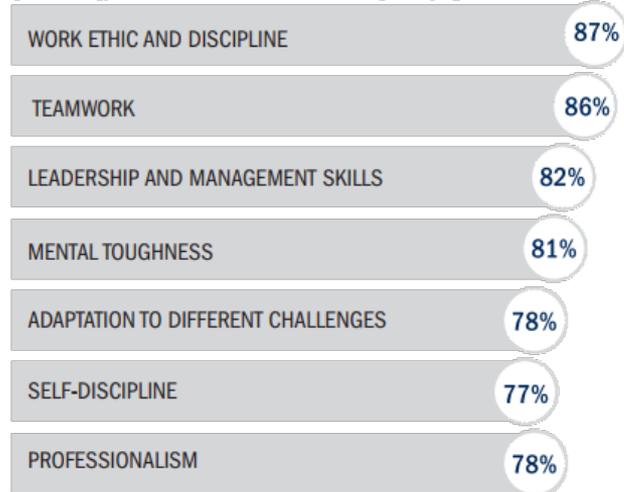
## STUDENT VETERANS ARE MORE LIKELY TO:



- ✔ 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:



**83%** SERVED OUTSIDE OF THE CONTINENTAL UNITED STATES operating across different cultures, nations, and regions



## ACTION ITEM



### DIVERSITY AND CAMPUS ENVIRONMENT

- Offer 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.



Data Source: SVA and IVMF

## KEY HIGHLIGHTS

## Academic Performance

- Student veterans academic accomplishment provides evidence on student veterans' academic achievement and ability to handle the rigors of college coursework.



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

**3.34** AVERAGE STUDENT VETERAN GPA

**2.94** AVERAGE TRADITIONAL STUDENT GPA

As of September 2018, the Post-9/11 GI Bill has paid

**\$87 BILLION**

FOR VETERANS' TUITION, FEES, BOOK STIPENDS, AND HOUSING ALLOWANCE.



Data Source: SVA NVEST

**STUDENT VETERANS EARNING A DEGREE IN HIGH-DEMAND, HIGH-GROWTH FIELDS:**

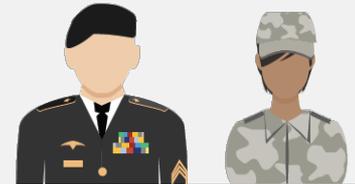
Business Degrees: 27.0%; STEM Degrees: 14.4%;  
Health Degrees: 10.4%

### ACTION ITEM



### ACADEMIC PERFORMANCE

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



## Education Attainment

- On average, post-9/11 veterans achieve higher educational attainment than earlier generations and the general U.S. population

2018 Educational Attainment	All Veterans		Post-9/11 Veterans		Non Veterans	
	Estimate	%	Estimate	%	Estimate	%
Total Population, age 25 and over	18,945,000		3,893,000		200,842,000	
Less than a high school diploma	804,000	4%	40,000	1%	21,366,000	11%
High school graduates, no college	5,421,000	29%	824,000	21%	57,073,000	28%
Some college, no degree	4,186,000	22%	968,000	25%	30,775,000	15%
Associate Degree	2,407,000	13%	571,000	15%	20,175,000	10%
Bachelor's degree	3,721,000	20%	942,000	24%	45,083,000	22%
Graduate degree (Masters, Professional, Doctoral)	2,405,000	13%	549,000	14%	26,371,000	13%



67% of all veterans have some college or higher

78% Post-9/11 veterans have some college or higher

61% of the general population have some college or higher

Data Source: BLS, Current Population Survey, 2018 annual averages, population 25 and over

## KEY HIGHLIGHTS

## Post Education Outcomes

- Veterans who earn a college degree or higher have lower unemployment rates and higher income compared to their counterparts

### 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%)

### 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.



## 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.



## Veterans in STEM Workforce

- **Veteran Participation:** Veterans are 1.47X more likely to work in STEM compared to nonveterans
- Female veterans are 2X more likely to work in STEM compared to their counterparts
- **Top 2 STEM Clusters for Veterans:** Information technology / Computer science (43%) and Engineering (38%)

**VETERAN STEM WORKERS  
REPRESENTED ABOUT  
1 IN EVERY 13 VETERAN WORKERS.**



### Trends

Between 2012 and 2016, veterans entered into STEM occupations at an

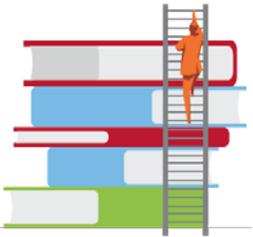
**↑ INCREASING ANNUAL  
RATE OF 0.23% POINT**



## KEY HIGHLIGHTS

## Post Education Commitment

- Veterans exhibit a strong organizational commitment or sense of connection and individual responsibility to one's institution



### MILITARY SERVICE MEMBERS AND VETERANS ARE MORE LIKELY TO THRIVE IN THE FOLLOWING DOMAINS:

- ✓ PURPOSE (motivation to achieve goals)
- ✓ SOCIAL WELL-BEING (supportive relationships)
- ✓ FINANCIAL WELL-BEING (management of economic factors)

# 54%

of service members and veteran college graduates are thriving socially and economically, as compared to only 43% of their non-veteran counterparts.



Veterans strive for financial security and value fiscal responsibility. Financial security is associated with less stress and increased financial well-being.



Student loan debt and percentage of thriving is negatively correlated; Veterans generally borrowed less money, therefore, have a higher level of economic security;



# 65%

OF MILITARY SERVICE MEMBERS AND VETERANS BORROWED NO MONEY, COMPARED WITH 52% OF THOSE WHO HAVE NEVER SERVED

### 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.



# KEY HIGHLIGHTS

# Highlights and Key Takeaways

## POPULATION

- 19.2 million living veterans
- 9.4 million in the workforce
- 4.1 million post-9/11 veterans – growing population



## TRANSITION

- 180-200k transition annually
- 55%+ seek careers different than military occupation
- **Top challenges:** resource navigation and access; employment; financial stability; community reintegration and social connectedness



## EMPLOYMENT

- Overall unemployment record low
- Stats don't tell the full story
- Younger veterans (20s-mid-30s) still higher unemployment rates
- Finding fit is a learning process
- Employment initiatives have evolved from hiring to development and retention
- **Top challenges:** job matching, retention, and underemployment

## HIGHER EDUCATION

- The GI bill represents the single largest investment in an educated workforce in American history.
- Current generation of student veterans are highly motivated to excel in college and view a post-secondary certificate or degree essential to their future.
- Student veterans are diverse, have high academic achievement, and successful post education outcomes
- **Top challenges:** financial resources, flexible schedule, campus geared towards traditional students, few vet resources on campus

- The current GI bill is still thought of as an educational benefit, but it is actually a massive investment in training millions of future workers
- Having a large, well-trained middle class with financial stability and spending power helps build a healthier economy
- While the economy added over 200,000 jobs and 6.7 million job openings nationwide in 2018, there is a lack of skilled workers . . . However, programs provided by the Forever GI Bill can help to close the economic skill gap by allowing highly-skilled veteran workers to fill these much-needed employment positions.
- The questions we have today are how do we maximize the investment and ensure its success

# For more information contact:



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## Student Veterans of America

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**Thank  
You**

