

# Military Education Task Force Budget Request

March 16, 2018

# APSU Military Student Population

- About one in four students enrolled at APSU are military-related, and more than 2,500 military-related students attended APSU in each of the last three years.
- In addition to our current students, there are opportunities to increase our military-related enrollment:
  - over 337,000 veterans in Tennessee without at least a bachelor's degree
  - 25,000 in Montgomery and three adjacent counties
  - approximately 400 new arrivals at Fort Campbell each month
  - approximately 400 soldiers leave Fort Campbell each month – some go to another duty station, others separate from the military – some of these stay in the local area
  - countless prospective students for programs offered online
  - countless family members of military service members & veterans

A red speech bubble with a white outline and a small tail pointing downwards. The text "Budget Requests" is centered inside the bubble in a white, sans-serif font. The background of the slide features a pattern of thin, light gray concentric circles and dashed lines.

# Budget Requests

Space for a  
Veteran and  
Military Family  
Resource Center

### Budget Request #1

Amount Requested	TBD
Frequency of Request	One-time and Recurring
University Strategic Plan Goal Priority	Goal Priority 1.4 Goal Priority 1.5 Goal Priority 5.1 Goal Priority 5.6

## Space for a Veteran and Military Family Resource Center

- A Veteran and Military Family Resource Center (VMFRC) could provide seamless support to students from the process of applying for admission, through accessing financial aid, selecting a program of study, registering for courses, progressing toward graduation, and securing employment after they graduate.
- Programs and offices that could have a presence include:
  - Veterans Upward Bound
  - Vet Success on Campus
  - The Military Student Center
  - Admissions, Registrar, and Student Financial Aid/Veterans Affairs representatives
  - Career Services representative

Senior Advisor to  
the President for  
Military Initiatives

### Budget Request #2

Amount Requested	TBD
Frequency of Request	Recurring
University Strategic Plan Goal Priority	Goal Priority 1.4 Goal Priority 1.5 Goal Priority 5.1 Goal Priority 5.6

## Senior Advisor to the President for Military Initiatives

- **A Senior Advisor to the President for Military Initiatives would:**
  - Provide overall guidance and strategic leadership to the President and University leadership on the University's initiatives to serve active-duty service members, veterans, and military family members.
  - Create awareness of APSU with the military community and policy makers.
  - Establish connections and build collaborations that will help secure public and private funding, grants, and other resources that will support the university's mission and the success of military-related students.
  - Lead the efforts to identify and implement best practices university-wide.

Marketing  
Dollars

### Budget Request #3

Amount Requested	\$35,000
Frequency of Request	Recurring
University Strategic Plan Goal Priority	Goal Priority 1.4 Goal Priority 1.5 Goal Priority 5.1 Goal Priority 5.6



# Marketing Dollars

- **These marketing dollars will be used to target the military-connected students.**

Questions?

