

# UW-STOUT VETERANS RECRUITMENT AND RETENTION PLAN

Purpose Statement: *Develop a 3 year plan to increase recruitment of military service members and veterans and increase retention.*

The Veteran’s subcommittee was chaired by Barb Cloutier and members of the committee included: Colonel Brian Stout, Larry Graves, Jackie Daniels, Alexandra Birmingham, Patti Wang, Dean Berlin and Pam Holsinger-Fuchs. The department of Veterans Affairs (DVA) estimates a 10% increase in enrollment in Higher Education over the next three years in Veteran’s. Although UW-Stout has shown steady growth in our Veteran’s in the past five years with 2.3% in 2009 we have been in the bottom 25% compared to other UW schools (UW-Superior 5.5%, Platteville 4% and Green Bay 5%). One of the first things that the group discovered is that the proper terminology should be “military service members and veterans” to not be exclusive.

Goals: Military service members/Veterans		Strategies/Implementation			Cost	Assessment	Targets
Activities <i>What we're doing</i>	Responsible Partners	2010-11 <i>What we plan to achieve</i>	2011-12	2012-13			Focus 2015 goals in red
Develop marketing campaign targeted at military service members and veterans. Highlight Military Friendly status-in the top 15% of all schools nationwide.	Dean of Students ROTC staff, Admissions, R & R, Veteran’s group, marketing staff	Develop a marketing campaign to target active duty and veteran students: <ul style="list-style-type: none"> <li>Television advertisement (have a presence i.e. ROTC in background)</li> <li>Develop a brochure</li> <li>Military periodicals</li> </ul>	Gauge effectiveness of marketing campaign and adapt. Expand print literature to target specific majors	Update brochure Seek military friendly campus designation.	\$1500	Number of enquiries from MSM/V students  Number of new enrollments/transfers of MSM/V students  Number of MSM/V students from outside MN and WI  Number of ethnically diverse MSM/V students	Increased retention rate to 73% by 2015  Six-year graduation rate of 87% or higher
Increase and improve web presence	Vet services, Distance Ed, Admissions, advisement, R & R, web team	Update Military Service and Veterans page. User friendly language and process flow. Application processes with clear description, link and contact information. Links to counseling and other	Presence on Stout homepage Checklist for applicants Develop FAQ page. Request feedback	Expand site to incorporate “one-stop” feel for veteran students and visitors.	\$500	Counter to monitor frequency of website use. Google analytics to track amount of time spent.  Number of applications submitted originating from this page	Increased retention rate to 73% by 2015  Six-year graduation rate of 87% or higher

		relevant on-campus services.				Retention of MSM/V students  Graduation rate of MSM/V students	
Defer application fee payment to first semester bill for qualifying, admitted students.	OSBS, Admissions, R & R	Allow student to complete application process without up-front fee requirements. Add application charges to first term bill.	Evaluate effectiveness and make changes.	Advertise "veteran friendly" process	N/C	Feedback from MSM/V applicants  Number of applications from MSM/V s	Increased retention rate to 73% by 2015  Six-year graduation rate of 87% or higher  Satisfaction > than peer comparisons on ACT student opinion survey
Strengthen relations with area armed forces recruiting offices (within a 150 mile radius)	Admissions, Vet services	Meet and greet area recruiting staff 2 x a yr. Leave brochures and Stout information with offices and gather information from these individuals.	Continue to visit. Meet new staff. Invite staff to attend Stout for a day of tours, etc.	Assess success of military day and make adjustments.	LTE appt. of 100 hours \$1,600	Number of attendees at Military Day  Number of contacts made with recruiting offices, types of contact made; number of contacts with recruiting staff  Number of applications that result	Increased retention rate to 73% by 2015  Six-year graduation rate of 87% or higher
UW-Stout presence at military functions	Admissions, ROTC	Attend 1 drill function and 2 Vet Supermarket functions/deployments.	Evaluate success of year one, modify goals based on traffic and success.	If feasible expand to 3 drill functions	Existing staff	Number of events attended  Number of UW-Stout staff attendees at military functions  Number of contacts made  Number of follow-up contacts  Number of applications that result	Increased retention rate to 73% by 2015  Six-year graduation rate of 87% or higher
Veterans Center & ¼ time staffing of center plus Veteran	Vet service group	Designate a Veteran's/Military service dedicated space on campus	Further develop use of space and offer workshops	Evaluate use of space	\$5,000 for furnishings	# of workshops offered; # of attendees at workshops;	Increased retention rate to 73% by 2015

work-study students					\$12,500 + fringe	<p>evaluations of workshop attendees</p> <p>Number of MSV/M students who use Veteran's Center</p> <p>Retention rate of MSM/V students</p> <p>Graduation rate of MSM/V students</p>	<p>Six-year graduation rate of 87% or higher</p> <p>Satisfaction &gt; than peer comparisons on ACT student opinion survey</p>
---------------------	--	--	--	--	-------------------	--	---