



Veterans Higher Ed Affinity Group

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How to Build Capacity and Increase Impact with a Limited Budget

VHEAG Panel and Discussion:

How to Build Capacity and Increase Impact with a Limited Budget

- **Roman Ortega**
Director of Veterans
Affairs and Recruitment,
Lewis University
- **Kevin Smith**
Director of Veterans
Affairs & Testing
Administration,
Governors State
University



Roman Ortega

Recommendation: Develop a system for intake procedures

- Understanding the points of contact and how to enter the school is vital to supporting military students in a transitional period.
- Develop a process that enables prospective military students to establish rapport with University representatives quickly.
- Develop questions to deduce the military status of a prospective military student on the admissions application.
- Assign a representative to serve as an initial point of contact to establish an immediate rapport with the prospect.
- Develop data migration protocols within the student relationship management tool to ensure that student data is moved into the student portal. This will help identify who is military on campus.



Roman Ortega

Recommendation: Develop, fund and support a student veteran organization

- The Student Veteran Organization (SVO) is a critical component in creating a comfortable environment for veterans. It provides visibility, promotes their causes, offers a network to solve problems at the peer level. A healthy chapter reaches out to all branches, their dependents and enlists support from campus champions.
- Use existing student groups as a model, to include funding, marketing, space and constitutional requirements.
- Reach into alumni and community partners to strengthen ties, grow affiliations and expand outreach. Effective outreach by the SVO can lead to higher retention and improved recruitment efforts.
- Create a fundraiser as a form to support the programming dollars needed each year by the SVA chapter. The money also supports student veterans in attending the SVA National Conference.



Roman Ortega

Recommendation: Develop a Military Student Orientation Program

- Deliver a program at the beginning of every semester that orients students to the campus and highlights all the wonderful programs available.



Kevin Smith



**TAKE THE PLUNGE - IT'S TIME
TO TAKE ACTION AND DIVE IN**

- Become a SCO or Alternate SCO at your institution
- Attend Regional SCO meetings
- Organize a Veteran Advisory Council (faculty, staff, and student veterans)
- Utilize VA Work Study to staff daily operations



Kevin Smith



- Start a Veteran Endowment Fund
- Cross collaboration with other campus departments



Kevin Smith



- Host Veteran events on campus
- Support and promote SVA on and off campus

Going Forward and Announcements

Amy Sherman